



Personnel Matters

An administrator's extended leave has UW's policies under scrutiny.

Questions about a UW-Madison administrator's extended leave flared tensions between the university and some state lawmakers this summer, sparking an investigation that may affect how the university handles personnel decisions.

The controversy involves a leave of absence taken by **Paul Barrows**, the former vice chancellor for student affairs. The leave, for which Barrows used accumulated vacation and sick days, came after he acknowledged a consensual relationship with an adult graduate student. While not a violation of university policy, the revelation raised concerns about Barrows's judgment, according to Chancellor **John D. Wiley MS'65, PhD'68**. At the same time, Barrows — whose annual salary as vice chancellor was \$191,749 — revealed personal and family circumstances that Wiley believed supported the need for medical leave.

In June — after Barrows had been on approved leave for seven months — a group of state legislators called attention to the situation and asked

for an explanation. While expressing confidence that all university policies were followed in granting Barrows leave, Wiley (who is Barrows' supervisor) agreed to appoint an independent investigator to determine whether any of the actions he or Barrows took were inappropriate. **Susan Steingass**, a Madison attorney and former Dane County Circuit Court judge who teaches in the Law School, was designated to explore the matter and is expected to report her findings this fall to UW System President **Kevin Reilly** and UW-Madison Provost **Peter Spear**.

Barrows's vice chancellor position was eliminated during his leave, but he was expected to return to the university as a consultant overseeing diversity programs. In July, however, Wiley said he lost confidence in Barrows's ability to do the job, suggesting other allegations of improper conduct had surfaced. Barrows was assigned to a \$72,881-a-year job — a backup appointment stipulated in his employment contract with the university. He remains on paid

administrative leave until the investigation is complete.

Coming in the middle of Wisconsin's biennial state budget deliberations, the case may have several lasting effects on the university. Lawmakers voted to cut UW-Madison's budget by an additional \$1 million because of the controversy, and the Joint Legislative Audit Committee has now requested information on paid leaves and backup appointments throughout the UW System to help it decide whether to launch a System-wide audit of personnel practices.

The UW Board of Regents also plans to review employment agreements, administrative leaves, and backup appointments. System officials say that they expect changes in both personnel policies and in their relations with lawmakers, which they admit have been strained by the controversy.

"They have every right to be critical of us," Regent President **David Walsh** told the online news site Wispolitics.com. "We've made some mistakes."

— Staff

one
number

920

Number of environmentally friendly gasoline cans given away during the June kickoff of a UW-Madison program to help control environmental emissions. The cans were free to anyone willing to trade in their old storage cans, which typically release ozone-depleting pollutants.

MICHAEL FORSTER ROTHBART



In Foul Bloom

Four-year-old Benjamin Adams of Madison wards off the stench of the aptly named corpse flower, a spectacular plant that rarely blooms in captivity. In June, not one, but two corpse flowers did just that at UW-Madison's Botany Greenhouses, where botanists have been cultivating the flowers, which can grow to more than eight feet tall. Native to equatorial rain forests of Indonesia, the plant derives its nickname from the foul odor it releases when in bloom — a smell like rotting flesh that attracts pollinating carrion beetles, and, apparently, little boys.

One More for the Coach

In making this his final season, Barry Alvarez embraces a smooth transition.

Q AND A

Jessica Ritschke

UW-Madison tour guide **Jessica Ritschke x'06** has led countless wide-eyed freshmen and their parents around campus. But there's more to being a tour guide than pointing out Bascom Hall and mentioning your favorite flavor of Babcock Hall ice cream.

Q: Do you prefer to stick to the script, or do you like questions?

A: We love questions! The worst thing is when you get a bunch of blank faces. You think, am I being boring? Is this not good? It's great for us if the group is attentive and talkative.

Q: Have you ever gotten a really strange question?

A: Sometimes at the beginning of the tour, people will ask where the basketball court is in the Red Gym. It hasn't been there since the 1930s. I guess for someone who doesn't know about that, it's a legitimate question, but for us it's strange.

Q: What's the most memorable thing that ever happened on one of your tours?

A: Definitely the streaker incident. My tour group was walking near the Southeast dorms during lunch in the spring when this guy in a white robe saw us coming. He opened up his robe and started hopping up and down in front of us, naked! Then he ran into Sellery Hall, which is where we were headed.



JEFF MILLER (2)

With this season, Barry Alvarez will cap a career that has given him a trove of memories and achievements, including three Rose Bowl titles. "One of my greatest thrills is when a fan says, 'Hey coach, thanks for a job well done,'" Alvarez said at a press conference announcing his retirement.

Barry Alvarez was at ease, braced with a confident stride, an easy smile, a hearty laugh, and the company of family. Moments before he walked into a packed Kohl Center media room in late July and rocked the Badger faithful with the news that he is stepping aside as head football coach after the 2005 football season, it was apparent that he'd made peace with his historic decision.

"This is my personal time-

line," Alvarez said. "As one of my close friends told me, you'll know when it's the right time. I believe it's the right time."

There was nothing nervous in his bearing, but emotion still tugged at his heart and cracked his voice as he publicly thanked family and friends and recalled a coaching career that produced three Rose Bowl titles, a Heisman Trophy, and one of the most compelling turnaround stories in college football.

Alvarez, who will continue as the UW's athletic director, will turn over the reins of a program he transformed from a Big Ten laughingstock into a national powerhouse to hand-picked successor **Bret Bielema**, the Badgers' defensive coordinator.

"About fifteen years ago, I looked at Wisconsin as a sleeping giant," Alvarez said. "My on-the-field memories could fill a book ... things like clinching a Rose Bowl berth in Tokyo, watching an overtime win at Minnesota from a bed at the Mayo Clinic, giving **Ron Dayne x'00** a bear hug after coming down to the sidelines the day he broke the NCAA rushing record, with us clinching a Rose Bowl berth that day."

Donna Shalala, who hired Alvarez in 1990 when she was UW-Madison chancellor, says Alvarez made the college football world look to Madison as he built a 108-70-4 career record going into his final season.

UW: A College with a Conscience

Editors of a new college guidebook took a look at UW-Madison and liked what they saw. *Colleges with a Conscience*, published this summer by Random House, lists the UW among eighty-one "great schools with outstanding community involvement."

Among the criteria editors considered were the level of student activism, institutional support for service learning, and whether community involvement factored into admissions policies. UW-Madison won praise for having eighty courses that incorporate service as part of the curriculum, as well as the Morgridge Center for Public Service, a clearinghouse for faculty and students looking to link learning with community involvement.

— Staff

"He was a miracle worker," says Shalala, now president of the University of Miami. "No one believed that Wisconsin's program could be restored to great eminence, and Barry did it with class and energy and skill."

After just one season of working with Bielema, a former Iowa player who served as an assistant for the Hawkeyes and Kansas State, Alvarez was convinced that Bielema was a rising star capable of leading the program into the future. The thirty-five-year-old coach is described as tireless, with a work ethic developed on his family's farm outside of Prophetstown, Illinois.



"I am honored, humbled, and thrilled about this opportunity," says Bret Bielema, who will become new head football coach beginning in 2006.

"I came from a town of 1,800 people, but I had 2,500 pigs on my farm," Bielema said. "Everybody else got to go to the mall on Saturday, and I stayed home and did chores. I didn't understand it at the time, but I do now. I do understand that if you're going to commit yourself to something, to do it right, it's got to be a 100 percent commitment."

Chancellor **John Wiley** lauded both men — Bielema for his passion and energy, and Alvarez for building the program and skillfully juggling the coaching and athletic director roles. "I expect great things ahead for the entire department under Barry's leadership," he said.

— *Dennis Chaptman '80*

**OVER
HEARD**

"I got the idea for the product while standing in a beer line at the UW Terrace."

Fish Tales

With fewer than thirty thousand volumes, the Water Resources Library hardly has the largest collection at UW-Madison, but it may have the liveliest. Thanks to **JoAnn Savoy MA'77**, it now includes two healthy goldfish. These may not add much to students' understanding of the life aquatic, but they do contribute to one of the library's latest missions: getting young children excited about learning.

The goldfish joined the library staff a year ago, when Water Resources began conducting story hours for kids in Madison's Allied Drive area. The program has become so popular that now half a dozen other campus libraries participate, as well as the School of Library and Information Studies.

"It's a good deal for everyone involved," Savoy says. "For the neighborhood, it's a free



Lynn Schneider MLSx'06, who helps coordinate the libraries' story-telling program, gets kids hopping with a discussion about frogs.

program. And the libraries get a kids' project every month."

Savoy conceived of the story hours after reading that children in this low-income, south Madison district don't have a nearby public library.

"It's really hard for kids in that area to get access to books," she says. "Though we're a specialized library and not really aimed at children, we decided we ought to do

something to help."

The story hours take place at the Allied Learning Center, where librarians bring in picture books, crafts, and snacks related to their specialty. Savoy brought the goldfish for one of her activities last summer. "When we were done, I just couldn't bring myself to flush them," she says. "So they're a part of the library now."

— *John Allen*

— **Matt Younkle '97**, inventor of the TurboTap, a nozzle that speeds up the time it takes to pour beer that is now being used in about one thousand locations, including Chicago's Wrigley Field.

RICH DELINGER/AQUATIC SCIENCES CENTER

An investigation into the **deaths of ten cows** at a UW-Madison research farm revealed that the animals were improperly nourished. Officials at the College of Agricultural and Life Sciences say several changes have been made to ensure the safety of animals under the university's care. A faculty member who oversaw the herd had animal-care privileges revoked; a technician responsible for the herd resigned.

The School of Education tabbed former UW-Madison professor **Julie Underwood** as its new dean. Underwood, who was on the school's faculty from 1986 to 1995, most recently had served as associate executive director and general counsel for the National School Boards Association. Chancellor John Wiley lauded Underwood as "a great fit for us in terms of advancing the cause of teacher education and promoting our research mission in the best tradition of the Wisconsin Idea."

Luoluo Hong, UW's dean of students, announced she is leaving for a new position at Arizona State University, where she will oversee student affairs for the university's west campus in Glendale, Arizona. Lori Berquam, associate dean of students, will serve as interim dean until a search for Hong's successor is completed.

Make it three in a row for UW-Madison's **concrete canoe** team, which claimed first place in the American Society of Civil Engineers national concrete canoe competition in June. UW-Madison is the only school to win three consecutive titles in the competition, in which engineering students build and race canoes made of concrete.

Same Talk, Less Chalk

More professors are putting lectures on tape to preserve class time.

It's a humid summer day when Professor **John Strikwerda** gives his usual Computer Science 310 lecture, one filled with so many equations it might encourage students to nod off. But Strikwerda doesn't have to worry about students sleeping during the lecture, because none of them have shown up to class. They don't have to.

Strikwerda's students keep up with material on their own time with the help of a new educational technology that is changing the way some UW-Madison students receive lecture material. Known as eTEACH, the system allows professors to record lectures on video, which is then converted into a downloadable presentation. Since its inception in 2001, eTEACH has been tested by hundreds of students, many of them in the College of Engineering, where the technology was developed.

An eTEACH lecture combines video and Microsoft Power Point presentations and can be viewed in a Web browser. The lecture's parts can advance or rewind, allowing students to take it in at their own pace. "Our software is designed to jump in, jump out, and jump around," says **Greg Moses**, an engineering professor who created eTEACH with computer programmer **Mike Litzkow**. "I know some students will open up the presentation, and the first thing they'll do is jump to the questions and use that as a guide."

In classes such as Strikwerda's, the technology is helping to invert the traditional structure of a course, making lectures homework and using class time for group projects. Students still are responsible for attending lab sessions, where they work closely with their classmates, professors,

and teaching assistants to solve problems. Because he isn't spending class time talking, Strikwerda says eTEACH has facilitated more professor-to-student contact.

"The teaching experience is totally different than the classroom," he says. "Team labs are where the real learning takes place."

As technology continues to reshape the learning process, many professors and students are discovering that these new tools often lead to marked improvements in how classes are handled. Because lectures can be archived online, faculty say they don't need to spend as much time reviewing old material, and eTEACH lectures can be half as long as an in-class discussion. And students like the flexibility of downloading material whenever they choose.

watch the lecture before coming to class. Because Oliver is a "work-ahead" student, that arrangement suited his learning style well. "Not everyone does the lecture ahead of time," Oliver admits. "[But] most of us make the effort to keep up."

The new style isn't without its challenges. "Without a physical lecture along with the online lecture, it is increasingly difficult to concentrate on the material without being distracted," says student **Mitch Jaeger**, who has taken two courses that used eTEACH. "As soon as the material becomes somewhat difficult, one has a tendency to do something else. Whereas in a classroom, a student has no choice but to follow what the professor has to say and try to work it out for themselves."

Susan Zahner, an assistant professor in the school of nursing, says some students also



With lights, a video camera, and his laptop computer, engineering physics professor Greg Moses' office doubles as a recording studio for his eTEACH-designed online course. Researcher Mike Litzkow (left) looks on as Moses videotapes a segment.

"I like it because it frees up some time," says **Kyle Oliver**, a nuclear engineering student who used eTEACH this past spring. "You can do it at your convenience."

In Oliver's course, eTEACH lectures complemented regular class lectures, which were held three times a week. His professor recommended that students

find it hard to follow the video and PowerPoint presentations at the same time. But that didn't stop her from recommending eTEACH to her sister, a professor who teaches at a Georgia university.

"When your big sis says something's good, it really is," says Zahner.

— *Tiffany Stronghart*



Throat Clearing

For Kutler, the mysteries of Watergate go deeper than Deep Throat.

Sometimes, when **Stanley Kutler** tired of reporters asking him about Deep Throat, he'd tell them he knew the identity of Watergate's legendary leakster. "Are you ready for this?" he'd whisper conspiratorially into the phone. "It's Pat Nixon!"

Of course, Kutler knew better. Author of *The Wars of Watergate*, a book that many consider the definitive work on the scandal, the UW-Madison professor of law and history had a pretty clear idea of who was feeding information to *Washington Post* reporters Bob Woodward and Carl Bernstein in the months after the Watergate break-in. But honestly, he says, he didn't care. As he told one reporter in 2002, "The [Watergate] story is too rich in its meaning for our lives, our governance, and our history to piddle with this trifling question as to who Deep Throat is."

No surprise, then, that Kutler has been less than rapturous over the admission of former FBI official Mark Felt that he was the famous source. "A lot of self-aggrandizing hype," he said when reached a few weeks after Felt's revelation. "Deep Throat was never the central figure of Watergate. The central figure was Richard Nixon."

Although Watergate cost him the presidency, Nixon maintained until his death that he did not order the burglary — only that he was complicit in

covering it up after the fact. Kutler is among the historians who don't buy it, and he's spent much of the past two decades doggedly pursuing evidence that illustrates what the president knew and when he

historical reservoir that is still being tapped. For that reason, *New York Observer* columnist Ron Rosenbaum recently wrote, Kutler "deserves at least as much credit as Mark Felt for giving us a true picture of the Nixon White House's crimes."

For the record, Kutler's 1997 book *Abuse of Power*, which catalogues thousands of hours of Nixon's tapes, includes an October 1972 conversation in which Nixon's chief of staff, H.R. Haldeman, identifies Felt as the *Post*'s source. But it paints Felt as a minor actor in an investigation that was closing in on Nixon from many angles. In their fondness for the Deep Throat intrigue, Kutler says that journalists have exaggerated the source's importance. "It's like talking about *Hamlet* without mentioning the Prince of Denmark," he says.

With his brooding paranoia, Nixon might have made a good Hamlet. But Kutler has a different stage in mind for him. He's written a one-man play about Nixon's life, which has drawn the interest of someone Kutler will only say is a "prominent star who is interested in producing it" as a Broadway play. The genre? Comedy, says Kutler.

"Nixon is a great comic figure. 'I am not a crook' is the greatest one-liner in American political history."

— Michael Penn



JEFF MILLER

Is Stanley Kutler the real Deep Throat? One political columnist says that the professor has done as much to expose the truth behind the Watergate burglaries as did the famous secret source.

knew it. In 1992, when only about sixty of the four thousand hours of Nixon's Oval Office recordings had been made public, Kutler sued the National Archives to gain access to the rest, wrenching open a

When Mom Goes to Jail

Research says there's peril for the children of inmates — but also hope.

Few things in life may be as awful as seeing your mother go to prison. But for an estimated 1.3 million children in the United States, it's a nightmare turned into reality. And as prison populations soar, for more and more children, sharing Mother's Day means taking a trip to a correctional facility.

"The population is increasing exponentially," says **Julie Poehlmann**, professor of human development and family studies and a researcher at UW-Madison's Waisman Center.

Poehlmann tracked down fifty-four of these splintered families to complete the first

empirical study of attachment relationships between children and incarcerated mothers. Her findings, while predictably grim on many counts, offer a glimmer of hope that not all children whose mothers do time end up with their own life sentence of emotional problems.

"They are not hopeless," says Poehlmann, who found that nearly one-third of the children in her study are doing well in their family relationships. The key, it seems, is the kind of family setting into which a child is placed. "Overwhelmingly, the most important predictor was the stability of the caregiving situation. Children in stable settings were far better off than other kids in the sample."

When a mother is incarcerated, only rarely does the father assume the primary caregiving role, Poehlmann says. Often — in 68 percent of the cases Poehlmann studied — it is grandparents who pick up the pieces. For children who bounce between homes, instability can breed confusion and anger, which is often a portent of future relationship problems. These children experience what Poehlmann calls "hallmarks of insecurity" — including feelings of detachment and intense ambivalence, and thoughts of violence.

Poehlmann found that for very young children separated from their mothers, eating and sleeping problems arose frequently, and developmental regression, such as difficulty with toilet training, was common. Yet in some ways, their sadness was an ally: children who showed more sorrow tended to elicit more nurturing from caregivers, a phenomenon that seemed to help them establish and maintain more positive relationships.



SPENCER WATTS

The real news, however, may be that so many of the children turned out to be faring well. On average, the mothers Poehlmann studied had less than a high school education, had been arrested three times, and were usually serving time for drug-related offenses, property crimes, or forgery. Often, caregivers also had criminal records. "In these families, there are high rates of poverty and substance abuse, and they move frequently. The families themselves are often embedded in criminal networks," she says. "Remarkably, almost one-third of these kids seem to be doing well, even though they have so much stacked against them."

That bright spot in a grim corner of society, says Poehlmann, suggests that simple tactics — such as promoting family stability and providing emotional and behavioral support soon after parents go to jail — may help such children foster better relationships and do better in life. The new data, she says, "give us some ideas for intervention in the future. There are things that we can do to help."

— Terry Devitt '78, MA'85

COOL TOOL

A New Dimension in Print

In a world of quantum dots and genome maps, how can educators help students come to grips with the complexity of the infinitesimally small?

One answer is to fire up the printer.

UW-Madison's Biology New Media Center has added a new tool to its fleet of technology dedicated to making biological concepts come to life. The Z-Corp Three-Dimensional Printer, purchased for \$57,000 this spring, can create remarkably lifelike 3-D replicas of all kinds of objects. It's been used to make triple helixes, complex proteins, bacteria tails, animal skulls, and — just for kicks — a toy sports car.

Resembling a traditional printer, the device builds objects using a three-dimensional computer image. Under a curved glass top, ink jets move back and forth over a tray of white powder, building each layer of the model. The objects come out of the printer fairly brittle, but they're then fortified with glues that make them remarkably strong. The printer can make things up to ten inches tall and even create moving parts, such as a spool encased with ball bearings.

"This is especially useful when teaching about complicated structures like molecules or viruses, where having something in hand makes it easier to conceptualize," says **Ted Pan '04**, a technology specialist in the center. He says that one scientist brought in a newly discovered protein so that he could make a few "copies" to take to a conference.

— Brian Mattmiller '86



Shapes alive: samples of the 3-D printer's handiwork.

MICHAEL FORSTER ROTHBART

Corporate Welfare

A new UW center asks what businesses can do for their employees.

It's only appropriate that when **John Hoffmire** speaks to workers about their financial security, he usually brings along pizzas. As the director of UW-Madison's Center on Business and Poverty, his role is to make sure everyone gets a piece of the pie.

Launched as part of the Institute for Research on Poverty, the new center is taking an original approach toward improving the economic well-being of low-wage workers. While many government and nonprofit programs exist to address the issue, Hoffmire says some of the answers can be found within the workplace, where employees often don't take full advantage of the benefits they're offered. He helped create the center to identify ways businesses can do more to alleviate that problem — and ensure a more financially stable workforce at the same time.

"I definitely believe that when people work together, it leads to better productivity, and better productivity leads to higher profits," Hoffmire says. "I've seen it firsthand."

An investment banker for the past two decades, Hoffmire has long been convinced that it's good business to look out for workers' financial security. As chief executive officer of his own firm, he helped employees buy and manage about \$1.6 million of stock in their companies. The idea to back up those beliefs with research sprang from conversations with economics professor **John Karl Scholz**, a friend from their days in graduate school at Stanford.

"There has not been a whole lot of attention in the academic poverty literature on

steps that can be taken in the private sector toward improving conditions for low-income workers," says Scholz, who oversaw the center's formation while he was director of the poverty institute. "John has an interesting set of skills that we think can make progress in that area possible."

