



Spring 2008
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WISCONSIN

18 Reluctant Star

The UW scientist who first brought stem cells into the scientific spotlight — a discovery that sparked a volatile debate of political and medical ethics — doesn't seek fame for himself. So when you are the go-to guy for everybody who wants access to James Thomson, a man who'd much rather be in the lab than in the media's glare, you learn to say no more often than you'd like.

By Terry Devitt '78, MA'85

22 Seriously Funny

Some thought that Ben Karlin '93 was walking away from success when he left his job as executive producer for TV's *The Daily Show* and *The Colbert Report*. But, as he explains in this conversation with *On Wisconsin*, he was simply charting a comedic path that includes a new book and his own production company.

By Jenny Price '96

28 Can of Worms

Graduate students have more to worry about than grades — there's also research, funding, and, as the students working in one lab discovered, their mentor's ethics. While PhD candidate Amy Hubert x'08 aims to overcome scandal and put the finishing touches on her degree, the UW struggles to protect the students who will create the future of science.

By John Allen

34 Campus on \$5 a Day

If a bill featuring Abe's face is burning a hole in your pocket, you'd be amazed to learn what it can buy on campus. Don some comfortable shoes and discover what you can eat, see, and do at bargain prices.

By Gwen Evans '79

40 On Her Own Terms

She's been compared to Janis Joplin, Bonnie Raitt, and Maria Muldaur. She founded a band called Mother Earth. She dated Steve Miller x'67. So why haven't you ever heard of Tracy Nelson x'67?

By David McKay Wilson

Cover:

James Thomson, the UW-Madison professor of anatomy who first coaxed stem cells from human embryos in 1998, is shown here with UW molecular biologist Junying Yu. A study led by Yu in Thomson's lab, announced in November 2007, achieved genetic reprogramming of human skin cells to create cells indistinguishable from embryonic stem cells. "It's going to completely change the field," Thomson predicted of the latest finding.

Photo by Bryce Richter



18



22



34

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COURTESY OF UW-MADISON ARCHIVES



The Devil and Dean Middleton

Ben Karlin '93 may be the latest Badger to make it big in comedy (see story on page 22), but he certainly wasn't the first to engage in funny business. As this picture proves, even the UW's doctors-in-training spent time operating on the funny bone, perhaps investigating whether laughter is, indeed, the best medicine.

The natty looking fellow in the straw boater is William Middleton, who was on the faculty of the UW medical school from 1912 to 1955 and was its dean for the last twenty of those years, making him perhaps the most influential doctor in university history. His "fellow tormentors," according to the caption that ran alongside the photo in the 1952 *Badger* yearbook, are med students Eugene Sullivan '50, MD'