Progress is possible, says Hoffmire, because considerable pots of money are currently being left on the table. As many as 20 percent of workers who are eligible for the federal

volunteers who can show the benefits of these programs," Hoffmire says. Before he even arrived in Madison, he worked the phones, arranging to lead in-house workshops at several Wisconsin businesses, which will become the basis for the center's research.

Hoffmire estimates that companies that work with the center can increase the disposable income of some workers by 20 percent at no cost to the business — results he intends to quantify and disseminate over



MICHAEL FORSTER/ROTHBART

John Hoffmire, director of the UW-Madison Center on Business and Poverty, says companies can do better for low-income employees — and their own bottom lines — by helping workers understand and take advantage of benefits packages.

earned-income tax credit don't take it, for instance, and many fail to act on employer-matched retirement accounts and other benefits. Some never open bank accounts, losing income to expensive cash-checking operations.

"What we can do is bring in some highly trained

the next several years.

"Good managers are results-oriented, and they will be more persuaded by things when there is evidence to support them," says Scholz. "Having come from that background, John is in a good position to present that evidence."

— Michael Penn

The new Highway 151 bypass around Fond du Lac in eastern Wisconsin features a **one-of-a-kind bridge** developed by UW-Madison civil and environmental engineers. The concrete deck of the bridge spanning DeNeveu Creek employs a novel fiber-reinforced polymer grid system, which could replace reinforcing bars, known as rebar, as the standard for building strong bridges. Because the fiber-polymer material is not metallic, it will not corrode, which may double the life of the bridge, researchers say.

Researchers at UW-Madison and the Cold Spring Harbor Laboratory have cured fruit flies of the genetic condition known as **Huntington's disease**. The team boosted levels of two critical proteins that normally shut down during the progression of the neurodegenerative condition. Forms of those same proteins exist in human cells, and scientists predict that the breakthrough working with the relatively simple genes of flies will help them understand better how to combat genetic disorders in humans.

UW engineers have come up with a cooling method that may do more to **prevent computers from overheating**. While modern computers typically use mistlike sprays of coolant to minimize the transfer of heat from electronic parts, mechanical engineering professor Tim Shedd and graduate student Adam Pautsch '02, MS'04 devised a more-efficient process that drenches overheating microchips with lines of liquid at high velocity. "This technology can remove up to four times [the heat that] the space shuttle experiences upon re-entry," says Shedd, "which is performance we haven't seen before."



Star Stories

A mix of science and storytelling brings Native Americans to astronomy.

The world, according to Ojibwe tradition, began with a muskrat, Wazhushk, who brought up a grain of sand from beneath a flood. He gave it to the supernatural figure Winneboozhoo, who formed it into the earth.

This is not the cosmology that **Sanjay Limaye**, of the UW's space science and engineering program, is most familiar with. The role of muskrats is limited in Western astronomy. Still, he sees similarities between the Ojibwe tale and modern hypotheses about the earth's beginning. Those connections have led him and **Patty Loew**, an associate professor in life sciences communi-

cation, to a creation of their own: an outreach program for middle schools in northern Wisconsin's heavily Native areas that will, they hope, encourage more Native American children to study science.

According to Loew, native people have a very rich body of mythology on the stars. "That's what inspired the dual program," she says. "My background is in storytelling and Native American studies. Sanjay's is in Western science.

Together, we want to present children with information about the stars in both a cultural and a scientific context."

Loew introduced Limaye to Native American conceptions of cosmology at a faculty reception in late 2003. While they were making small talk, Limaye asked Loew to describe the Ojibwe creation story. "He said it sounded a lot like the Big Bang," she says. "Then he told me about how NASA was having trouble recruiting Native Americans, and I began to tell him about Native peoples' star knowledge."

Aided by funding from the Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment, Limaye



SPENCER WAITS

COLLECTION

Words at War

Wars are fought not just over land, sea, and air, but also in the battlefield of opinion. Never was that war zone more hotly contested than in

Europe during World War II, when the Allied and German propaganda machines churned out literally tons of leaflets, fliers, newspapers, and booklets aimed at winning the hearts and minds of the enemy. The UW keeps a record of those often crude, seldom clever attempts at persuasion in its Vichy Collection.

"Even then, print was considered outdated technology for propaganda," says librarian **Jill Rosenshield**. "Radio was much more the thing. Still, the British psychological operations group alone dropped some 700 million pieces of propaganda on Germany, and 600 million over France."

These items were seldom of high quality — either in terms of literary merit or manufacturing skill — and most disappeared in the postwar years. "Right after the war, every Frenchman was in the Resistance," Rosenshield says. Still, some of the propaganda survived, and in 1960, the UW purchased 1,090 items published between 1939 and 1947. They range from forty pro-Nazi books to simple "passes" encouraging soldiers to defect. There are also French Collaborationist and Resistance newspapers and full-color booklets that offer demeaning depictions of enemy leaders.

The Vichy Collection is kept in the Department of Special Collections, 976 Memorial Library, and may be seen by appointment.

— J.A.



COURTESY OF THE SPECIAL COLLECTIONS

Tie One On

Flashing myriad martinis, **Jessica Weisen**, an undergraduate in the School of Human Ecology, shows off the winning entry in a necktie design contest sponsored by the menswear company XMI. Students in the course **Printing and Dyeing II** entered the contest, which required them to design retro conversational ties. Weisen called her designs "The Lounge Collection."



MICHAEL FORSTER/ROTHBART (3)

Showtime

Madison gets the nod for a major motion picture.



Executive producer Andre Lamal (above) watches actor Zach Braff in action during the shooting of a scene for the feature film *The Last Kiss*, on the Memorial Union Terrace. The film also stars Rachel Bilson (pictured with Braff at right), Blythe Danner, Tom Wilkinson, and Jacinda Barrett.

Except for the “filming in progress” signs that dotted the Terrace, June 30 could have been a normal summer day in Madison. Well, that and the fleet of trailers parked on Lake Street and the Hollywood types swarming campus. Not many big-ticket movies are set at the UW these days, so when *The Last Kiss* came to town, it caused quite a stir. But if it weren’t for **Tom Rosenberg ’68** and **Andre Lamal ’66, MA’68**, Lakeshore Entertainment producers who never forgot their Wisconsin roots, Madison could easily have been overlooked.

“We were both excited to come back to Madison,” says Rosenberg. “Like most people who spend four years there, we will always love Madison. Always.”

The Last Kiss script called for a medium-sized city with a major university, and the two alumni immediately thought of Madison as a location. So for a few days in late June, Madison was the set of the coming-of-age film about four friends dealing with adult-

hood and life after college. Hundreds of hopefuls turned out for a casting call for extras at the Memorial Union, and film crews took over the Terrace, Bascom Hill, and State Street to shoot scenes with stars including Zach Braff, Rachel Bilson, Blythe Danner, and Jacinda Barrett.

The film will hit the big screen in 2006, but it’s already made an impact on Madison — there were sunglass-clad studio executives on the Terrace, cameras rolling at campus landmarks, and star-struck locals lining up to watch the commotion in the city’s usually easy-going downtown. After all, it’s been twenty years since *Back to School*, the last major movie to be filmed at the UW.

“We got some beautiful shots,” says Lamal. “We’re really going to make the university and Madison look great. We’re thrilled to be back here thirty-some years later, and on the same grounds where we had so much fun.”

Rosenberg and Lamal met

while they were students at UW-Madison, and they’ve been working together ever since. They were roommates in college, sharing an old farmhouse off of Mineral Point Road for a time, and they kept in touch after graduation. When Rosenberg founded the Lakeshore Entertainment production company in 1994, Lamal signed on as an executive producer. The company has found great success — Rosenberg won an Oscar last year for producing *Million Dollar Baby*. And though they don’t often get the chance to come back to Madison, Rosenberg and Lamal both have a lasting affection for their alma mater.

“There’s something that people from the Midwest have,” says Lamal. “Certain basic values that you’re more aware of when you leave. It is comforting to know that you’re surrounded by people from Wisconsin and that there are certain values that are enduring.”

— Erin Hueffner ’00

English professor Judith Claire Mitchell’s novel *The Last Day of the War* is now available in paperback. Described as “a bravura performance” by *The New York Times Book Review*, the book tells a love story set within the historical context of the end of World War I and the Armenian genocide of 1915.



The Arts Institute named the multitasking **Gunther Schuller** Interdisciplinary Artist in Residence for the fall 2005 semester. A professional performer since the age of sixteen, Schuller is also a composer, conductor, educator, music producer, and publisher.

What do you call six hundred lawyers at the bottom of the sea? Find out in Marc Galanter’s new book, *Lowering the Bar*:

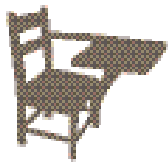
Lawyer

Jokes and Legal Culture, published by the UW Press this month. Galanter, an emeritus professor of law, has not



only put together a vast collection of lawyer jokes, he also offers insight into what such quips say about modern American culture.

The Chazen Museum of Art is offering a view of big, big sculpture with the installation of **Roundabout**, a 22-foot-wide, 9-foot-high wooden work by the artist Peter Gourfain. The piece was created between 1976 and 1981, and features 98 images of figures, faces, flora, and fauna. It will reside in the museum’s Paige Court until June 2006.



Class of the Cave Bear

Anthropology students learn to make low-tech tools.

On a searing Tuesday in June, the woods on Picnic Point reverberate to an arrhythmic beat. It's the sound of industry — or at least preindustrial industry. Some two dozen students are making like cave dwellers to create tools the old-old-old-fashioned way: out of stone.

"I think I'm making a hand ax," says **Jeremiah Holzbauer x'06**, running his finger along the sharpened edge of a large hunk of quartzite, "though the cutting side is small, and the other end is pretty thick. Maybe it's a drill."

Holzbauer takes a couple more whacks at the rock, banging it with a round, fist-

sized hammer stone until he smashes his thumb for the third time this morning.

Next to him, **Ryel Estes x'05** has knocked a few narrow flakes off of her piece of quartzite. "They're sharp," she says, "but I'm not really sure what to turn them into. I've never done anything like this before."

These are the students of Anthropology 352: Ancient Technology. And they're learning to appreciate the efforts of their prehistoric ancestors, because though ancient technology may have been simple, it certainly wasn't easy.

process by which they were made. "People nowadays are used to getting things from department stores," Kenoyer says. "I'm trying to teach them how to look for archaeological debris and to know, from what they find, how it was created."

Kenoyer developed the class in the summer of 1988, and its range of technology begins in the Paleolithic period and works forward to the Iron Age. He has students split their time between the Picnic Point site and a lab in the Social Sciences building.

They're expected to combine readings in theory with practical lessons in creating tools that range from stone arrow points to clay pots to items made from metal that they smelt themselves. At the end of the course, the students use the skills they've learned to create an artifact using only the materials available to the ancients.

"I took the class myself, which was fascinating, if humbling," says teaching assistant **Dave Allin MS'04**. "My project was to make glass beads. And though I successfully made glass, it was more like lumps." Not all of the students are proto-archaeologists. Allin says that the course attracts art majors and engineers, as well as those who intend to study human origins.

Holzbauer, an applied mathematics and engineering physics major, says he signed up for the course so that he could gain a better understanding of the technology that underlies modern tools. "Modern technology, such as computers, is so complicated that nobody really understands how all of the parts inside them work," he says. "If you don't understand how



Using an antler, **Stefanie Kysilko** carefully chips away at a piece of chert, giving it a razor-sharp edge. The leather pad protects her palm.

"The goal of this particular lab is to make something with a sharp edge, something they can use," says **J. Mark Kenoyer**, the class's professor. "I'm not sure how many will succeed. But that's not really the point."

The point, or the goal of the course more generally, is to show the students how to recognize ancient implements and how to interpret the

CLASS NOTE

Into the West

Chicano and Latino Studies 330: In Search of the Multiracial West: The Santa Fe Trail

There's no better way to bring history to life than to hit the road. And that's just what thirty-five UW-Madison students did in June, when they rode a bus from Wisconsin to historic sites in the American West to study the region's past in the light of its racial diversity.

Inspired by the 2001 Freedom Ride, a course that examined the issue of civil rights during a bus tour of the deep South (see *On Wisconsin*, Fall 2001), this new fifteen-day, three-credit class featured lectures by four UW-Madison faculty and gave participants a personal look at the cultural influences that are woven into the historical fabric of the region. Students were graded on their participation in discussions, and they were encouraged to keep a journal of their experiences along the way. Sometimes, they saw concrete proof that the ghosts of the past are still with us.

"We went to the site of a Civil War battle in Oklahoma where a regiment of black Union soldiers routed a Confederate battalion, and somebody had spray-painted 'KKK' on it," says **Ben Marquez**, a professor of political science who participated in the class as a lecturer. "I think the students were all really shocked by that, and to see that the Civil War's just not over yet."

During their journey into the West, students learned about the harsh life of slaves on a sugar plantation in Texas. They pondered the history of one of America's most iconic sites, the Alamo, and enjoyed a blues concert in Oklahoma. The students traveled 4,600 miles on the tour and covered even more ground in thoughtful debates about America's hidden past. "I'll be able to draw from this experience for years in my classroom," says Marquez.

— Erin Hueffner '00

MICHAEL FORSTER ROTHBART (2)



Ancient technology created its own form of hazardous waste — razor sharp slivers and flakes of stone. Anthropology professor J. Mark Kenoyer (left) has his students work on plastic tarps so that they can safely dispose of their rubble, which then becomes material for a future class to excavate. Here, students Amy Chaloupka, William Slaybaugh (top right), and Josh Wilichowski practice soft hammer percussion (using hammers made of antler and bone) and pressure-flaking (using an antler or copper point) to make stone blades and arrowheads.

something works, it's hard to use it completely."

The class usually runs in summer to take advantage of the good weather. "Nobody wants to be sitting out here hitting rocks in the snow," says Kenoyer.

But hitting rocks in summer is hardly comfortable, as the students learn — in painful detail. Their only tools for whacking stones are other stones, as well as hammers made from antler and bone. However, the lessons show them the qualities that make certain kinds of stone good and bad for tool-making. Quartzite, with a strong crystalline structure, can make a good sharp edge, but is difficult to break in a controlled way. Chert, a chalky flint that

breaks along clean lines, is much better, but it's hard to come by in Wisconsin. Obsidian will give an edge that's sharper than a razor's, but this can cut the tool-makers as well as their prey.

"You really have to whale on this stuff," Kenoyer counsels a student who's making tentative strikes on a block of chert. Kenoyer can quickly take the stone and turn it into a large, double-edged blade, suitable for use as a hoe or spear point, but the students find the work harder going. Mostly, they smack big rocks and turn them into small rocks.

Kenoyer has been excavating and performing field studies in south Asia for more than thirty years, and his experience brings more than an expert's

eye at recognizing good and bad technique. He can also keep the students from making mistakes that will prove painful in the future. When they're finished with each day's work, he directs them to deposit their waste in a patch of weeds on the side of the clearing.

"These flakes can have sharp edges," Kenoyer warns. "It's not much fun to step on them."

This simple safety measure has an ulterior motive. It will provide material for future archaeology classes, which Kenoyer will bring out to the same site to excavate the weed patch, digging through the junk heap of rock fragments left by previous students.

— John Allen

Ten students from the College of Agricultural and Life Sciences won top national honors at the Institute of Food Technologists product development contest in July. The team created **Healthy sTarts**, a granola cup filled with yogurt and topped with berries. The nutritious treat not only won the glory of a first-place finish, it also brought in a cash prize of \$4,000.



UW-Madison's role in building the largest telescope south of the equator — the aptly named **Southern African Large Telescope** — isn't just a boon for astronomers (see related story, page 56). It also benefits science literacy in its own home country. As part of an agreement with the South African government, the UW is enrolling South African science teachers in its summer teacher-enhancement program. Since 2000, three groups from mostly black South African schools have traveled to UW-Madison to complete the program. The latest delegation of eleven teachers visited campus in July.

School of Business professor Larry Rittenberg was named one of the **one hundred most influential Americans** in the world of finance, according to *Treasury and Risk Management Magazine*. Only eight academics made the list, which was heavy with political and industry leaders, including President George W. Bush; Indra Nooyi, the president of PepsiCo; and Eliot Spitzer, who, as the New York attorney general, oversees the New York Stock Exchange.

Down from the Mountain

When they traveled to Rwanda to help restore a village's waning water supply, a group of UW engineering students confronted two problems. The waters running into the village weren't always crystal clear — and neither were the solutions.

BY JASON STEIN MA'03

Peter Bosscher came to bring the waters back to Muramba. It was July 2004, the dry season, the time of year when water runs short in this village in the mountainous western half of Rwanda. Bosscher, a UW-Madison professor of civil and geological engineering, had brought eight engineering students and a doctor to one of the poorest nations of a poor continent, a densely populated land coping with an

AIDS epidemic and the aftermath of the country's 1994 genocide. They had traveled half a world by plane and half a day by truck to reach a remote Catholic parish, some seven thousand feet above sea level and fifty miles west of the Rwandan capital of Kigali. The team had a goal that was as simple and idealistically pure as a glass of spring water — to restore the waning water system that is the life-thread of the village.

The day after their arrival in Muramba, the group hiked across the steep slopes and farm fields surrounding the village center, passing brilliantly clothed women, idle men, and children who would call out in excitement at the sight of the Americans. On their climb, the engineers studied the gravity-fed



MATTHEW BRETL

water system built by the country's Belgian colonizers more than seventy years ago. They measured the water at the high springs where it arose and flowed into pipes that ran down one mountain and halfway up another before emptying into several raised tanks in the village. The measurements surprised them. One liter of water was starting down the mountain each second, which should have sufficed for the roughly three thousand people in and around Muramba. And yet there was a shortage in the village below. What was happening?

"We don't have [enough] water," Bosscher remembers thinking. "We seem to be losing water."

The professor and his team soon made another startling discovery — one

that gave them their first sip, as it were, of the difficulties of engineering across borders. Down in the village, they found a series of outdated showers with the taps fully and inexplicably open, the shower heads spraying out the water they had come to restore.

Days later, Bosscher and two students met with John Bosco Musinguzi, a friendly, Ugandan priest who served as their community liaison. The Americans asked Musinguzi and another priest at

Facing page: Brilliantly clothed women hike through fields near Muramba, a village where some three thousand Rwandans come to collect water for their homes.

Above: UW student Perry Cabot talks with men from the village during a break from repairing a slope of land where a water line was unearthed accidentally.

ANDRE STEELE/FWB-UK



the meeting why they had not taken the crucial and seemingly obvious step of conserving water. The Americans received in turn a polite, but equally pointed question from the Africans: Would the engineers soon be bringing in heavy equipment and real resources, or were they nothing more than a group of college students?

"There was even a little bit of let-down on both sides," Bosscher says. "There were tears that night."

The professor's students were finding that in international development, as in engineering itself, few things are simple and nothing is pure.

At fifty-one, Bosscher has both the receding silver hair of age and the idealism of the students he leads into the field. The son of an engineering professor, he inherited his father's academic discipline, Christian faith, and commitment to volunteer work — threads that are woven into his beliefs about how engineering should be taught and practiced. Bosscher wants students to understand that service and learning go hand in hand, and two years ago, he found a new way to show them.

A leader in study-abroad programs and overseas involvement, UW-Madison already had plenty of alumni serving in groups such as the Peace Corps. But with some 7,700 volunteers rotating into and out of more than seventy countries, the Peace Corps is a huge operation, and follow-through on projects can be challenging. When Bosscher talked with former students who had returned from the corps, some shared doubts with him about how much they'd accomplished. They worried that the development projects they'd worked on might not last, either because locals couldn't sustain them or because villagers hadn't seemed to want them, Bosscher says.

Searching for other options, Bosscher learned of a fledgling organization called Engineers Without Borders, which had been formed in 2000 by University of Colorado engineering professor Bernard Amadei. The group's mission — to foster sustainable development



— resonated with Bosscher, who felt engineers obsessed over "high-tech, low-impact" projects in industrialized countries and failed to field the kinds of simple, elegant designs that might solve the problems of the developing world. Plus, while students typically entered the Peace Corps after they graduated, Engineers Without Borders offered them a chance to work on sustainable projects while they were in school.

In the spring of 2003, Bosscher organized a meeting to discuss forming an Engineers Without Borders chapter at UW-Madison. "I thought maybe ten or fifteen students would show up," he says. When the day came, a crowd of more than seventy turned out.

Students came seeking experience in international engineering — skills that will be increasingly needed as the production of goods, and even design work itself, is shifted around the globe. But many also were looking for the human side of their discipline, a chance to step down out of "the ivory tower of technology," as Bosscher calls it, and engage the problems that much of the world faces.

One of the students was Audrey Miller '04, who remembers seeing "a little, Xeroxed, mangy-looking flier" advertising an engineering group she'd never heard of. That was all it took for the

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industrial engineering student, who after a stint volunteering in the Dominican Republic was looking to do more work abroad. "We have to start this," she told Bosscher. "There's no choice."

Once the Madison chapter began, however, there were plenty of choices. Though much smaller than the Peace Corps, Engineers Without Borders chapters today run more than eighty projects in thirty-five countries, from managing a health clinic in Thailand to redesigning a well in the Mauritanian Sahara. With the help of an EWB chapter at the University of Colorado, Bosscher took a group on an exploratory trip to Rwanda in March 2004 to see how the UW group might help. Soon, Miller was gushing about books with titles like *Gravity-Fed Water Schemes* and preparing for the team's return visit, which took place that summer — the second of four trips to Muramba that UW students have made



MATTHEW BRETL

Above: At a site near the path of the main water line, the UW team hired local workers to help shore up a hillside to prevent landslides, but they had plenty of unsolicited assistance from Muramba's ever-present children, including one tireless boy who hefted boulders nearly as large as he (above left).

Right: A stone pier that supported the pipes was close to collapsing into a river before students helped to reinforce it.



PERRY CABOT

in the past two years.

A few months later, Miller found herself in Kigali, looking for washers — not the modern appliances, but the little rubber rings that are used to seal a faucet. There were, seemingly, none in the entire capital, a city with a population in the hundreds of thousands.

Before they could work on Muramba's water system, the group needed tools and hardware: a sledgehammer, caulk, couplers. And so a few days after they arrived in the village, Miller and Bosscher returned to Kigali to buy

them. With a Rwandan interpreter, they entered one hardware store after another, finding a wire brush and caulk, but not the caulking gun. When the Americans showed a sample washer of the kind they needed to fix leaky taps in the village, the shopkeeper's answer was always the same: they could buy complete, but untrustworthy-looking Italian faucets, but there were absolutely no faucet washers to be had separately. Even in Kigali, the seat of Rwanda's politics and commerce, it seemed a whole project could be set back by a missing

part that cost mere pennies.

In Muramba, an administrative center for an area about the size of an American county, the students lived in a Catholic church compound built by the Belgians more than seventy years ago. Around the church lay the village's widely dispersed adobe dwellings with thatch and sheet metal roofs. The village has a bustling high school, and several thousand people from around the region fetch water from its taps. But reminders of Rwanda's hardships were never far away. The priest John Bosco Musinguzi had more than 3,500 orphans from the surrounding area under his care — children whose parents died from war and disease — and the number climbs steadily as AIDS ravages the region.

In their scant years, Muramba's youth have endured more suffering than whole lifetimes in the United States could have supplied. Much of it was squeezed into the vise grip of one hundred days that began on April 7, 1994, when Hutu soldiers and machete-armed militia began murdering members of Rwanda's ethnic minority, the Tutsis. In a nation of 8 million, they killed some eight hundred thousand so-called "Tutsi cockroaches," as well as Hutu moderates, before a force of Tutsi rebels took control of Rwanda in July of that year.

Bosscher and the students found that most people in Muramba would speak little of the days they call the Time of the Running. At least one Rwandan student at UW-Madison shares that reticence. Benjamin Twagira PhD'06, a twenty-nine-year-old doctoral candidate in international development, spent his childhood in a refugee camp in Uganda and returned to Rwanda around the time of the genocide. He won't say whether he is Hutu or Tutsi.

"I think that it would be better if people could become Rwandan," he says.

Some have. Near the center of the Muramba parish, there is a common grave for seventeen schoolgirls, and another for their teacher, a sixty-two-year-old Belgian nun, who were victims of a 1997 massacre. In his book *We wish*

to inform you that tomorrow we will be killed with our families, journalist Philip Gourevitch tells the story of how a group of ex-soldiers and militia reportedly ordered the students to separate into Hutu and Tutsi — an action that would have meant death for the Tutsi among them. The girls said instead that they were Rwandans, and they died as one.

Yet even without the scars of war, the obstacles to meaningful economic development in Rwanda are formidable. It is a landlocked and mountainous country, with poor soil, few mineral resources, no skilled labor pool, and the reality that much of its small economy is dependent on foreign aid. Jan Vansina, an emeritus professor of history and anthropology at UW-Madison and the author of the book *Antecedents to Modern Rwanda*, says that those conditions, even more than the nation's violent past, are to blame for all that is wanting in its infrastructure. "How can a country like that develop when it has very few resources?" he asks. In Muramba, John Bosco Musinguzi is answering that question by strengthening the schools, adding vocational programs where villagers can learn trades such as carpentry. "If I could give my people one thing, it would be wisdom. I would give them education so they could provide for themselves," the priest told a newspaper on a U.S. trip.

But contaminated drinking water means students often miss classes because of dysentery. The priest's good works depend on good water.

The system that delivers it begins on a mountain on the other side of a valley from the village. There, spring water is collected in concrete boxes, which are connected by a series of pipes to conduits that feed the village's holding tanks. From those raised tanks, water flows down into the taps from which the families of Muramba take what they need to drink, cook, and irrigate their crops. Over decades, the area's population and its need for water have increased, but roots and debris have clogged pipes and lowered output. An open stream, piped into the system to boost supply, brought the contamination of *E. coli* bacteria from



PETER BOSSCHER

Above: Jean Paul Eyadema Bazansanga shows off a water bottle that the UW team brought to Muramba. When the sun heats the water sufficiently to kill off bacteria, a wax seal melts, letting the user know the water is safe to drink.

Right: The taps in Muramba's central village provide a cool break from the heat.

livestock manure that washed into the water. Villagers lack the means to boil or otherwise treat all the bad water they use and often get sick from drinking it.

The Americans set to work restoring the system with the help of the parish's head repairman, Innocent Kambanda, who wore rubber boots, a constant smile, and, occasionally, aviator sunglasses. Jean Paul Eyadema Bazansanga, a twenty-two-year-old volunteer who taught French and English at the vocational school, translated for the engineers and the villagers, most of whom speak the national language of Kinyarwanda.

When the students examined the water system before the trip, they saw one of the first things they would have to do was repair a column that held up the main water pipe, which a river at the bottom of the valley had been slowly eroding. The river threatened to wash away the rock-and-mortar pier and snap the tube it supported. Responsibility for preserving the pier was assigned to Andrew Lockman MS'04, a geological engineer by training. He says he spent a month in Madison devising complicated systems of walls that could safely divert the river, but when he saw the site for the



ANDRE STEELE/EWB-UK

first time, he knew that a simple wall set into the riverbank was all that was needed.

Bosscher says he's seen that pattern repeated as students arrive in Africa and ditch their complicated plans, recognizing that simpler is better — that in a land of scarce resources, simpler is often the only option. "They soon realize that what they did over here [in the United States], it's not going to fly," he says.

Working as a volunteer gives students an idea of how much messier real-life problems can be compared to those in a textbook, says Fred Bradley, an associate professor of materials science and engineering at UW-Madison. Bradley helps run the university's Engineering Projects in Community Service (EPICS) program, which since 2000 has matched more than six hundred students



ANDRE STEELE/WB-UK

Villagers sell produce at a farmers' market in Muramba, which depends on a steady water supply to help crops endure the region's dry season.

with community groups in Madison such as the Salvation Army and the Boys and Girls Club. As part of a four-credit course, teams of students from several disciplines help nonprofits design equipment, Web sites, and databases.

"One of the most important things is the ability to deal with ambiguity and complexity," says Bradley, who thinks universities should offer students more of these service-learning opportunities. "This is what really opens their eyes to what they're going to do when they leave here."

As it turned out, Lockman and Kambanda were able to build the retaining wall for some four hundred U.S. dollars — money that paid for twelve bags of cement and aggregate and eleven days of work by twenty villagers. As he worked

alongside the men of Muramba, Lockman noticed Kambanda telling the workers to place plastic tubing crosswise in the wall. Lockman had forgotten these "weep holes" — a crucial element to allow rainwater to drain out of the earth above the wall and relieve pressure that could have toppled it.

"It was something I'd completely neglected — it was Engineering 101," he says. "They one-upped me on that. It was very humbling."

Over four visits to Muramba, the last in May, Engineers Without Borders teams and the villagers have boosted the parish's water supply by tapping more springs and clearing blockages from the pipes; shored up crumbling supports; and cleared the water of at least some

harmful bacteria by forcing the dirty stream to run underground, using the earth to filter it. They've fixed some of the leaky village taps that were letting water escape and have even met with Rwandan president Paul Kagame in Kigali to lobby him to improve the dirt road leading to Muramba. In May, the project received the prestigious Mondialogo Engineering Award, a prize sponsored by UNESCO honoring work in the service of development.

But more work remains. The team has raised some thirty thousand dollars to support ongoing projects in Rwanda, and Bosscher returned again this summer to make more improvements and gauge progress.

He also took with him a device that represents the kind of elegant design that could change lives in developing nations. He had been thinking about the problem of purifying water. The simplest way to kill bacteria in contaminated water is to heat it, but boiling water consumes precious fuel. Solar energy — one thing Rwanda has in abundance — can also do the trick, but the problem comes in knowing if water left out in the sun has heated enough to eliminate contamination.

To solve that dilemma, Bosscher had located a simple, clear tube with a daub of wax at one end. The tube hangs on a string inside a water jar with the wax end up, and once the water around it becomes hot enough to kill the bacteria — about 150 degrees Fahrenheit — the wax melts, running from the top part of the tube to the lower end. All villagers have to do is look at the tube to be sure the water is safe to drink. To use it again, they simply invert it.

Students have learned that in engineering, the toughest parts of a system to change are sometimes the human ones. The engineers, for instance, are still struggling to understand why villagers don't turn off the taps that are pouring out precious water. Sometimes the running water can be explained by a broken spigot, Bosscher says. As for the other kinds of waste, the professor sees an analogy to the way Americans can be

Continued on page 59

Engineers without Borders

Continued from page 27

both fearful of oil shortages and yet seemingly fearless at the gas pump.

"I don't think we know why it's a problem because our mindset is just too Western," he says.

After seeing for themselves how difficult it can be for villagers to find parts to fix leaky water taps, Bosscher's group has considered designing spigots that have spare washers stored inside them. The Americans and priests are also looking for ways to teach villagers to conserve water and to make small contributions that would pay for maintaining the water system. Accomplishing these tasks will take a much greater commitment than repairing a few pipes.

"Everybody wants change, but it's so hard. It takes patience," says Miller. "It's like a constant sense of excitement about it — that's what it takes."

One afternoon Lockman and Miller went with Bazansanga to visit his home. The young teacher's family was of the sort all too common in Rwanda today: Bazansanga lived with his sister Christine, a single mother with a young baby, and together these two siblings, orphans themselves, cared for another orphan, eleven-year-old Diane Uwamahoro.

Bazansanga's concrete house lay on a hillside in a field of banana plants. The first thing the teacher pointed out to the Americans was his goat, tethered among the banana trees; the next was the garden plot that held the remains of his mother, killed by soldiers during the civil unrest, and his father, a victim of disease. With the help of Miller and Lockman, Bazansanga did something he had never been able to do — photograph the graves. The trio went into the teacher's bare house, where the concrete walls were decorated with a stylized painting



PETER BOSSCHER

At the vocational school, student Andrea Kousropour entertains an entourage of children, who followed the American contingent virtually everywhere.

of a snake, outlined in dark black with maroon zigzags across it, and an image of Jesus Christ on the cross. The hosts set out a bowl with four hard-boiled eggs and Fanta sodas.

"I've never felt like such an honored guest," Lockman says.

Neighbors joined them, and for three hours, they talked light-heartedly with the help of Bazansanga's translation. Evening came, and a young woman, a stranger to the Americans, said something to them in Kinyarwanda.

"I wish," the stranger's words came through in translation, "that this moment would never end."

When the two weeks did end and it was time to go home, Lockman says he cried to leave Bazansanga and Muramba. Back in Wisconsin, he and Miller raised some \$1,500 to help the teacher go to college while supporting

his family. Bazansanga is now at the University of Ruhengeri, where he is studying linguistics and language. He has agreed to go back to Muramba for a time to work when he's finished.

Miller has graduated and taken a job at the Milwaukee industrial equipment firm Rockwell Automation. It's a position that may one day take her to Rockwell's factory in Tecate, Mexico, providing another bit of proof to Bosscher's argument that the next generation of engineers needs experience working outside their own culture.

In Muramba, the taps are still routinely left on, wasting water. But Musinguzi says he's seen improvements. "There is more education [and] awareness on water conservation, maintenance of the system, and use," he writes in an e-mail.

Those changes started with that evening meeting in July 2004, when both sides — Musinguzi, his colleague, and

the American engineers — began to come to terms with one another. The conversation was courteous but wrenching; Miller, one of the two students present, still tears up remembering it. The engineers had to admit they weren't the saviors that villagers had anticipated. They had neither the money nor the ability to take on more than a few of Muramba's most basic problems. For their part, the priests acknowledged that some of the solutions lay within the villagers' own hands.

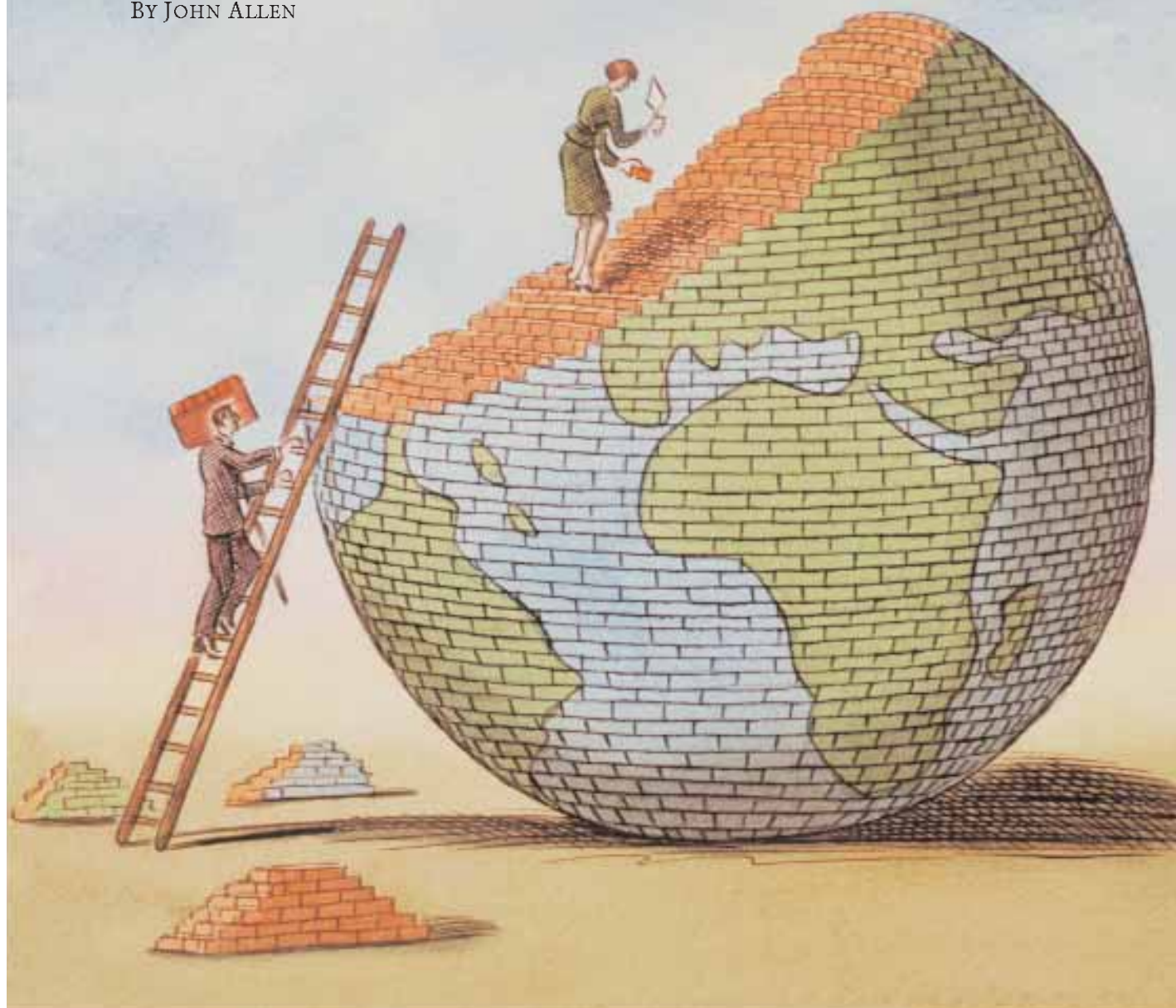
"It was a profound coming together and a moment of humility," Bosscher says. "We've been growing together since that moment." 🌿

Jason Stein MA'03 is a business reporter at the *Wisconsin State Journal* in Madison. His story "The Toughest Job You'll Ever Leave" appeared in the Spring 2004 issue of *On Wisconsin*.

Building a Better Business

Following the ways of capitalism, social entrepreneurs use market forces to improve the human condition.

BY JOHN ALLEN



IT'S NOT HARD TO FIND people in Madison who talk about changing the world. Stand out on Library Mall any afternoon when the weather is fine, or eavesdrop on a conversation in one of the many coffeehouses — you're likely to hear plans for ending poverty, war, hunger, and persecution of all kinds.

But it takes more than talk to change society. It also takes a hard-headed plan — and maybe a market assessment and a financial analysis.

That, at least, is the lesson the UW's School of Business is teaching. Through a new course called Social Entrepreneurship, the school is showing students that capitalism can create social change, as long as its practitioners strive to create social value rather than wealth.

A product of that class, Heather Hilleren MBA'05 is one of those who talks about changing the world. On a stifling summer day, she holds forth in the EVP coffee shop off of Old University Avenue, near the west end of campus. Her scheme is all about food. America, she feels, is fed on a diet that's too corporate, too industrialized. If people want to be healthier, they need to eat more locally grown produce, which is fresher and, she reasons, better for them. "I think everyone deserves the opportunity to eat fresh, nutritious food, wherever they are," she says.

Further, she maintains, if people eat more local produce, they will directly support small, local farmers. Without middlemen to charge for warehousing, transportation, and processing, consumers will, theoretically, pay less for their food, and farmers will take home more profits from what they grow.

To start changing America's diet, Hilleren is launching her own company, GreenLeaf Market, which she hopes will give farmers and consumers in southern Wisconsin more chances to connect. While GreenLeaf Market aims to be a profit-making venture — Hilleren projects its revenues will arrive at the healthy sum of \$1 million annually at the end of five years — money is secondary to mission: helping people eat better.

According to Kay Plantes, who co-taught the School of Business course on the topic, social entrepreneurship is "the application of entrepreneurial thinking and solutions to social issues." Whereas every businessperson wants to create a company that grows, the social entrepreneur feels that money is merely a means to make a difference.



**The social
entrepreneur feels
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Plantes, who taught economics at the UW in the early 1980s, returned to campus in the spring of 2005 to teach within the business school's Weinert Center for Entrepreneurship, and her course was the university's first devoted solely to the topic of social entrepreneurship. According to Larry Cox, who directed the Weinert Center before leaving for a position at Ball State University this fall, the course helps bridge the gap between the UW's active business community and its activist heritage.

"When I came to Madison, I asked myself what makes this school distinctive," he says. "There's high technology, sure, but there's also a strong sense of social conscience. It's part of campus history. Social entrepreneurship shows how the business school fits into that heritage. When you say the word *entrepreneur* to most people on campus, they think of someone who's obsessed with making money. But social entrepreneurship shows that business can be a catalyst for all kinds of change."

Plantes believes that the bad impression business holds in some quarters is a

post-industrial phenomenon. During the Industrial Revolution, production and consumption of goods soared, and as commerce became more competitive, it also became more inquisitive and innovative — businesspeople had to understand the marketplace to succeed. However, the social sector — education, public welfare, and environmental concerns — became increasingly the province of government. Supported by taxes and sheltered from competition, these fields experienced a stifling of innovation.

"Look at railroads or refrigeration," Plantes says. "Before they became huge industries, there were companies that developed to meet specific social issues — in particular the need to feed the urban working class." But as industry and technology met more of society's basic needs, the commercial sector shifted its focus to encouraging consumption to boost profits. "We went through an era where there weren't all that many highly visible commercial opportunities that also addressed social needs," says Plantes. "Business came to focus more and more on short-term financial success, and people stopped seeing how highly interdependent business and society really are. The result is that today, America is the world's wealthiest nation, but we're hardly the country with the fewest social problems."

Social entrepreneurship is an attempt to give the spread of societal well-being the same urgency that has driven the quest for wealth. If the concept has been gaining in popularity, it's thanks in large part to an organization called Ashoka. Founded in 1980, Ashoka is "a kind of venture capitalist equivalent for social entrepreneurs," says Michele Jolin '87, the organization's vice president for global collaborations. "We look for people who have the kind of ideas that can create real change, and we offer them the initial money to get their work off the ground."

Ashoka and its founder, Bill Drayton, have become a leading force for the social entrepreneurial movement. The organization's work in identifying and assisting new ventures earned the company a place

in the syllabus Plantes developed for her course. Ashoka screens entrepreneurs to find those individuals who have exceptionally innovative ideas and who possess a rare ability to work both within and outside existing systems to put those ideas into practice. In addition to being driven and relentless, Jolin adds, social entrepreneurs “have a strong ethical fiber, and they also look for the broad social impact of their work. They’re not just local, but want to have a national or global effect.”

Jolin and her Ashoka colleagues find inspiration in people like Jeroo Billimoria, one of the visionaries they’ve helped get off the ground. In 1997, Billimoria created a hotline for homeless children in Bombay, India. Billimoria’s plan doesn’t generate a profit, but she did develop it using an understanding of business principles, particularly branding and market analysis. With a memorable toll-free number (dial 10-9-8 for service), the hotline enables destitute children to draw on India’s widespread network of public telephones to link to the services they need at support agencies.

“Jeroo is incredibly optimistic, and she has a relentless belief that change can happen,” says Jolin. “Yet she’s also a hard-nosed realist. This is what gave her the ability to effect change, not just talk about it.”

Before joining Ashoka, Jolin worked as the chief of staff and general counsel for President Bill Clinton’s Council of Economic Advisers, but she “felt a pull to work more directly, more hands-on, with people who are trying to tackle social problems on a broad scale.”

Jolin’s desire to make a greater social impact, says Plantes, is typical of the changing priorities of today’s business world. “Trends show that companies do better when they broaden their mission to include an important environmental or community outcome,” she says. “There’s a new generation of employees who want to do meaningful work. There’s growing evidence that consumers buy from companies that reflect their values. There are social investors who want to put their

money behind companies that ‘do good’ for the world. And businesspeople are seeing that, ultimately, social or environ-



“Problems are the result of an unmet market need. Social entrepreneurship is just seizing an opportunity.”

mental problems are the result of an unmet market need. Social entrepreneurship is just seizing an opportunity to meet that need in a way that benefits not just the community, but also the company.”

When it comes to training social entrepreneurs, Cox and the Weinert Center also saw an unmet opportunity. When he met Plantes, he decided to seize it.

“All my life I’ve been thinking about this stuff,” Plantes says. “I’ve always been interested in finding how business can improve social outcomes across the country over and above income generation.”

But Plantes, an MIT-trained economist, had few opportunities to explore the issue in a concrete way. It wasn’t until the 1980s, after leaving the UW, that she began to delve into the concepts that would bring her back to teaching two decades later.

Plantes was heading up marketing and business development in the Madison office of Datex-Ohmeda, a manufacturer of anesthesiology equipment. Ohmeda had been losing market share to competitors that produced supposedly “higher tech” equipment, and its entire industry was facing what she calls “an enormous liability problem” — in 1985, about one in five thousand patients died due to anesthesia. Lawsuits and insurance pre-

miums were eating up what profits there were.

That’s when Ohmeda decided it was in the wrong business. It shouldn’t think of itself as an outfit that manufactures and sells anesthesia equipment, Plantes and her colleagues reasoned. “We ought to be in the business of making anesthesia safer.” The company sponsored a series of educational initiatives to teach anesthesiologists about the importance of regularly updating their equipment, and it helped to found the Anesthesia Patient Safety Foundation.

The results were more than feel-good propaganda. The more Ohmeda’s educational work gained traction, the more often anesthesiologists replaced their equipment. Product life was cut nearly in half, and Ohmeda saw the results in rising sales. Further, by modernizing their equipment, anesthesiologists reduced their rate of error. By 2005, the incidence of death due to anesthesia had dropped to less than one in 200,000 cases, and liability costs fell accordingly.

With reduced costs and rising sales, Ohmeda experienced a renaissance. “Broadening the business concept produced a series of financial miracles,” Plantes says. “And our customers, the anesthesiologists, were doing better work, and lives were being saved. It was a win-win situation.”

In the 1990s, Plantes left Ohmeda to launch her own consulting business, but she remembered what she had learned: companies that stress mission over money are often more successful in both areas. It was just the lesson that Larry Cox wanted to impart to Weinert Center students.

Founded in 1986 and endowed by James Weinert MBA’69 in 1999, the center takes in fourteen MBA students a year and gives them a grounding in business planning and development, preparing them to either launch their own businesses or to help established companies create new business.

Cox became the center’s director in January 2003, but he previously worked for Kansas City’s Kauffman Foundation, which supports entrepreneurs who aim to

"benefit society in significant and measurable ways." So he, too, had a strong interest in the social impact of business. He incorporated a unit on social entrepreneurship in a course he was teaching, and he asked Plantes to speak to his students. The section proved so popular that in the summer of 2004, he asked Plantes to develop an entire course around the subject. Plantes contacted Jim Bower, who heads Madison's Bower Group, a consulting firm that works primarily with social entrepreneurs. many of them in the nonprofit sector.

"What we put together is the course that I missed, the one I wished I would have taken in graduate school," Bower says. Not only did he and Plantes explain what social entrepreneurship is, they required their students to develop business plans to support the social goals of various organizations: Second Harvest food pantry, YWCA, Porchlight homeless shelter. The projects were supposed to address real-world problems the organizations faced, and they would be judged not only by Bower and Plantes, but by a panel of businesspeople from around Madison.

Among the students attracted to the course was Heather Hilleren, who chose not to do one of the projects that Bower and Plantes offered. Instead, she brought her own vision of how to change the world.

Like Plantes, Hilleren says

she's always been interested in finding ways to turn an entrepreneurial spirit into social change. When she first came to Madison, she was teaching at Midvale Elementary School, but she left because, she says, she "wanted to make more of an impact." So she went to work at Madison's Whole Foods grocery store, where she would typically come into contact with more than a hundred people a day.

It was at Whole Foods, working in the produce department, that she had her revelation. One day, a farmer came in and offered to sell the store his stock of morel mushrooms, picked that morning. "The thing about morel farmers is that they're not typical farmers," Hilleren says. They



The field of social entrepreneurship is finding healthy growth in Madison. Just ask Heather Hilleren (left). With aid from her teachers, Kay Plantes and Jim Bower, she's launching a company that aims to give everyone "the opportunity to eat fresh, nutritious food, wherever they are."

seldom have a formal sales structure but "just go out in the woods and pick their mushrooms, which are only good for a short period of time."

The farmer wanted to unload his mushrooms while they were fresh, and Whole Foods wanted to acquire them — but it couldn't. He wasn't a registered supplier. So Whole Foods turned him down, and instead had its morels shipped in from the Pacific Northwest.

"I realized then that something was wrong with the system," says Hilleren. "We've got one of the best farmers' markets in the nation. So clearly there's a demand around here for fresh, local food." While Madison's farmers' market serves families and a few restaurants, there are many places locally produced food isn't available: grocery stores and school cafeterias, for instance. Hilleren believes all these consumers should be able to choose local foods, and she wants to give them that choice.

She enrolled in the School of Business in 2003, and she chose to go through the Weinert Center to learn how to turn her ideas into action. Initially, she was interested in doing nonprofit work, so she signed up for Plantes and Bower's course.

But when it came time to put together her project, she decided to draw on her Whole Foods experience — her business plan was to create GreenLeaf Market.

The key to the venture is convenience. "Right now," she says, "it's very difficult for local farmers to get their products before buyers, and it's hard for grocery stores, restaurants, and other institutions to shop directly from farmers, especially if they want to buy in bulk."

What Hilleren envisioned was an online marketplace, where farmers from southern Wisconsin could list their produce and where buyers could comparison shop. Need two hundred pounds of organically grown heirloom tomatoes? GreenLeaf Market would enable buyers to find nearby farmers, see what varieties of tomatoes they have on hand, read about their agricultural practices, and compare prices with competing growers.

"It's sort of like a vegetable eBay," Hilleren says. GreenLeaf Market doesn't buy, sell, or ship produce — it's merely a conduit for connecting the people who do. It makes its money either by charging

Better Business

Continued from page 31

a fee per transaction or by charging an overall subscription fee.

Still, though Hilleren enjoyed creating her project, she didn't think it would go much further than a grade. "It wasn't until I presented it and the entire class rallied behind me that I knew this was an idea that could go somewhere."

One of the businesspeople who judged the projects offered to invest in GreenLeaf Market, which went from a class project in April to a corporation in May and will go live in spring 2006. But in spite of this dizzying progress, Hilleren knows she will need more concrete aid to ensure her creation's success.

Just about everyone can tell

you that nine out of ten new businesses go bankrupt within the first year. But just about everyone exaggerates. Still, the outlook for entrepreneurs is daunting. Some 50 percent of new ventures fail within five years, and nearly two-thirds of them close within ten years. These statistics apply to social entrepreneurs no less than anyone else. And so the Weinert Center offers its alumni an edge in the fight for survival: the Weinert Applied Ventures in Entrepreneurship (WAVE) program.

WAVE identifies the most promising ideas among Weinert students and offers them capital to get those ideas off the ground. "Our central purpose is to encourage entrepreneurship and to complete the education that began in our classes," Cox says. But while WAVE gives money to its trained entrepreneurs, "these aren't grants. They're investments, and we offer them either in the form of loans or as stock purchases. We expect to recover the money with some return."

Hilleren has applied for WAVE support for GreenLeaf Market, and she is also working with Jim Bower and others to push the venture forward. Today, Hilleren is lining up farmers and buyers.

"The holy grail is the institutional market," she says. "If I can get large organizations, such as hospitals and

Cascading Success

The goal of any good social entrepreneur is to create a business that achieves measurable success on a socially worthwhile mission. Few Weinert Center graduates have achieved both goals as successfully as Neil Peters-Michaud '93, MBA'99, founder of Madison's Cascade Asset Management.

Cascade, which recycles and rehabilitates computers and other information technology equipment, grew out of Peters-Michaud's experience at UW-Madison. Before he entered business school in 1997, he managed SWAP, the university's Surplus with a Purpose program, which recycles "solid waste" — meaning old computers, furniture, lab equipment, building fixtures, and anything else that might go into a garbage dump. "My background was in recycling," he says, "and when I entered the Weinert Center, I had in the back of my mind that there was a business opportunity in this."

While in the MBA program, Peters-Michaud developed the plan that would become Cascade. He wanted to form a company that applied the SWAP principles — reuse, resell, recycle — to help companies manage their most expensive garbage: computers.

Computers are problematic because they have a short functional life — technological developments quickly drive them into obsolescence — and they aren't easy to dispose of: they contain some two hundred different heavy metals that require special handling. Peters-Michaud wanted to help companies "cascade" their old computers: they shouldn't throw them away but rather drop them to the next level of usefulness. "First, we try to prepare the equipment to be redeployed within the original company or prepare them for resale," he says. "If neither of those options will work, we harvest the parts and sell off memory cards and integrated circuits, recycling everything we can. Then we disassemble the remainder into its components, removing the hazardous materials."

Cascade makes its revenue by charging companies for disposing of their equipment, as well as from sales of recycled computers and parts, and it returns a share of resale revenue to the computers' previous owners.

The Weinert Applied Ventures in Entrepreneurship (WAVE) program helped get Cascade off the ground with a \$100,000 investment, which purchased a 10 percent share of the venture. Today, Cascade has clients that include American Family Insurance, Harley-Davidson, and UW-Milwaukee, and in late 2004, profits had grown to such a point that Peters-Michaud was able to buy out WAVE's share in the company, returning the university \$240,000 on its investment.

Still, Peters-Michaud measures Cascade's success not by its profits but rather by its environmental impact. "Our biggest point of pride," he says, "is that we've processed 12.6 million pounds of equipment, and we've managed to keep more than 670,000 pounds of hazardous materials out of landfills."

To former Weinert Center director Larry Cox, this is the heart of social entrepreneurship. "It's a for-profit business" he says, "but its real aim is to accomplish a social mission. It has explicit and measurable goals for improving society."

— J.A.

schools and the UW, then I can really reach large numbers of people."

While Hilleren believes that GreenLeaf Market will prove a successful business in southern Wisconsin, she hopes it will have a much wider effect. "Once we prove the concept," she says, "then we can roll it out around the country."

Or maybe not. Since only a third of new businesses survive that first decade,

financial success is far from certain. But that, she says, isn't the point. "Being an entrepreneur doesn't just mean having new ideas," she says. "Ideas are a dime a dozen, and a lot of them result in successful companies. I want to create a company that doesn't just do well. I want to create a company that does good."

John Allen is associate editor of *On Wisconsin*.

Back to the Future

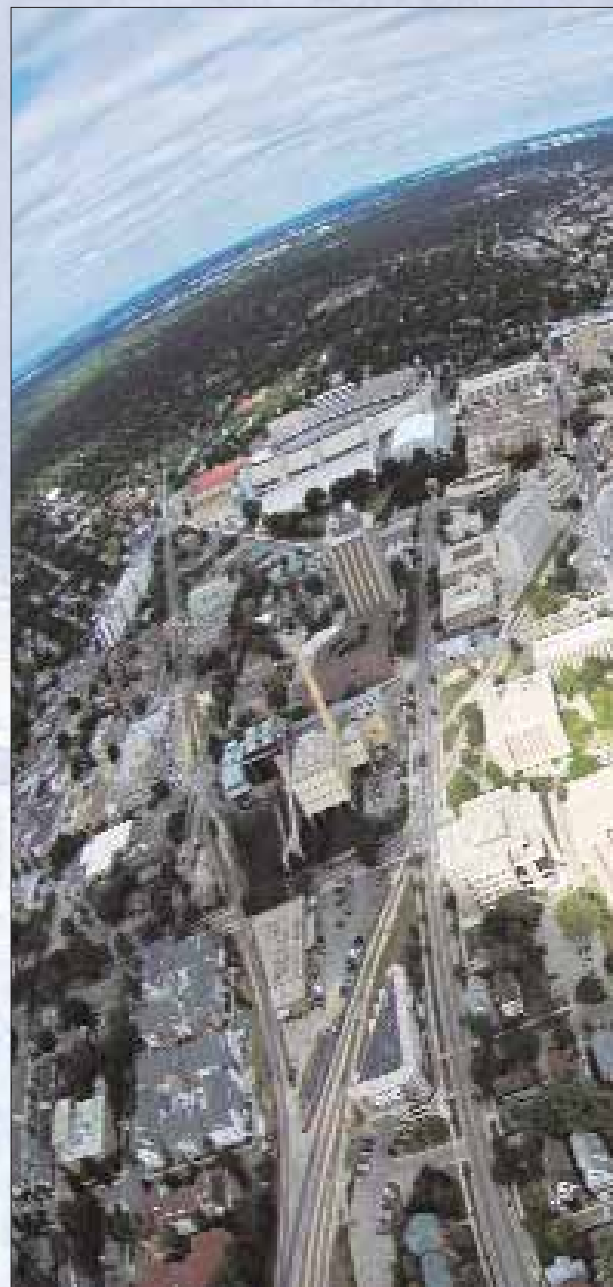
What will campus look like in the years ahead? The university's new master plan finds answers in a surprising place: a century-old document that inspired some of the UW's most treasured spaces.

BY DENNIS CHAPMAN '80

PHOTOS BY JEFF MILLER

ILLUSTRATIONS BY

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THESE DAYS, THE CAMPUS SKYLINE is punctured by the wheeling steel booms of construction cranes, unmistakable reminders that change is afoot. UW-Madison is building for the future — erecting new laboratories, academic buildings, and residence halls as part of its biggest construction boom since the 1960s. But as they lay the foundations of tomorrow's campus, the UW's planners are guided as much by the university's past as its future.

For the past year, campus planners have been engaged in drafting the university's new master plan, a document that defines the principles by which the physi-

cal spaces of campus are organized. More than just a map that plops down building sites, a master plan is a campus-as-canvas exercise that re-imagines how the university grounds might look and feel for generations to come. The UW has drafted dozens of master plans during the past century, some of which were followed, others abandoned (see Flashback, page 66). The last plan, finished in 1996, led to implementation of more than 80 percent of its ideas.

But with so much new development under way, this plan may turn out to be one of the most influential in campus history. Set to be unveiled publicly this fall,



the new plan envisions using buildings to capture and create dynamic open spaces as compelling as the Memorial Union Terrace and Henry Mall, as well as establishing new academic neighborhoods, achieving more architectural harmony, and providing better ways of getting around.

The inspiration behind it all, however, is anything but futuristic. Many of its principles are drawn from or inspired by an architect's vision for the campus first unveiled in 1908. That plan, drafted by the Philadelphia firm of Laird and Cret, with the help of then-state architect Arthur Peabody, found its roots in the City Beautiful

movement, which swept through the United States after Chicago's Columbian Exposition in 1893. Aimed to bring American cities in line with their European counterparts, City Beautiful plans used Beaux-Arts style to help inspire civic devotion.

But the 1908 campus master plan did more than that. It imposed order on the rapidly expanding campus, setting buildings at cardinal points instead of at odd angles, and designating so-called "hero buildings" and "good-soldier buildings" to create grand spaces such as Henry Mall, where the imposing Agricultural Hall was set off by buildings that sat shoulder-to-shoulder on

either flank. Though never formally adopted, it governed campus development until 1933, laying the groundwork for many of the quadrangles and gathering spaces that dot the modern campus.

"It's very classic in its design layout, and that's what we're heading back to," says Gary Brown '84, campus director of planning and landscape architecture. "What are the classic images of college campuses, and what does it mean to set buildings on grids? The 1908 plan talked about 'good-soldier buildings' that all go together; they organize open spaces and bring sense to the overall plan."

UW-Madison is not the first school to return to the visions of plans drawn in the early twentieth century. Johns Hopkins University and Emory University looked to the past when reviving their master plans. The University of Virginia returned to some of founder Thomas Jefferson's sketches of an "academical village" when it was looking for ways to improve and bring order to its campus.

"We are looking back as we look forward," says Luanne Greene, a principal at the Baltimore architectural and planning firm of Ayers/Saint/Gross, which is the lead consultant on the UW master plan project. "There is an aesthetic wisdom in these older plans, because they prioritize open space as a part of good design."

More than just an exercise in reminiscence, the new master plan seizes on aspects of the 1908 plan that never materialized and applies its principles to areas of campus that weren't around back then. For example, planners drew inspiration from the old document to carve a long-ago-envisioned pedestrian mall that will anchor the east end of campus, running through a planned arts-and-humanities district and leading to Lake Mendota. They also laid out a more densely developed health sciences campus to the west, one that includes a west campus union and a new lakeshore housing development that would address a crucial on-campus housing need and create a quadrangle with striking views of the lake.

"We think that one of the things that makes our campus special are the places

people treasure, like Muir Knoll, the Lakeshore Path, and Picnic Point," says Alan Fish MS'01, associate vice chancellor for facilities, planning, and management. "It's possible for us to define more of those spaces all over campus. They are all part of the quality of this campus. When you add that to the setting we have on a lake, open space is part of what makes us a national brand and a unique place to go to college."

In some ways, Wisconsin's campus

"The elegance of the campus is dependent on coherence, quality, and balance between its grounds and buildings. These neighborhoods have discrete characteristics, which need to be understood and respected."

lost its architectural compass in the 1950s and '60s, when planners scrambled to erect buildings to accommodate the demographic tidal wave of veterans cashing in on the GI Bill and the vanguard of the baby boomer generation. Hard on the heels of that development frenzy came the parking demands of the 1970s and 1980s, which gobbled up a great deal of open space on campus. The pressures of growth — as well as the reality that UW-Madison is bounded on all four sides — led to a haphazard approach, creating a mish-mash of architectural styles in which, for example, the slab-like McArdle Cancer Research Building is connected to the far more stately, tile-roofed Nutritional Sciences Building, or the Law School's contemporary addition clashes with the rest of Bascom Hill, which is a National Register Historic District.

But aging buildings offer an opportunity to return to older principles. Many of the sixties-generation structures, like Humanities, Ogg Hall, and Van Hise, are

falling into disrepair and are impractical to renovate. Thinking smarter about parking — using ramps instead of lots, for example, and designing more efficient traffic flows and bus routes — may free up needed space. And this time around, redevelopment will be guided by consistent architectural principles — another feature of the 1908 plan, which introduced the notion of distinct academic neighborhoods within campus.

Back then, the UW was evolving from a college to a university, and the plan helped create clusters of buildings that housed related disciplines, forming villagelike districts that developed their own identity and gathering places. Planners want to see future development adhere to better-defined architectural styles so that the sense of unified neighborhoods returns.

"The elegance of the campus is dependent on coherence, quality, and balance between its grounds and buildings," Greene says. "These neighborhoods have discrete characteristics, which need to be understood and respected."

That's not to say design guidelines will impose cookie-cutter architecture. "It would be downright boring," says Brown. "But if we can have neighborhoods of buildings that use the same types of materials, and have similar massing, scale, roofing systems, and window patterns, maybe we can bring the campus together better on a more human scale."

And that, planners say, is what this process is all about: creating a campus that continues to feel more human, more inviting, and more steeped in tradition, even as it continues to grow. As architects with Ayers/Saint/Gross describe it, "Great campuses are like great symphony orchestras, with most of the buildings and grounds playing in harmony, but with an occasional soloist providing interest."

With that in mind, what notes can we expect UW-Madison's campus to ring in the future? On the next few pages, we offer a glimpse of how the master plan envisions a few key neighborhoods developing in the years to come.

EAST CAMPUS MALL

A centerpiece of activity

No area of campus is designated for more change than its eastern edge, where an arts-and-humanities district and new student housing are planned. The unifying feature of the redeveloped area is a seven-block pedestrian mall that was first proposed as part of the 1908 master plan, which planners hope will become an avenue of activity, much like Library Mall or Bascom Hill.

"The East Campus Mall will be a campus centerpiece — a synthesis of people, unique physical setting, and dynamic activity," says Gary Brown, UW-Madison director of planning and landscape architecture. "It celebrates the traditions of UW-Madison, and sets the stage for a continued high quality of life."

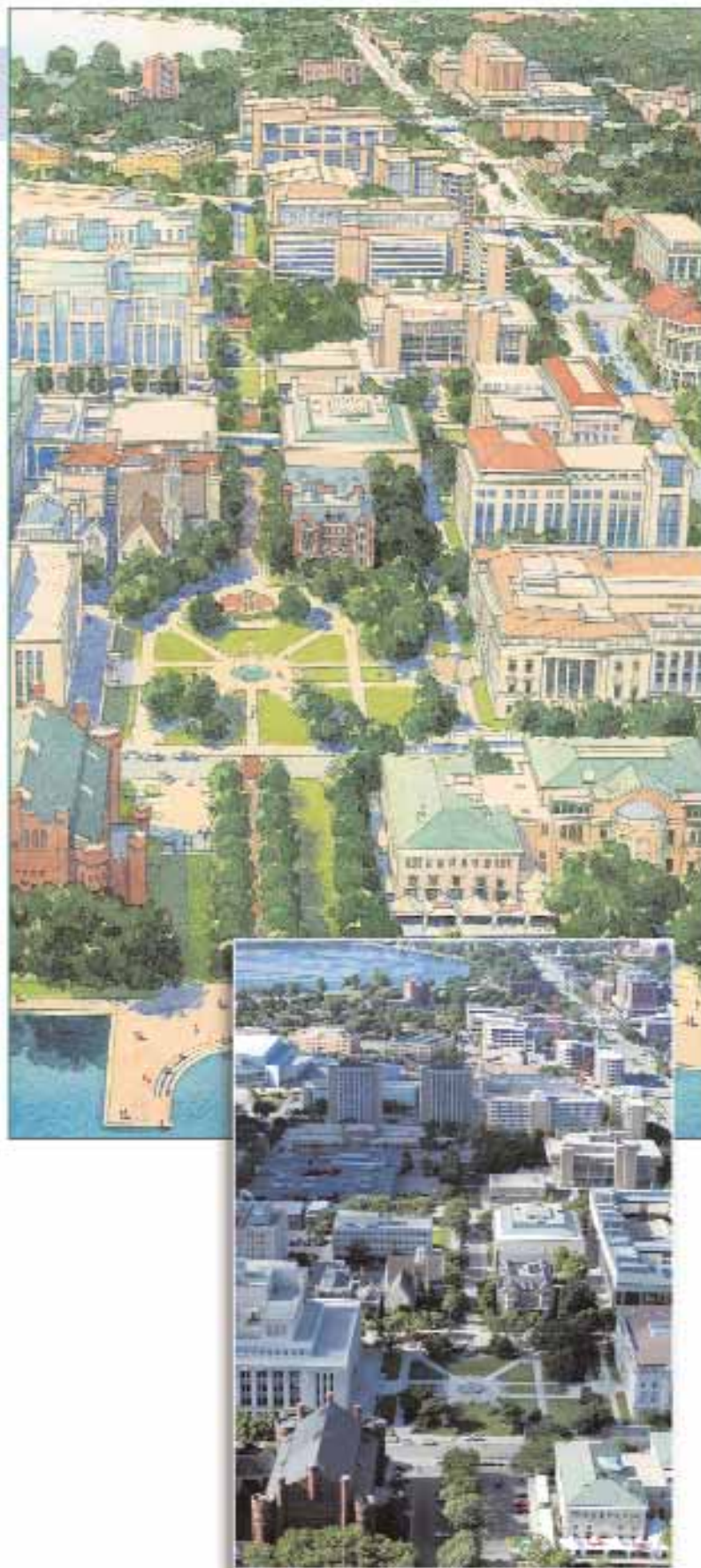
Plans include an expanded Chazen Museum of Art, two new classroom buildings where the current Humanities Building stands, a music performance facility at the northwest corner of University Avenue and Lake Street, and new student housing nearby on Dayton Street and Park Street.

Brown says the pedestrian spine would pull together the new developments and provide an open-space area for events, as well as a place for people to interact and space for plantings, sculpture, and public art. The plan would be accomplished by transforming Murray Street and adjacent outdoor spaces into a series of pedestrian plazas stretching from Lake Mendota to just north of Regent Street, intersecting Library Mall along the way.

The first portion of the project will be developed with construction of a residence hall and office building on Park Street, establishing Murray Street as a southern pedestrian entrance to campus. That entryway will be increasingly important, as more than one thousand students will live in new residence halls along the southern end of the mall. Once those halls are built, Ogg Hall will be torn down, creating a clear path all the way to Lake Mendota.

Another project expected to front on the mall is the redeveloped University Square — a private-public partnership that will bring University Health Services, a new Student Activities Center, and student services together under one roof. The development will also include new private retail space on the first two floors, private apartment housing, and underground parking.

As the Memorial Union begins work on future restoration plans, the mall will be developed into a grand esplanade, opening the view from Dayton Street to Lake Mendota.





WISCONSIN INSTITUTE OF DISCOVERY

New setting for breakthroughs



Construction of a \$375 million research institute known as the Wisconsin Institute for Discovery may help anchor what planners refer to as UW-Madison's "urban campus" — the areas south of University Avenue that are defined by taller buildings and busier streetscapes.

The institute would occupy the 1200 and 1300 blocks of University Avenue, replacing older, underutilized structures and physical plant buildings. It would bring together biology, bioinformatics, computer science, engineering, nanotechnology, and other fields in one setting to spark new scientific and

engineering breakthroughs. The location, across from existing biotech and genetics research facilities and close to the College of Engineering and the College of Agricultural and Life Sciences, is ideal for the interdisciplinary effort, and it could serve as a catalyst for other developments in the area. Other changes may include redevelopment of Union South, a new parking garage, and possibly additional hotel guest rooms, all connected to the new institute by pedestrian overpasses. Inside, the facility will reflect its urban setting with contemporary design.



WEST CAMPUS

A new hub for healthy living



With UW Hospital and Clinics, the School of Pharmacy, and the new Health Sciences building, west campus already has a healthy flavor. But there's not much pulling the neighborhood together — no Henry Mall or Union Terrace. The master plan changes that, putting new residence halls and a branch of the Wisconsin Union nearby to add vitality to the western end of campus.

The plan envisions building the union, a new School of Nursing, and classrooms and health science labs on land now occupied by the McClimon Track and Soccer Complex. To accommodate the development, those facilities would be moved north to land currently occupied by a large surface parking lot,

enabling the new buildings to have better access to the School of Pharmacy and UW Hospital and Clinics. An addition to the WARF office building is also part of the plan.

The west campus union would provide a hub not only for health sciences students, but also for residents of lakeshore residence halls, which would be constructed near what is now the Food Science Institute on Willow Drive. Keeping with one of the strong themes of the master plan, the new residence halls will be arranged to create a lakeshore quadrangle with excellent views of Lake Mendota. An expansion of recreation space in the Natatorium will also offer new workout options for students in this area.

What happened to the Greater Mall?

In his 1908 vision, Arthur Peabody imagined a bucolic stretch known as Greater Mall, extending west from the rear of Bascom Hall (right). Things never really turned out that way, as Linden Drive morphed into a busy street lined with tall buildings.

The new plan attempts to restore some of Peabody's vision, calling for changes that would give Linden a friendlier scale. Traffic would be limited and the street level raised to be even with sidewalks. Buildings that crowd the street (most notably Van Hise) are slated to be torn down, and their replacements will sit farther back from the road, adding room for green space.

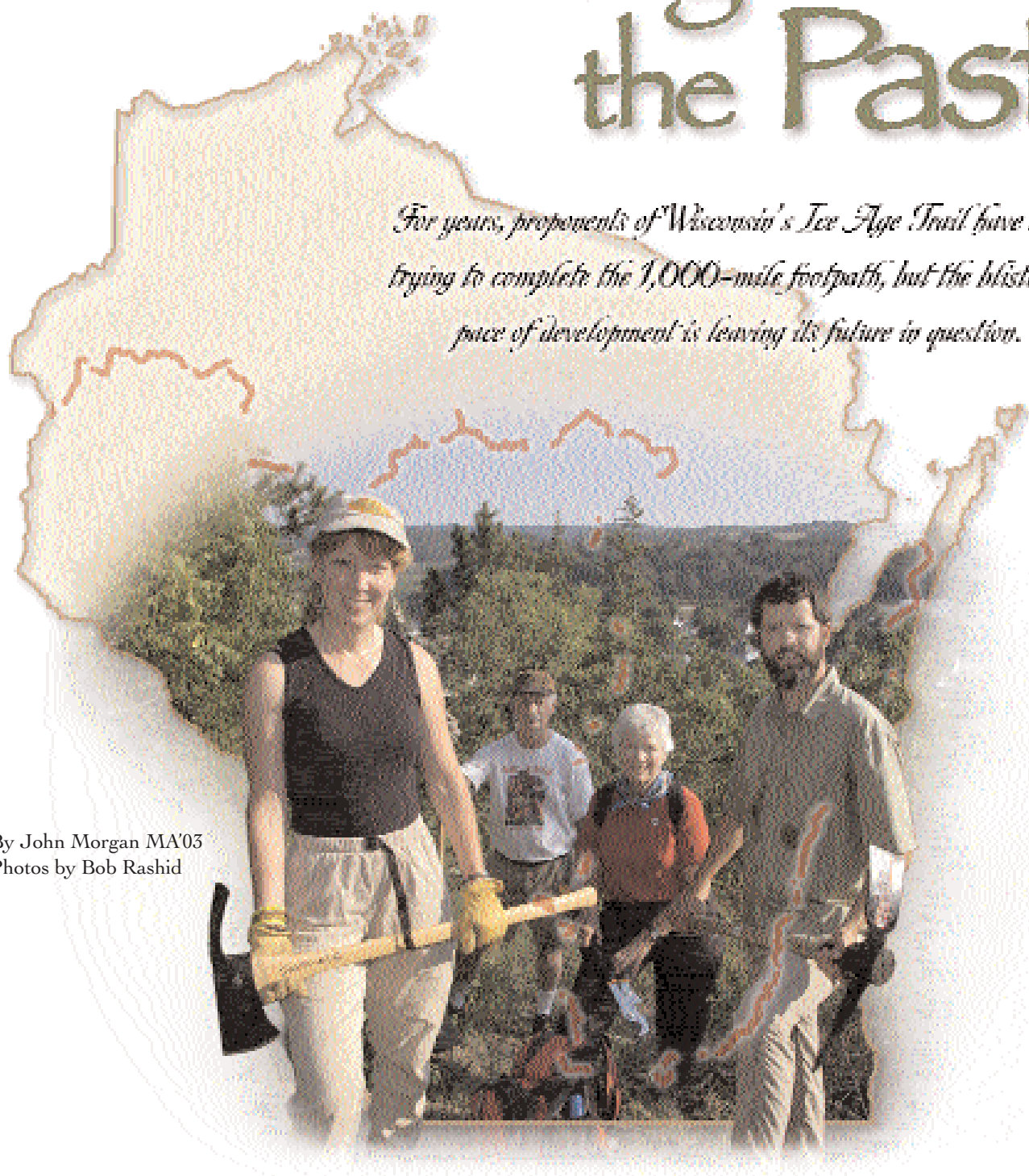
For the south side of Linden Drive, planners have discussed the eventual demolition of the Bardeen Medical Labs. The new building could be connected to Bascom Hill with an overhead pedestrian link spanning Charter Street.



A Path through the Past

For years, proponents of Wisconsin's Ice Age Trail have been trying to complete the 1,000-mile footpath, but the blistering pace of development is leaving its future in question.

By John Morgan MA'03
Photos by Bob Rashid



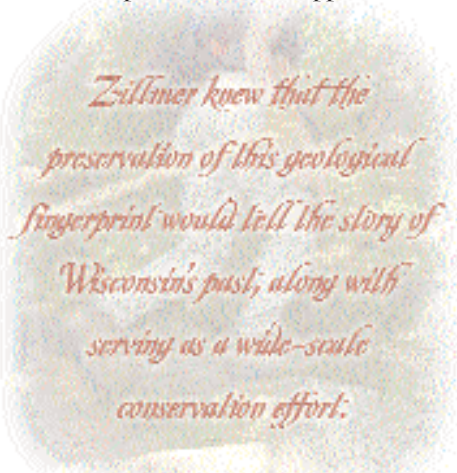
Raymond Zillmer LLB'10 was a dreamer. He wished the world would slow down. It was the 1930s, and Zillmer was a Milwaukee attorney who enjoyed not only adventuring to the great parks in the western United States and Canada, but also leisurely weekend trips to a hilly area just west of Milwaukee. Now called the Kettle Moraine, these hills and valleys and streams and lakes are the indelible marks of the most recent glacier to blanket and retreat from Wisconsin nearly ten thousand years ago. And it was this geological gem that Zillmer sought to permanently safeguard.

Known as a terminal moraine, the formation resulted when the mile-tall bulldozer of ice called the Wisconsin Glacier stopped and dumped its contents. (*Moraine* is defined as debris, such as boulders and rocks, deposited by a glacier. *Terminal* refers to the outline, or terminus, of the glacier.) The giant ice sheet's retreat blessed the state not only with Kettle Moraine, but with the Baraboo Hills and the rambling, camelback formations in the Northwoods.

Zillmer's dream was simple: he envisioned a thousand-mile footpath that preserved this terminal moraine. It would be called the Ice Age Trail — a U-shaped route stretching across the state from the western border just north-east of the Twin Cities, down to near the Illinois state line in the south and back up to Potawatomi State Park in Door County. Zillmer knew that preservation of this geological fingerprint would tell the story of Wisconsin's past, along with serving as a wide-scale conservation effort in a state destined for more and more development. He was adamant that, with such a park, "one of the greatest stories in the natural history of North America could be illustrated and adequately interpreted."

Barbara Woodhouse, volunteers Don Ferber '88 and Sharon Bloodgood MS'75, and Drew Hanson inspect part of the Ice Age Trail near Cross Plains, Wisconsin. The red route on the photo at left reveals gaps in the footpath. In 2004, volunteers logged 87,000 hours building and maintaining Wisconsin's answer to the Appalachian Trail.

Zillmer predicted that the trail would be visited by "millions more people than use the more remote national parks." Today, many thousands of visits are made annually by local residents, school groups, and others wanting to see a section of the trail that passes through their neighborhood, just as myriad visitors set foot on the Appalachian Trail each year. Actually, because most of the hiking along the two thousand-plus miles of the Appalachian



Trail is an experience shrouded in a canopy of trees, the vistas along the Ice Age Trail could conceivably make its more well-known, bigger sibling a bit jealous.

Like the trail, Zillmer's dream has had many twists and turns since the beginning. After tenacious lobbying, he convinced the state legislature to form Kettle Moraine State Forest in 1937. Today the forest includes some fifty thousand acres along the terminal moraine, stretches through six southeastern Wisconsin counties, has more than two hundred miles of hiking paths, including the Ice Age Trail, and hosts millions of visitors annually.

Although Zillmer was unable to convince the legislature to continue the park along the entire thousand-mile route, he believed that the Ice Age Trail was still attainable. In 1958, he formed the Ice Age Park and Trail Foundation, a non-profit citizens group that continues its original mission of building and preserving Wisconsin's thousand-mile footpath. In 1980, Congress designated the Ice Age Trail as a National Scenic Trail. As such, it falls under the umbrella of the National Park Service.

But completion of the path has been stymied by legal hurdles, and today, proponents are still waiting for the trail to become a reality. It's been left to people like Zillmer's son, John LLB'52, to pick up the torch. John remembers childhood days spent with his father in a countryside that is now protected, and he believes that every family, regardless of income level, should have the right to enjoy outdoor recreation. He views resources like the Ice Age Trail as low-cost ways for people to enjoy the natural environment.

Zillmer stresses that Wisconsin's Ice Age remnants are the best in the world. "[They aren't] just the best in the United States or the Midwest. They're studied by people all over the world," he says. "If you're studying geology in Sweden or India or Japan, you come to Wisconsin."

Typically, when Congress establishes national trails, citizens must build and maintain them. So, if hikers want the Ice Age Trail, they have to build it themselves. The Ice Age Park and Trail Foundation currently has more than five thousand members, some of whom logged more than eighty-seven thousand volunteer hours in 2004 alone — eclipsing most other units of the National Park Service. These volunteers devote their weekends to building and maintaining trail.

"You just feel like you're a part of something good and something big and something significant. I mean, this is a National Scenic Trail," says Barbara Woodhouse '83, a volunteer trail builder and cancer information specialist with the UW Medical School.

Woodhouse is a part of the elite trail-blazing arm of the foundation, called the Mobile Skills Crew, which includes only a few dozen individuals. She stresses that while her crew has lots of fun, trail building is a serious business — the result of detailed planning and engineering. Trail construction leaders undergo extensive training in tool use, safety, and managing volunteers, some of whom have never picked up a shovel before. For Woodhouse, the experience of being a member of the elite crew and working on the trail has been life changing.

On a steamy weekend last fall, Woodhouse and a contingent of the crew were working atop a wooded bluff just west of Madison. The group spent the day moving hundred-pound blocks of limestone — remnants from a nearby abandoned quarry — into place for use as retaining walls. Called “rock work” by the group, the backbreaking effort took about eight hours.

“It’s overwhelming sometimes to think about that, to think we knock off little one-half- to one-mile sections of trail at a time. And you think, ‘Oh, my God, we’ve got another four hundred to go! How long is that going to take?’” exclaims Woodhouse.

Indeed, the trail is only about 60 percent completed, and the volunteers are in

a race against time. Because more and more vacation and retirement homes are springing up across the state, and because people are increasingly willing to commute greater distances to work, undeveloped land along the trail’s planned path is quickly disappearing. Even in Zillmer’s day, the shadow of development was growing closer to the Kettle Moraine area. Today, the entire state is seeing development pressures.

Nevertheless, “I thoroughly, in my heart, believe that it will be done. Completely,” says Christine Thisted MS’95, executive director of the Ice Age Park and Trail Foundation. Her statement is more an unblinking guarantee than a hopeful estimate — an echo of Ray Zillmer’s steady determination. But just

as Zillmer faced a multitude of hurdles and barriers, Thisted’s task is no less trying. Her job includes frequent trips to Washington, D.C., to testify before Congressional committees about the importance of trails and their funding. She explains that this is critically important in a budget climate that is growing more frugal and less favorable toward the preservation of natural resources.

Thisted finds her job fascinating, although it can be frustrating as well. “It’s challenging, and it’s trying to do something that nobody’s ever really done before,” she says. She credits her graduate work at UW-Madison for preparing her to tackle that challenge. Her study of public-private partnerships has served as a guiding principle in the relationships she seeks to forge with the National Park Service and the Wisconsin Department of Natural Resources, as well as a long list of local governments along the trail route.

Tireless work on forging these partnerships has led to some important recognition from Wisconsin politicians, including Governor Jim Doyle ’67, who called the trail “a great national treasure.” And since 2000, the Wisconsin congressional delegation has routed more than \$10 million from the federal budget to buy land for the trail. In a statement regarding the acquisition of \$1 million in the 2005 federal budget, Representative Tammy Baldwin JD’89 said that “preserving this trail is a gift and a duty to future generations. It is urgent that we preserve this land before it is developed.”

Traditional preservation efforts in the United States have been large scale and reflect more of a Teddy Roosevelt regard for immense open spaces. To understand the importance of a thirty-inch-wide footpath meandering through the woods of Wisconsin takes the ability to think more creatively about what conservation means.

“The conservation movement in America is at a crossroads. For a hundred years, we’ve been so focused on the spectacular — preserve as many spectacular places with the highest level of protection that we can,” says Drew Hanson ’89, who is the foundation’s railway director. “But in the

TRAIL TRIBULATIONS

Complicating the completion of the trail is a legal snafu that hampers the acquisition of new land. Wisconsin’s congressional delegation, including Tammy Baldwin JD’89, Herb Kohl ’56, Dave Obey ’60, MA’68, and Russ Feingold ’75, are doggedly pushing to simplify the process. They hope to pass the Willing Sellers Bill, which would allow the National Park Service to purchase land from private owners who would like to sell all of their property, a piece of it, or an easement. Currently, such transactions are not allowed. Instead, the majority of the trail’s land purchases are made by the Ice Age Park and Trail Foundation, which utilizes grants and donations, or the Wisconsin Department of Natural Resources, which matches federal funds along with state money.

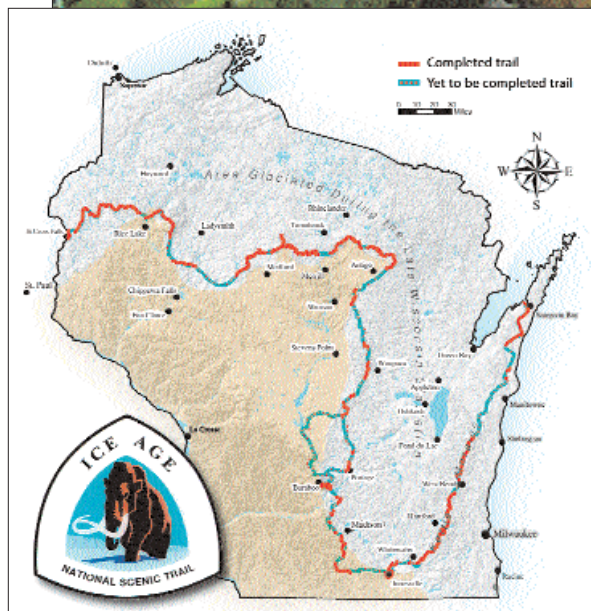
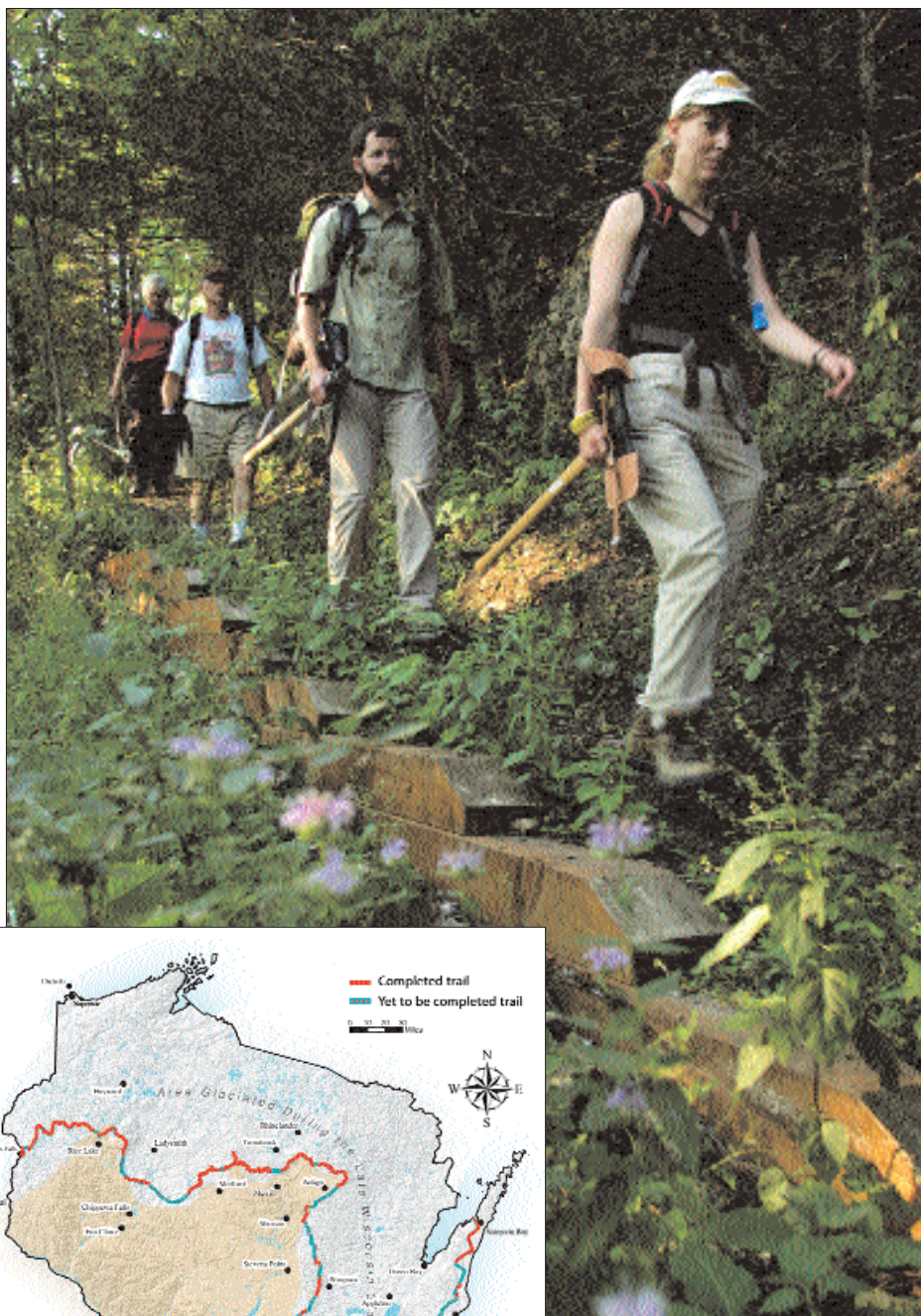
Passage of the Willing Sellers Bill would allow the Park Service to directly petition for federal funds and then buy the land. Currently, the process is more circuitous, taking up valuable time. And time is of the essence: Drew Hanson ’89, railway director for the Ice Age Park

and Trail Foundation, estimates that there are still some one thousand private parcels along the route that need to be purchased.

The history of the willing sellers restriction is curious. The first national trails — the Appalachian and Pacific Crest — were authorized in 1968 and had no such restriction. But a contingent of Western senators developed the mindset that large-scale trails meant more publicly owned land, which isn’t popular in states where the government already controls huge amounts of territory. So in 1978, an amendment was passed that restricted the government from buying land for any national trails. Since 1987, no new trails have been subject to this restriction, but of the twenty-three national trails, nine — including the Ice Age Trail — had the bad luck of being established between 1978 and 1987.

The past several sessions of Congress have failed to pass any bill to reverse the willing sellers restriction, and the fate of any future bill remains uncertain. — J. M.

ICE AGE TRAIL FOUNDATION



The Ice Age Trail is only about 60 percent completed. Trailway director Drew Hanson estimates that the Ice Age Park and Trail Foundation still needs to purchase 1,000 parcels of private land in order to finish it. The map shows the projected path of the completed trail.

Midwest, we have a huge population base of people who are clamoring for more places to recreate. And this trail, I think, can satisfy a great need Midwesterners have for outdoor recreation, as well as protect an enormous amount of natural areas, water supply, and agricultural lands."

Hanson hails from the northeastern corner of Wisconsin near Marinette, from a family that has held its land for five generations. He stresses that conservation can't occur in a vacuum, solely preserving a desert here and a mountain there and holding farming and develop-

ment as separate variables. Instead, he calls for a melding of them all.

"A great deal of America's public lands encompass mountains and desert. A nationwide map of federal and state lands shows that most public lands are in the west, where soil and water resources do not approach those that we take for granted here in the upper Great Lakes," Hanson laments. Because the Ice Age Trail is in Midwestern farmland, completing it will result in the secondary benefit of protecting watersheds and fertile agricultural soil, since in some spots, the protected area on the sides of the trail is a half-mile wide.

People like Ray Zillmer, John Muir x1863, and Aldo Leopold earnestly believed that a thing like a trail would make the world and the people who hiked it better. Hanson warns that if this isn't the case, and if industrialized progress always wins over preservation, then humans will suffer great and irreversible losses in the future.

"It can't be that way. If a hundred years from now, we've developed everything except mountains and desert and whatever else happens to be in the current model for national parks, I think our country is going to be in a world of hurt," says Hanson. "We need places to grow food, and we need water. And that's what the Midwest can provide. That's completely compatible with the Ice Age Trail."

And thus, others have adopted Zillmer's dream of preserving Wisconsin's prehistoric jewel. It's interesting how some challenges never change. Raymond Zillmer wrote in the March 1959 issue of the *Wisconsin Alumnus*, the precursor to *On Wisconsin*, that the land must be preserved soon, "before the hills are pre-empted by private homes and the land becomes too expensive. It will cost us little now. It will pay our children and theirs much hereafter. We spend a lot to go faster. Let us spend a little to go slower." 🌲

John Morgan MA'03 is a Madison environmental journalist. He and his spouse, Ellen Shumaker '95, MS'97, co-authored *50 Hikes in Wisconsin* (Countryman Press), which includes eight hikes along the Ice Age Trail.



A Man of His Word

Jonathan Orr finds it's as good to give as to receive.

TEAM PLAYER

Jessica Ring

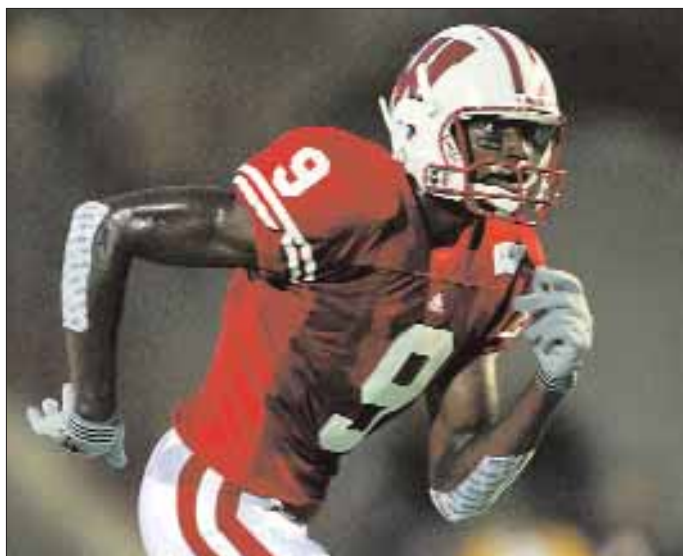
Five things to know about UW women's soccer player

Jessica Ring:

- A senior from Rockford, Illinois, Ring came to Wisconsin as a walk-on, but since redshirting her first year on campus, she has started fifty-eight games for the Badgers.
- Voted the team's most valuable player on defense last season, she anchors the UW's back line — the last line of defense before the goal.
- While the roster says she's a senior, that's not quite true. Ring graduated this past spring — with a perfect 4.0 GPA — and this fall begins her first year in law school.
- Law school is enough to fill anyone's time, but she wanted to play her final season with the Badgers because of the team's strong camaraderie. She's also a returning team captain who will be counted on for leadership on and off the field.
- Although her specialty is defense, Ring's shooting has helped the Badgers in key moments. Two seasons ago, she nailed the decisive penalty kick to upset top-seeded Penn State in the Big Ten tourney — a landmark victory that helped lay the groundwork for the team's recent success.



UW SPORTS INFORMATION (3)



While a lot of receivers play the prima donna role, fifth-year senior Jonathan Orr says that football has taught him humility.

Maybe it comes with the territory, lining up wide all game, being isolated out there one-on-one, *mano a mano*. Maybe that's why the Terrell Owens and Randy Mosses are so often driven by precious ego. Something about being a wide receiver breeds a greedy desire to be noticed.

Or maybe not.

Consider **Jonathan Orr**, a senior wide receiver for the UW football Badgers. Entering his final year of college, Orr has accomplished more than most student-athletes ever dream. But you won't hear it from him. "He's one of the most humble guys I know," says former roommate **Scott Starks x'05**, who now plays professionally for the Jacksonville Jaguars.

What speaks for Orr are his deeds. On the field, he is one of the Badgers' fastest and most potent pass receivers, with sixty-seven catches and eleven touchdowns in his first three seasons. But more than that, he's earned the respect of his

coaches and teammates as a spiritual leader — the kind of solid soul who keeps his feet firmly planted on the ground, even when they're leaping to snare a touchdown pass.

The son of a minister, Orr leads a student organization called Word, Worship, and Fellowship, which he founded last year with his fiancée, **Heydie Navarro x'07**. Now about fifty members strong, the group hosts alcohol-free parties for

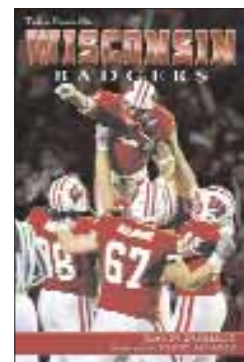
those seeking to escape the campus bar scene.

Recognizing that ability to get things done, over the summer the athletic department sent Orr to the NCAA's national leadership conference, a five-day workshop attended by a hand-picked group of student-athletes. During one session, the students were given an assignment: come up with a tangible way to improve life for student-athletes on their campuses. Orr spent the week hashing out an organized buddy system, which would pair each incoming athlete with a senior mentor — "someone that they can talk to about different things," Orr says, "not just the sport, but the issues that freshmen are often faced with."

That desire is fueled by Orr's own transition to college, which he admits was rockier than he'd have liked. When he arrived in Madison as a highly touted prep star from Detroit's Henry Ford High School, he was determined to enjoy the fruits of fame. "I was just wild," he says, describing too many late-night parties and unhealthy relationships that in the end left him hollow. "By the end of the year, I was ashamed of the

Badger Tales

Seems the newly spiffed Camp Randall Stadium has everyone around UW Athletics getting historical. To honor the structure's storied past, the Badgers donned retro uniforms and invited back former players for the opening game of the season. For those in the mood for more reminiscence, there's *Tales from the Wisconsin Badgers*, a new book written by **Justin Doherty MA'03**, UW's director of athletic communications. And if Doherty's review of Badger gridiron lore isn't enough, there's also *In the Red Zone: The History of Camp Randall*, a new DVD by Tweedee Productions, which offers a one-hundred-minute walk down memory lane.



person I had become."

Starks recalls one night during freshman year when his roommate came home in tears. "It was pouring rain, and he had to go lift weights in the morning," Starks says. "He just said he had this empty feeling inside, and he knew something was missing."

The something missing, Orr says, was his relationship with God. Although deeply spiritual themselves, Larry and Linda Orr never foisted religion on their three sons, preferring that they find faith on their own. By the time he entered college, Jonathan had drifted away from church. But while he could outrun almost anyone on a football field, he couldn't escape his own conscience. "I felt as if God was stalking me, calling me home," he says.

Starks was feeling the same way, and the two committed to changing their lives. They began leading Bible studies with a small collection of teammates, and over time, the sessions grew. Orr took naturally to teaching the Scripture. Though he is typically soft-spoken, some of his preacher father's influence kicked in, and soon he began to believe he was meant to take his message to a broader audience.

"I fought with it at the beginning," he says. "I really didn't want to have to be a leader. I didn't know if I could handle it. When you assume certain positions, more is expected of you, and I didn't want to fail or be responsible for causing others to fail."

Those around him, however, had little reason to doubt his character. Coaches had gotten a glimpse of Orr's emotional maturity during the 2003 football season, his worst as a Badger. After a sensational freshman year that saw him lead the team in receiving yards

and score eight touchdowns, Orr's role dropped significantly, mostly due to the return of receiver **Lee Evans x'03** from injury. Orr logged only seven catches all year, yet never noticeably sulked about giving up the limelight.

"It was tough on him," says Starks. "Anyone who's competitive is going to want to be the go-to guy. He wants to go out there and make plays. But if it doesn't happen, he's not going to go to the papers and complain. That's not his style."

At the lowest point of his career, Orr maintained focus, in part because he was discovering who he was, not only athletically, but spiritually and intellectually. At first, he couldn't settle on a major; he wasn't satisfied with the usual spate of options. Then academic advisers pointed him toward the

School of Human Ecology's program in community leadership, where he'll complete his degree in December.

As part of the curriculum, Orr did an internship with the Nehemiah Community Development Corporation, which works with at-risk kids on Madison's ethnically diverse south side. After graduation, he hopes to establish similar programs in the Detroit neighborhood of his youth — although that plan may be put on hold if he's selected to join Starks in the National Football League.

"Jonathan may well go on and have a career in football, but I think he'll stay involved in community service," says **Boyd Rossing**, a professor who directs the community-leadership program. "He has that desire in his heart."

— Michael Penn

IN SEASON

The Ironman

Madison's fourth annual triathlon will showcase many stars of the grueling sport, but we like it because it also includes people like **Frank Korosec '87, MS'89, PhD'91**. A professor of radiology, Korosec got interested in the Ironman while watching two family members compete in 2003. An experienced runner, he signed up for the 2004 race, despite a slight handicap: he didn't know how to swim. Initially, he could barely complete one lap in a pool, but he kept at it. On race day, he finished in a little more than eleven hours, having mastered a 26.2-mile run, a 112-mile bike ride, and, perhaps longest of all, a 2.4-mile swim.

Circle the date: Sunday, September 11; competition takes place all day in and around Madison.

Keep an eye on: Korosec, who will compete again this year, is one of many triathletes with UW ties. Chemistry professor **Thomas Brunold**, who finished fifth last year, is among the best.

Think about this: With 2,188 competitors, last year's Ironman Wisconsin was the biggest Ironman event in history.



Professor Thomas Brunold

WIS. STATE JOURNAL/WWW.MERLIN.NET.COM

The UW women's **lightweight rowing** team won the national championship race for the second year in a row during the Intercollegiate Rowing Association finals in May. Rowing for the winning Badger crew were seniors Eva Payne, Lindsey Rongstad, Katie Sweet, and Sarah Liefke; juniors Andrea Ryan, Anaya Drew, and Mary Higgins; sophomore Suzie Sagues; and junior coxswain Erin Specht. All but Liefke and Sagues were members of the 2004 championship-winning boat.

Following her spectacular debut season with the Badger basketball team, **Jolene Anderson**



Jolene Anderson

x'08 lined up against the best young talent in the world as part of the United States' under-19 entry at this summer's world basketball championships in Tunisia. Last season, Anderson averaged nearly 18 points per game to lead the Badgers in scoring, the first freshman to do so since 1980.

For the fifteenth time in his career, men's track coach **Ed Nuttycombe** was honored as the Big Ten's most outstanding track coach. The honor followed a season in which the men's team won the Big Ten championship in a dominating fashion, claiming titles in six events and setting a new meet record for points scored. The Badgers completed the running sports' triple crown — winning conference championships in cross country, indoor track, and outdoor track — for the seventh time in eleven years.



Osher Gives Learning a Boost

New grant will spread continuing ed programs to non-alumni.

One-Stop Shop

Shopping for fall fashions in WAA's online Alumni Store just got easier. Now there's just one cart for quick checkout, and WAA members can use the same discount code for all items at www.uwalumni.com/store. Badgers can find sweatshirts, gifts, and more emblazoned with favorite UW logos, and support the alumni association with every purchase. WAA continues to offer commemorative furniture and Bucky Badger address labels — but now you'll find them at a new spot. See www.uwalumni.com/coolstuff.

Thanks to a major grant from the Bernard Osher Foundation, Wisconsin Alumni Lifelong Learning will soon be able to extend its offerings beyond UW alumni to a wider audience, with a special emphasis on Wisconsin residents over age fifty. The university will receive \$100,000 in the first year, with eligibility for renewal for the next two years, to fund the new Osher Lifelong Learning Institute at UW-Madison. The grant includes the possibility of a \$1 million endowment at the end of the term.

According to **Sarah Schutt**, senior outreach specialist, the grant will help fund a variety of outreach efforts. "I'm hoping to partner with local organizations, such as senior centers, on new lifelong learning programs," she says. "This will allow us to offer some of the programs we've always wanted to create but could not afford in the past."

Wisconsin Alumni Lifelong Learning was founded in 2001 as a partnership between the Wisconsin Alumni Association and the Division of Continuing Studies. Its focus has traditionally been to provide UW-linked educational programs for alumni and friends of the university. But the new grant, and the institute it creates, will expand those offerings.

The Bernard Osher Foundation helps institutions of higher learning across the country provide noncredit enrichment



ALYSSA BAILEY

Jim Lattis MA'87, PhD'89 (right) uses star charts to teach the history of astronomy to older learners at Senior Academy, one of the programs that will receive assistance from the Osher Lifelong Learning Institute.

courses for students over the age of fifty. While Wisconsin Alumni Lifelong Learning will continue to focus on alumni, the UW's new Osher Institute will work to provide high-quality classes to the general public. In addition to other programs, the institute will fund Made in Wisconsin bus tours to major employers in the state, including Harley-Davidson and SC Johnson. It will expand the

current Senior Academy program, offered to retirement center residents at Madison's Meriter Main Gate, to other organizations. And it will offer educational field trips to regional attractions.

UW-Madison is one of seventy-three schools nationwide with an Osher Institute. For more information about upcoming programs, visit uwalumni.com/learning.

Distinguished Alumni Awards

WAA wants to honor the best among UW graduates. The association is calling for nominations for its top honors, the Distinguished Alumni Award and the Distinguished Young Alumni Award. The former is given to those with outstanding achievements in professional or volunteer service; past honorees

include former U.S. Secretary of State **Lawrence Eagleburger '52, MS'57**, philanthropists **John '55** and **Tashia '55 Morgridge**, and actress **Jane Kaczmarek '79**. The Distinguished Young Alumni Award goes to a graduate under age forty who has demonstrated unusual achievement or initiative, such

as the 2005 recipient, Pulitzer Prize-winning journalist **Anthony Shadid '90**. For nomination guidelines, visit uwalumni.com/daa. Send nominations by October 15 to the Wisconsin Alumni Association, Attention: Nominations, 650 North Lake Street, Madison, WI 53706-1476.

All Aboard!

Zoerb to lead WAA's board of directors.

At the Wisconsin Alumni Association's annual board meeting in April, **David Zoerb '68** was named chair for the 2005–06 fiscal year. Zoerb takes over the top seat from **Gilda Hudson-Winfield '77**, whose term ended in June.

"Dave Zoerb's leadership will be a great asset to the association as we move forward with our mission of making a connection between alumni and the university," says **Paula Bonner MS'78**, WAA president and CEO.

Zoerb, the senior vice president of marketing at Frank Mayer and Associates in Grafton, Wisconsin, comes from a long line of Badgers. He is a third-generation UW-Madison alumnus, and his two daughters received degrees from the UW, as well. So it comes as no surprise that Zoerb is passionate about this state university.

"I see public education as one of the last level playing fields for people who want to improve life for themselves and for their families," he says.

An active volunteer with the

involvement with the Badger Action Network, WAA's legislative advocacy group for higher education. Now as chair, Zoerb will lead the association's efforts with the Local Alumni Touch Points Task Force, which is analyzing how local chapters around the country are delivering the UW-Madison experience to alumni.

"We understand that the chapters all have different needs, goals, and objectives," says Zoerb, "but we need to put a better structure in place

that will allow them to better serve alumni."

The WAA board also welcomes **Jay Sekelsky '81, '87**, principal and senior portfolio manager of Madison Investment Advisors, as a member for the 2005–06 term. **John Oros '71**, president and COO of the Enstar Group in New York and chair of the UW Foundation board, and **Judith Roller**, associate dean of the College of Letters and Science, will serve as ex-officio members.

— E.H.

GLBTAC Honors Two Graduates

WAA's Gay, Lesbian, Bisexual, Transgender Alumni Council (GLBTAC) honored two of the area's local celebrities with its distinguished alumni awards this year. **Raphael Kadushin '75, MA'78**, a travel writer and food critic for Madison's *Isthmus* weekly newspaper, and **Jess Anderson '63**, a former announcer on WORT-FM radio and longtime music critic for *Isthmus*, received the awards at GLBTAC's annual brunch in July.

"Raphael and Jess have helped create Madison's unique culture by adding their own personalities to its mix," says WAA president and CEO **Paula Bonner MS'78**. "We're proud to honor them for their achievements and their devotion to our city."

Though best known in Madison for writing about restaurants in *Isthmus*, Kadushin is also senior humanities editor for the University of Wisconsin Press. In that role, he has established the press as one of the nation's leading publishers of books on GLBT issues. There he launched *Living Out*, America's only book series devoted solely to gay and lesbian autobiographies. As a writer, Kadushin has



BRENT NICASTRO

From left: Aaron Gordon '01, Jess Anderson, Jerilyn Goodman '71, and Raphael Kadushin; Gordon and Goodman are GLBTAC's current co-chairs.

contributed material to such magazines as *National Geographic*, *National Geographic Traveler*, *Bon Appetit*, and *Wisconsin Trails*. He won Britain's Bedford Pace Travel Writing Prize in 2002.

An avid musician, Anderson has been a classical pianist since 1951 and a harpsichordist since 1973. From 1977 to 1988, he hosted a classical music program on WORT, a listener-sponsored Madison radio station. He was a pioneering member of Madison's Gay Liberation Front and was a staff sponsor for the UW's first-ever gay and lesbian

film series. Anderson worked for the UW for thirty-five years, first in the Physical Sciences Laboratory, then at the UW Computing Center, the Madison Academic Computing Center, and the Division of Information Technology. He retired in 1999 as a distinguished information processing consultant. Anderson was a music critic for the *Isthmus* from 1972 until 2001, and also contributed writing to *Press Connection*, *Madison Magazine*, *Wisconsin State Journal*, and *Opera News*.

— John Allen



David Zoerb

UW Alumni Club of Washington County since the 1980s, Zoerb has served on WAA's national board of directors for the past eight years. His interest in government has aided his



What's New, Badgers?

Please let us in on your recent accomplishments, accolades, transitions, and other important life events! You may e-mail the (brief, please) details to apfelbach@uwalumni.com; fax them to (608) 265-8771; or mail them to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476. Space limitations prevent us from printing all of the amazing news that we receive, but we do enjoy hearing from you.

Please e-mail death notices and all address, name, telephone, and e-mail changes to alumnichanges@uwalumni.com; fax them to (608) 262-3332; mail them to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or call them in to (608) 262-9648 or toll free to (888) 947-2586. Most obituary listings of WAA members and friends appear in the Insider, WAA's publication for its members, now published thrice annually and inserted into On Wisconsin Magazine.

Compiled by Paula Wagner
Apfelbach '83

early years

We thank **Paul Miller '39** of Whitewater, Wisconsin, for sharing his five-generation clan of Badgers. The grandfather of his late spouse, **Audrey Rose Smith Miller '40**, was **Barnis Rose**, who was on campus when North and South Halls were dormitories, and he had to fetch wood for the stove in his room. Audrey Miller's father, **Henry Smith**, earned his master's degree here, and the Millers' daughter is **Christine Miller Niesen '71** of Whitewater. A grandson, **Matthew Niesen '04**, is now a UW-Madison medical student.

40-50s

All that chemist, novelist, and playwright **Carl Djerassi PhD '45** has accomplished — including holding the UW record for completing a PhD in two and a half years — boggles the imagination, but now he has another accolade: Austria has issued a stamp in his honor that's the first of its kind in the world. The face in the background is made of microscopic chemical formulae for the hormone progesterin, which was first synthesized by Djerassi in 1951. You can see the stamp at <http://djerassi.com>. Djerassi, who is known as the father of the contraceptive pill, lives in San Francisco and London. We thank UW Professor **Bassam Shakhshiri** for these details.

Soldier, teacher, florist, friend, and the 1947 founder of Britten's Greenhouse: all of these describe Captain **Matt Britten III '46** of Marshfield, Wisconsin, who was honored during a June celebration when he received the 2005 Honorary Life Award from Marshfield's Foxfire Botanical Gardens.

Alumni News regrets this Summer-issue error: the dining hall at Concordia Language Village's *El Lago del Bosque* in Bemidji, Minnesota — not the village itself — was named for **Roma Borst Hoff '48, MA '51, PhD '56** and her spouse, **Donald Hoff**, in July 2004.

Trio for Flute, Clarinet, and Piano — the latest composition by **Marilyn Ziffrin '48** — premiered in April in Davenport, Iowa, at a Friends of Chamber Music concert. The Bradford, New Hampshire, composer's *Concertino for Piano and Strings* was also recently released on CD.

The reviews are first rate for *Dear Mom: Why Raising Four Boys Was Neither Boring Nor Monotonous* (Goblin Fern Press), a new book by Madison author **Jean Hibbard Willett '49**. In it, she shares the whirlwind that was the Willett household — a home of laughs, surprises, crises, lessons, good times, bad times, and overarching love — and some of the tales just may mirror your own.

Okay, Class of 1950, who among you would have been voted "Most Likely to Succeed in Landscape Architecture"? If you said **John Orton '50**, you're correct. The Brookfield, Wisconsin, landscape architect was recently inducted into the Wisconsin Landscape Federation's Hall of Fame for his many accomplishments in the field, and credits UW Professor **Bill Longenecker** with invaluable mentoring. Special thanks to **Roberta Hunt '43** of Waterloo, Wisconsin, for sharing Orton's news with us.

The career of **Herb Sturz '52** has been "characterized by innovation and public service," says **Ken Marion '52** of Del Mar, California, who met Sturz when they were members of the UW's first Integrated Liberal Studies group. Sturz co-founded and directed New York City's Vera Institute of Justice — a pioneer in developing "unexpected, yet practical

and affordable solutions" to tough problems in our nation's justice system. He also served as New York City's deputy mayor for criminal justice; headed its planning commission; and was the founding chair of the After School Corporation, a nonprofit dedicated to providing the city's youth with quality after-school programming.

Dick McDonald '55 has founded a Milwaukee firm called Marketing/Business Development Consultants, along with four other executives who are also known for their innovations. McDonald has handled the nation's first legal, political, and healthcare advertising, and he was a pioneer in managing "total political campaigns": those of former Presidents Nixon, Ford, and George H. W. Bush. McDonald also shared how he, as the president of Sigma Alpha Epsilon, began the SAE tradition of hosting an annual Christmas party that eventually entertained some 1,800 Madison-area senior citizens.

When WAA sponsored *The Big Red One* on opening night of the Wisconsin Film Festival in April, the highlights were a welcome and Q&A session by **Richard Schickel '55** — the film's original producer and the person who restored it in 2004 to the original director's version. Schickel, of West Hollywood, California, has been *TIME*'s film critic since the 1970s, and has many other writing, directing, and producing credits to his name.

"It was my privilege to share an early version of Ultimate Life — my idealized redesign of life insurance — with Wisconsin's actuarial science and insurance program in 1979," began **Robert Reuter '57** of Fairview, North Carolina. Since then, he's worked hard on his model of consumer-driven life insurance, which he says will revolutionize the industry. In 2002, Reuter was given a chance to "provide new

insights" in this area as a winner in the Individual Grants Competition, sponsored by the Actuarial Education and Research Fund and the Society of Actuaries.

Who's the new president of the U.S. Table Tennis Hall of Fame? It's **Steve (H. Stephen) Isaacson '59** of Highland Park, Illinois — the national intercollegiate champion in 1957 and 1958. Isaacson follows in the paddle strokes of five-time world champ Jimmy McClure in heading the organization.

60s

Recipients of the UW School of Pharmacy's 2005 Citation of Merit Awards are: **Palmer Taylor, Jr. '60, PhD'65**, a dean and professor at the University of California-San Diego; **John Parascandola MS'67, PhD'68**, a retired historian for the U.S. Public Health Service in Rockville, Maryland, and a former UW faculty member; **Charlotte Eimermann Anderson Smith '68, MS'80**, the founder and president of PharmEcology Associates in Brookfield, Wisconsin; and **Russell Jensen '70, MS'74**, director of pharmacy at Madisons St. Marys Hospital Medical Center and Dean Medical Center.

The UW Medical School's Department of Medicine has a new chair: **William Busse '63, MD'66**. He's led the asthma and clinical immunology section since 1978 and is the director of the UW General Clinical Research Center. Among other endeavors, this includes heading a six-year, \$55.8 million U.S. Department of Health and Human Services project — the largest ever at the UW Medical School — to better understand the asthma epidemic affecting inner-city youth.

Spirit and Sky, a spiritual Internet directory with more than one hundred thousand links, has bestowed its 2005

Top Spiritual Site Award upon **Jane Germaine Gray '63** for meditate-shivabala.org, her Web site. This summer, Gray coordinated a road tour for one of her meditation teachers and created a children's book, *The Boy Yogi*. She lives in Buckingham, Virginia.

Eerie ... That's what you'll think about the cover of the new psychological thriller by **James Magnuson '63, MS'64**, *The Hounds of Winter* (University of Texas Press). It centers on a father — accused of his daughter's murder and on the run in the Wisconsin wilderness — who must confront himself and his past. Magnuson has also written *Windfall*, *Ghost Dancing*, and *Open Season*, and directs the James A. Michener Center for Writers at the University of Texas at Austin.

The University of South Carolina (USC) in Columbia has established the research-based Thomas Terrill Scholarship in African-American Studies to honor **Thomas Terrill MA'63, PhD'66**, a pioneer and author in the field. In 1968, he taught the first course in African-American history at USC or at any previously all-white public university in the South, and he continued to teach until his retirement in 2000.

The U.S. embassy in Rome has offered grants to two UW instructors to present a teacher-training seminar series for Italian teachers of English in Urbino, Italy. The embassy stopped underwriting such programs in 1996, but because of the outstanding experience of **Sandra Utpatel Arfa '64, MA'72**, director of the UW's English as a Second Language Program, and her faculty associate **Helaine Kriegel MA'74**, an exception was made. This is the twenty-fifth year that the Arfa-Kriegel team has provided similar training in many different countries. *Grazie* to **Catherine Farwell '86, MA'02**, an instructor of

business English at the "Carlo Bo" University of Urbino, for sharing this with us and for founding, with her spouse, WAA's new Italian alumni chapter in May. *Benvenuto, Italia!*

Perhaps you recall **Robert Kotler x'64** from his book *Secrets of a Beverly Hills Plastic Surgeon*, which was a Bookmark in the Fall 2003 issue. Or maybe you've seen him on E! Entertainment's reality show *Dr. 90210*. Now he's back in the limelight with *The Essential Cosmetic Surgery Companion* (Ernest Mitchell Publishers) — look for it in October.

O. (Ottah) Allen Thiher MA'64, PhD'68 has recently written *Fiction Refracts Science: Modernist Writers from Proust to Borges* (University of Missouri Press). The author is a professor of Romance languages and literature at the University of Missouri-Columbia.

Eau Claire, Wisconsin, resident **Glen Volkman '64** was a customer at the original McDonald's restaurant in Des Plaines, Illinois, when founder Ray Kroc opened for business on April 15, 1955. Fifty years later, as the Golden Arches kicked off their golden-anniversary-year celebration, Volkman shared his story with the organizers and was invited to be a part of the excitement once again. At the April unveiling of the new fiftieth-anniversary restaurant in downtown Chicago, Volkman and Ronald McDonald cruised the drive-through in Ronald's "shoe mobile" while McDonald's CEO Jim Skinner served them as the venue's first drive-through customers.

Child Centered Spaces had the very able assistance of pediatrician **Karen Kramer Hein '66** recently as she spent a month in India providing health assessments of children in tsunami-affected villages. (Visit her travel diary at www.christianchildrensfund.org.) Child Centered Spaces was pioneered by the Christian

Bookmark



A UW faculty team has edited *Controversies in Science & Technology: From Maize to Menopause* (University of Wisconsin Press): **Jo Handelsman PhD'84**, a professor of plant pathology and the co-director of the UW's Women in Science and Engineering Leadership Institute; Associate Professor of Rural Sociology **Daniel Lee Kleinman MS'86, PhD'92**; and **Abby Kinchy MS'02**, a research assistant in rural sociology.

Billed as "necessary background on hot-button issues," the book — the first in a series — moves beyond a simple pro-con format to provide research methodologies, histories, and data to allow readers to examine for themselves the ethical issues in science that the media may oversimplify.

A variety of timely, thorough, and often conflicting perspectives from many fields flesh out four current public-health controversies: genetically modified crops, the use of antibiotics in animal husbandry, hormone-replacement therapy during menopause, and smallpox.

Handelsman is also a creator — with **Sarah Miller Lauffer '92, MS'98**; **Christine Pfund PhD'00**; and **Christine Pribbenow PhD'00** — of *Entering Mentoring: A Seminar to Train a New Generation of Scientists* (University of Wisconsin Press).

Children's Fund — on whose board Hein serves — and there are now 260 such spaces serving thirty-eight thousand children and youth in Sri Lanka, Indonesia, and India. "I was 'imprinted' with the importance of international health work during my undergrad years when I worked in the [UW] lab of Dr. **Enrique Valdivia**," Hein says. Formerly president of the William T. Grant Foundation, she now lives in Jacksonville, Vermont, and makes humanitarian-relief and development work her full-time volunteer career. Hein was also elected to a second four-year term on the National Board of Medical Examiners in May.

"I do not think anyone else who graduated from [Wisconsin] has ever done this," says **Lawrence Curtin '67**, sharing that he's authored ten books, written and produced a movie, and holds eleven patents in science. "I now have yet another achievement," he adds — he's put his movie on the Internet in six segments at www.oneminutetomidnight.com. Curtin lives in Jensen Beach, Florida.

Through her nonprofit agency, Giving Back (www.GivingBackMentoring.org), **Karen Peterson '67, MA'69** of Paia, Hawaii, has created the intergenerational Kupuna & Keiki Together program. Through it, she teaches Brain Gym methods to Maui senior citizens, who in turn become mentors and tutors to children, teaching kinesthetic activities that enhance the students' learning, concentration, and memory. Brain Gym movements alternate the body's left and right sides to "remind" different parts of the brain to work together, and can be an alternative to drug therapies for children diagnosed with ADHD.

Three UW graduates wrapped up long and fruitful careers this spring: **Barrie Wight MA'67, PhD'68** retired as the community services

coordinator for the Washington County [Pennsylvania] Court System, following many years as a dean at several colleges.

James Zohrer MS'69 of West Des Moines, Iowa, recently finished his role as the wildlife diversity program coordinator with the Iowa DNR, although he's not *quite* retired — he's also been teaching at Simpson College and writing the Iowa DNR's Comprehensive Wildlife Conservation Plan. And, after nearly thirty-three years of service to the state of Wisconsin, Madisonian **Brian Hanke '72** has stepped down as the director of human-resource services for the Department of Revenue. As a "sure sign that retirement is right," Hanke hit his first hole-in-one while golfing in Florida the week before he retired.

Fred Baumgartner MA'69, PhD'72 is a papalelections expert, and he was no doubt called upon frequently this spring while the world's Roman Catholics lost and gained a pontiff. Baumgartner is a professor of history at Virginia Tech in Blacksburg and the author of eight books, including his most recent: *Behind Locked Doors: A History of the Papal Elections* (Palgrave MacMillan Press).

70s

After graduate work in TV and film, then law school and work in the legal field, **Andy Halper '70** returned to his passion: TV and film. Today he's the multi-award-winning senior producer for news and public affairs at Thirteen/WNET New York, where he develops programming for the PBS national schedule and is producing his fourth season of the international documentary series *Wide Angle*. Journalist Bill Moyers recently became its anchor.

Health Security for All: Dreams of Universal Health Care in America (Johns Hopkins

University Press) is the third book by **Alan Derickson '71**. He's a professor of history at Penn State's University Park campus who, over the course of ten years' work on this project, found "invaluable evidence" at the Wisconsin Historical Society, his "spiritual home."

Chicago-area French instructor and interpreter **Gerald Plotkin MA'71** had a chance to test his skills at the Dicté des Amériques in Québec City, Canada, in April. Each of the 125 contestants — drawn from twenty-five countries — had won a regional competition, with Plotkin representing senior-level Chicago-region contestants. This year, Guillaume Vigneault, son of the late poet laureate of Québec, read a composition full of French-language traps while the contestants wrote what they heard. While not a champion in the end, Plotkin loved the experience.

Educators often feel a need to assess young children's math and literacy skills without administering standardized tests, and **Patricia Vardin (Barker) '71** is helping to meet that need. An associate professor and chair of early childhood education at Manhattanville College in Purchase, New York, she's developed ChildChart — software technology that helps a teacher to record, photograph, and track a child's classroom performance, and then use these stored observations for evaluation and planning.

Barry McPherson PhD'72 recently published the fourth edition of *Aging as a Social Process*, and his other works include *Sociology of Sport* and *Social Significance of Sport*. A former dean of graduate studies and research at Canada's Wilfrid Laurier University in Waterloo, Ontario, and a past president of the Canadian Association on Gerontology, McPherson also helped to coach Wisconsin hockey while

studying at the UW. Thanks to his daughter, **Jennifer McPherson '93** of Dearborn, Michigan, for tipping us off.

In 2002, **David Pendergast MS'72, PhD'83** took his twenty-five-plus years of pharmaceutical and biotechnology experience to Transkaryotic Therapies in Cambridge, Massachusetts. He's now stepped up from executive VP and chief operating officer to become the firm's president and CEO.

From Nacogdoches, Texas, we heard from **Mary Cullinan MA'73, PhD'78** that she's beginning her third year as provost and vice president for academic affairs at Stephen F. Austin State University. Arriving there after many years in academia in California, she's been "enjoying life in the beautiful pineywoods of East Texas."

Thomas Philabaum MA'73 has gone on to great things as a graduate of Professor Emeritus **Harvey Littleton's** renowned UW art-glass program. Philabaum received the Arizona Artist of the Year Award in 1998; has a glass studio, gallery, and school of his own in Tucson; and received the University of Arizona Alumni Association Professional Achievement Award in May. We thank **John Laurence Everard MA'72** of Cross Plains, Wisconsin, for letting us know.

The National Association of State Universities and Land-Grant Colleges' Commission on International Programs has honored **Daniel Bernstine LLM'75** with its 2005 Michael P. Malone International Leadership Award. Now the president of Portland [Oregon] State University, and a former dean of the UW Law School, Bernstine was honored for his extensive efforts to promote internationalization in higher education.

Paula Wettstein Sergi '75 has seen a dream come true: For three months starting in August, this writer, poet, and registered nurse from Fond du

Lac, Wisconsin, is living and working in Villa Clementine, a nineteenth-century former home in Wiesbaden, Germany. The villa is used by the Hessen [Germany] Literary Society, which selected Sergi for the residency as part of its efforts to build cultural ties between the German state of Hessen and its sister state, Wisconsin. Sergi's stipend and free lodging are allowing her to work on a book-length manuscript of poems and to participate in workshops, readings, and school visits as a cultural ambassador.

David Clay '76 and **Sharon Pendzick-Clay '77** have earned applause from the plant science department at South Dakota State University in Brookings. David, specializing in soil and water, received the 2004 F.O. Butler Foundation Award for Excellence in Research for his work in soil science. Sharon also won that honor in 1997, and this year garnered the 2005 Griffith Faculty Research Award. She specializes in weeds and pest management.

In honor of his late mother, **George Patterson III '76** recently gave \$50,000 to the UW School of Pharmacy to establish the Doris Patterson Alzheimers Research Fund. The donation is designated to Associate Professor **Jeff Johnson** for the genetic Alzheimers disease project. Patterson, VP of Robertson Ryan & Associates in Waukesha, Wisconsin, is also exploring opportunities and investments involving biotech discoveries.

Stephen Youngerman '76, JD'78 of Santa Monica, California, shared with us the accomplishments of his late father, **Henry Youngerman '33, MA'36, PhD'40**. After several university teaching positions, the elder Youngerman settled at the SUNY College at Fredonia in 1953. There he founded the Henry C. Youngerman Center for

Communication Disorders in 1955 — a training and outpatient facility offering a large range of hearing and speech-language services. The college held a fiftieth anniversary celebration of the center in May.

"Apparently a memoir of one family, one mother, this story encompasses the brave, sad, fantastic tale of the Jewish struggle in America," wrote one reviewer about *Who She Was: My Search for My Mother's Life* (Simon & Schuster) — "a rare and objective work about a deeply personal subject" and the fifth book by **Samuel Freedman '77**. The author is a professor of journalism at Columbia University in

New York City and writes regularly for the *New York Times*. He also wrote for the *Daily Cardinal* as a student, and part of *Who She Was* takes place in Madison. Freedman spoke on the UW campus in March as part of the Mosse/Weinstein Center for Jewish Studies' Jewish Heritage Lecture Series.

What does it take to head the Colorado Department of Agriculture's Insectary? **Daniel Bean MS'78, PhD'83** is finding out. Formerly the state agriculture department's biocontrol specialist and a researcher for the USDA's A.R.S. Exotic and Invasive Weeds program, Bean plans to establish the Palisade, Colorado-based facility as a pre-

mier center for weed biocontrol — using beneficial insects in place of chemical pest control.

"Roll over, Voltaire," says playwright **Danielle Dresden '78, MA'85** wryly about *Source Code: Candide*, her new, two-act "satirical play for today" that "tackles fundamentalists of all stripes." The work made its world debut in April at Madison's Overture Center, and marked the twentieth anniversary season of TAPIT/new works, the Madison tap-dance and theater studio where Dresden and Donna Peckett serve as producing artistic directors.

Though the mighty Badgers we may be, few among us can claim this accomplishment by

Chattin' with the Chicks

It's true, ladies: sometimes we all need to engage in the kind of dishing and venting that only our girlfriends can understand, and **Lara Solomon '91** gets two full hours of it every weekday. She's a host, as Lara Dyan, of *ChickChat Radio* (www.chickchatradio.com), whose motto is, "Where it's girls' night out every day...."

Dyan launched *ChickChat* with her good friend and co-host Heidi Hanzel in 2002, and today, it's an industry pioneer as one of the only nationally syndicated, non-political, female-hosted talk-radio shows — in short, radio talk shows by and for women. Dyan and Hanzel are achieving success while leading this new genre: the show was chosen last fall as a "rising star" by the radio trade journal *Radio & Records*, and Dyan was recently elected to the board of the New York City chapter of American Women in Radio & Television.

ChickChat's focus and strength come from the two women's very different perspectives: Dyan talks about her life as a dating single in the Big Apple, while Hanzel, from a separate studio outside Washington, D.C., gives her take on life as a suburban mother of two who rejects that very label — the "suburban-housewife soccer mom." In addition, the duo welcomes guests who are "in the know" on a variety of subjects; they take live calls from listeners; and they believe that no subject is too raw or off limits — they'd rather have some fun with taboos than preach or get political.

So you can bet it's entertaining. "We like to describe it as *Cosmopolitan* magazine meets *Sex and the City*, and maybe a little *Desperate Housewives*," says Dyan — but it's much more than that. *ChickChat* wants to empower women to be themselves, to have fun, and to live beyond stereotypes.

The show runs live on weekdays from 2:00 to 4:00 p.m. Eastern Time on Sirius Satellite Radio channel 131; via the Internet at www.lifestyletalkradio.com; and at various times on local stations across the country. When you tune in, Dyan says "you'll get a little laughing and maybe a little learning about how women think, but mostly, we just want it to be fun for listeners."

"The best part of all this," she concludes, "is that I get to talk to one of my closest friends in the whole world every day for a couple of hours, almost completely spontaneously. I actually hate it when the show comes to a close. We could keep going on forever." And, if Dyan and Hanzel are truly the trailblazers that radio-industry execs seem to think they are, they just might.

— P.A.



Here's a toast to Lara Solomon: as *ChickChat Radio's* Lara Dyan, she's been elected to the board of NYC's chapter of American Women in Radio & Television.

Bookmark



The Munchkin coroner, **Meinhardt Raabe '37**, has written, with Daniel Kinske, a memoir about his life's adventures. Graced with a foreword by Mickey Rooney, it's called *Memories of a Munchkin: An Illustrated Walk Down the Yellow Brick Road* (Back Stage Books).

We meet Raabe at age twenty-three, stepping into film history in the beloved 1939 classic *The Wizard of Oz*. He credits the film with helping to eliminate derogatory terms for little people. "Since the picture, we've all become Munchkins," he says. "It's like knighthood."

Raabe paid his way through the UW and spent more than thirty years with the Oscar Mayer Company as an accountant and its spokesperson, Little Oscar. Raabe is most proud, however, of his World War II service as a pilot and ground instructor with the Civil Air Patrol, and he also became a public speaker and advocate for little people.

The book is illustrated with Raabe's contributions of glorious *Oz* memorabilia, the most complete collection of *Oz* movie posters ever published, and an assemblage of *Oz*-related art by some of the world's best-illustrators.

Now retired, Raabe lives in Penney Farms, Florida.

Daniel Kosharek '78 of Santa Fe, New Mexico: "In March 2005, I won the national championship at the USAW National Masters Olympic weightlifting competition in Baton Rouge, Louisiana." USAW, or USA Weightlifting, is the national governing body for Olympic weightlifting.

To recognize his achievements in the field of communications, the Order Sons of Italy has given **Larry Wert '78** its 2005 Leonardo da Vinci Award of Excellence — an honor that applauds Italian-Americans who've become a "pride and inspiration to the Italian community." Fenwick High School in Oak Park, Illinois, also inducted Wert into its Hall of Fame this year. He's the president and general manager of NBC5 — WMAQ-TV in Chicago.

Felicitations to **Patricia Sharp '79**! A senior research specialist in the Department of Pathobiological Sciences at the UW-Madison School of Veterinary Medicine, she's received the Instructor of the Year Award from the student chapter of the American Veterinary Medical Association.

80s

Tom Hecht '82 has been the assistant vice president of Beloit [Wisconsin] College, Wisconsin's assistant secretary of state, and a legislative aid to two U.S. senators. Now he's overseeing development for Milwaukee's Thunder House Pictures, a producer of non-fiction, large-format movies designed for IMAX theaters. Thunder House is currently creating *The River of Doubt: Theodore Roosevelt's Greatest Adventure and The Great Butterfly Quest*.

"SMART Recovery is virtually a secret," says **Henry Steinberger MS'83, PhD'86** about the nonprofit, international self-help network on

whose board he serves. This network (<http://smartrecovery.org>) offers free self-help groups and related services for those with substance or activity addictions. It is secular and evidence based, teaches self-empowerment, uses cognitive-behavioral and motivational enhancement techniques, and advocates choice in recovery options. A psychologist at Madison's Capitol Associates, Steinberger also recently finished editing the *SMART Recovery Handbook*.

Among the many Badgers who are doing good works worldwide is **Margaret Herro '87**. She oversees business development in Ulanbaatar, Mongolia, as the country director for CHF International, a Washington, D.C.-based organization. Its mission is to be a "catalyst for long-lasting, positive change in low- and moderate-income communities around the world."

Lifelike is a nineteen-minute drama about an aging, small-town-Wisconsin taxidermist whose life is disrupted — but eventually enhanced — by a young writer who's found asleep in his antler shed. The film, by Madisonian **John Besmer '88**, was named the Best Narrative Short at the 2005 Wisconsin Film Festival this spring, and received a Platinum Remi at WorldFest—Houston's international film festival — in April. *Lifelike* (www.lifelikefilm.com) is based on Besmer's feature-length script *Not Birds, Airplanes*.

The Carnegie Corporation of New York was smiling on **Adeeb Khalid MA'88, PhD'93** this spring: he was named one of sixteen Carnegie Scholars for 2005 and will receive up to \$100,000 over a two-year period to pursue research. An associate professor of history at Carleton College in Northfield, Minnesota, Khalid will focus on "Understanding Soviet Islam: The Roots of Contemporary Central Asia."

Here's a distinction we haven't seen before: **Kevin**

Jensen '88 has earned his designation as a certified manager of exhibits (a CME) from the Trade Show Exhibitors Association. He's been the exhibits manager for the Milwaukee-based Metavante Corporation, the technology arm of the Marshall & Ilsley Corporation, since 1996.

Bodies of Difference: Experiences of Disability and Institutional Advocacy in the Making of Modern China (University of California Press) is a new work by **Matthew Kohrman '88**, an assistant professor of cultural and social anthropology at Stanford [California] University.

We congratulate **Michael Swenson '88** on becoming the youngest person in Piper Jaffray & Company's 110-year history to earn the Gary M. Petrucci Award, which recognizes the firm's top-performing financial adviser. He was also chosen as one of the Nation's Top 100 Financial Advisers this summer by *Barron's* magazine. Swenson is senior VP of investments with the Swenson Financial Advisory Group in Wayzata, Minnesota.

Does your Wisconsin-based for-profit or nonprofit organization need individuals to serve on your advisory boards? If so, check out a free, online service called DirectorConnector (www.directorconnector.com) that was launched this winter in southern Wisconsin. **Greg Meier '89, JD'93**, with the Milwaukee office of the Michael Best & Friedrich law firm, and **Ron Kral '83**, the founder of the Madison accounting firm Candela Solutions, oversee the jointly formed site. Their next plan is to roll out the service to the rest of Wisconsin and Chicago.

Bethesda Lutheran Homes and Services in Watertown, Wisconsin, is pleased to have Madisonian **Brian Tennant '89, MBA'98** as its new chief information officer. The organization provides services nationwide to individuals with developmental disabilities.

90s

Plymouth Foam, a manufacturer of cellular-foam plastic products, is now under the leadership of **David Bolland '90**, its new president and CEO. He was previously the Plymouth, Wisconsin, firm's VP of sales and marketing.

Co-founding a nonprofit, volunteer organization called Educate Tomorrow has led to a Florida Bar Young Lawyers Division Pro Bono Award for **Melanie Emmons Damian '91**, a partner with the Miami law firm of Damian & Valori. The mission of Educate Tomorrow is to provide disadvantaged foster-care children with access to post-secondary education. *Florida Trend* magazine also named her one of Florida's Legal Elite in its July issue.

"I've just had a book published," writes **Cherie Hart MMusic '91** about *Day of the Moon* (Authorhouse). "It's for middle readers, ages eight to twelve — a fictional story meant to teach them about local astronomy." Hart lives, writes, and stargazes in Hartford, Wisconsin.

For ten years after her UW graduation, **Kathleen Slattery-Moschkau '91** of Mount Horeb, Wisconsin, sold drugs for a pharmaceutical company. Eventually, her misgivings about the industry grew, and she began to write movie scripts on the side — unrelated life developments that eventually blended into a script about her industry experiences. Then, disenchanted with her L.A. agent's script suggestions, Slattery-Moschkau made the film herself: *Side Effects* was shot partly in Madison and premiered in March.

The American Civil Liberties Union of Wisconsin has chosen **James Friedman JD '92, MA '92** as its 2004 Volunteer Attorney of the Year. He's a shareholder in Madison's LaFollette Godfrey & Kahn law office and a lecturer

on constitutional law for the UW Law School.

The message from **Tim Kiefer '93** was short but interesting: he's joined the U.S. Foreign Service and, as of June, is a vice consul at the U.S. Consulate General in Ciudad Juárez, Mexico.

Sarah Adams '94 is in the company of Colin Powell, Errol Morris, John Updike, and Isabel Allende — sort of. All have been broadcast essayists on the weekly National Public Radio series that explores personal values, *This I Believe* (www.npr.org/thisibelieve). The program, launched in April, is a contemporary take on Edward R. Murrow's classic 1950s series of essays, and on May 16, Adams delivered one of the first two listener essays, chosen from more than 1,500 submissions. She's a professor at Olympic Community College in Bremerton, Washington, and spoke lightheartedly on the need to be nice to all people, including the "pizza delivery dude."

Audrey Gasch '94 has come full circle. After earning her undergrad degree at the UW, she headed west, went through Stanford [California] University's molecular-biology doctoral program, and did post-doc work in genetics at the Lawrence Berkeley Labs. And from there? Gasch has returned to UW-Madison, where she's an assistant professor of genetics who's researching the yeast genome and its link to understanding stress-induced disease and death.

In support of Operation Enduring Freedom, Captain **John Giese '94** was mobilized in November 2004 and deployed to Africa as the executive officer of a Marine Corps provisional-security company. This is his second trip to the Horn of Africa, where he notes that "the ongoing efforts are making an extremely positive impact on the region."

The Menil Collection, an art museum in Houston, is ushering in a "new era of distinguished visibility" for its African, Oceanic, and Native North American collections with the addition of **Kristina Van Dyke '94** as its first curator of non-Western art. She began in February, after completing her doctorate work at Harvard in the history of art and architecture, and is providing a "fresh perspective and exemplary intellectual rigor."

Kevin Allexon '95 has joined the Bush administration as a policy adviser to the Undersecretary of Commerce for Oceans and Atmosphere. "Simply put," he says, "if it swims in the ocean, I deal with it." Allexon was previously with the National Oceanic and Atmospheric Administration and has assisted two members of Wisconsin's congressional delegation, both in the Badger State and on Capitol Hill.

It's been a quick climb up the ESPN corporate ladder for **(Kathreen) Katina Vlahadamis Arnold '95**. She joined the Bristol, Connecticut-based network in 2002 as its director of affiliate and corporate communications. Two promotions followed, and now she's on the rise again — this time, to vice president of affiliate and international communications. Women in Cable and Telecommunications also chose Arnold for this year's Betsy Magness Leadership program.

Between Camelots (University of Pittsburgh Press) — a collection of short stories — is the first book by **David Harris Ebenbach MS '95, PhD '99** and the winner of the Drue Heinz Literature Prize. Ebenbach teaches and writes fiction and poetry in Montclair, New Jersey.

Hearty congratulations to **Osman Ahmed PhD '96** on earning the Siemens 2004 Inventor of the Year Award. A senior principal engineer at Siemens Building Technologies

in Buffalo Grove, Illinois, he was one of twelve — out of more than forty-five thousand Siemens R&D employees worldwide — to be named top-inventors. Ahmed developed a low-cost, efficient semiconductor platform called a MEMS (micro electro-mechanical system) platform, which allows building controls to maintain optimal temperature, light, humidity, and air quality.

"**Meredith Frommer Miller '96** was on the UW soccer team when it won the Big Ten and is now a professional cyclist," noted her proud spouse, **Benjamin Miller '95, MS '98**, who's in the Department of Sport and Exercise Science at the University of Auckland in New Zealand. Meredith began racing in 1998, and in 2002 affiliated with the coaching approach of Whole Athlete — a holistic integration of exercise physiology, yoga, nutrition, and sports psychology. She has raced in the U.S., Canada, and Europe.

It was a treat for musician Brittany Shane — **Brittany Safranek '99** to her UW friends and family — to "come home" in June to play at Madison's King Club, where her aunt is the owner, her sister tends bar, and her boyfriend proposed on New Year's Eve 2004. Shane (www.brittanyshane.com) began her music career at the UW and now performs her "roots rock" in San Francisco, where she's recording her fourth CD and "playing some great shows." Shane's first and third CDs were among *Maximum Ink Music Magazine's* favorites in 1999 and 2003, respectively.

2000s

James Dunford MS '00 has earned the 2005 Graduate Student Teaching Excellence Award from the North American Colleges and Teachers of

The Milk Is the Message



When **Brian Hoffer '99** was a UW sophomore, the vacuum cleaner in his residence hall disappeared. He decided to apply an approach usually reserved for finding missing children to finding the missing Eureka: he called Babcock Hall, home of the UW's dairy-production facility, to see if they'd put the Eureka's photo on their milk cartons. To his surprise, they agreed — but couldn't do it until six months later. Hoffer formed a search party instead.

More recently, as the communications specialist for Milwaukee Recreation, a division of the Milwaukee Public Schools, Hoffer was pondering how to increase awareness of his organization's Fueling Young Minds free-summer-meals program. Each summer, Milwaukee Recreation collaborates with several local anti-hunger agencies to ensure that children receive healthful meals while

school is out, and its particular role is to distribute hot meals and bag lunches to forty-plus recreation sites. More than 80 percent of Milwaukee Public School students qualify for free or reduced-rate meals during the school year, so many would go hungry without this effort. The summer program's only requirement is that the meal recipient must be younger than eighteen.

Hoffer had a "Eureka moment," you might say, while inexplicably recalling the Case of the Missing Vacuum, and contacted GG Golden Guernsey Dairy. The dairy cooperative agreed to donate space on every half-pint chocolate-milk carton distributed in Milwaukee County during May, June, July, and August — that's 1.25 million cartons! — to tell milk drinkers how to find a free-meal location near them. Harley-Davidson also donated \$125,000 to cover staffing and other costs.

The Fueling Young Minds partnership recently received a Milwaukee Award for Neighborhood Development Innovation for serving more than 382,000 meals to at-risk youth during the summer of 2004.

— P.A.

Agriculture and is finishing his PhD in entomology and nematology at the University of Florida in Gainesville. Also a recent recipient of the Navy Health Services Collegiate Scholarship, he'll soon serve as a navy lieutenant specializing in medical entomology.

Man with Farm Seeks Woman with Tractor: The Best and Worst Personal Ads of All Time (Thunder's Mouth Press) is the premiere book by **Laura Schaefer '01** — "a hilarious and often moving compendium of samples of the best and worst personal ads from 1727 to today," says Forbes.com. The Fitchburg, Wisconsin, author also writes for Match.com.

obituaries

"He had tremendous integrity, and he was such a wonderful, wonderful actor," said *Lou Grant* co-creator Allan Burns about **Mason (Abrams) Adams '40, MA'41**, who died in Manhattan in April. He was perhaps best known as the

veteran actor who played Charlie Hume, the compassionate managing editor on TV's *Lou Grant*, as well as the unmistakable voice of the Smucker's jam and jelly commercials for more than thirty years. Adams's career spanned more than six decades and included playing Atom Man on radio's *Superman*, the title role on the radio soap opera *Pepper Young's Family*, and Dr. Frank Prescott on the TV soap opera *Another World*. Adams also worked in films, on the Broadway stage, as a documentary narrator, and in scores of commercials.

The former Wisconsin state senator, governor, and U.S. senator who founded Earth Day has died: **Gaylord Nelson LLB'42** in Kensington, Maryland, in July. Known for his candor and independence, Nelson's interest in politics was inspired by a speech he heard as a boy, given by **Robert ("Fighting Bob") La Follette 1879**. Nelson distinguished himself as an early and ardent environmental leader: his first

Senate speech, in 1963, framed the declining state of the environment as a national issue. He was a sponsor of the 1964 Wilderness Act, and later worked to pass the Wild and Scenic Rivers Act. Still unsatisfied, he called for a "huge, grass-roots protest" on April 22, 1970: the first Earth Day. "I wanted a demonstration by so many people that politicians would say, 'Holy cow — people care about this,'" Nelson explained — and they did: more than 20 million Americans cleaned up their cities and learned about ecology. Months later, President Nixon created the Environmental Protection Agency, and the 1970s became the "decade of the environment," during which twenty-eight major pieces of legislation became law, many through Nelson's help: the 1970 Clean Air Act, revisions to the Clean Water Act in 1972, the Endangered Species Act, and many more laws that protected the Appalachian Trail and affected such things as fuel-efficiency standards, strip

mining, DDT, Agent Orange, and phosphate detergents. He was also a critic of the Vietnam War and a consumer advocate. Defeated in 1980 in his race for a fourth U.S. Senate term, Nelson became a counselor with the Wilderness Society, where he worked until his death. In 1995, President Clinton awarded Nelson the Presidential Medal of Freedom, the nation's highest civilian honor. WAA also lauded him in May with one of its 2005 Distinguished Alumni Awards. For more about Nelson's life, read Bill Christofferson's recent biography, *The Man from Clear Lake: Earth Day Founder Senator Gaylord Nelson* (University of Wisconsin Press).

This city has lost an icon: **Joel Gersmann**, the longtime artistic director of the Broom Street Theater, died in Madison in June. He completed coursework for a PhD in theater at the UW, but left academia in 1969 to lead the provocative, experimental theater's productions, which are known for confronting societal and political problems — even taboos — in uncompromising, unapologetic ways. Gersmann produced, wrote, or directed more than two hundred original plays for the company over his thirty-five-year career, all the while championing the idea of affordable, accessible, curtainless theater that emphasized the art form's human components. Despite the often controversial and sometimes disturbing nature of Broom Street Theater's works, it secured National Endowment support for seventeen years. Gersmann — who was also passionate about music, reading, and lifelong learning — was translating the *Iliad*, line by line at the time of his death.

Compiled by Paula Wagner Apfelbach '83, whose contents have, in fact, shifted during flight.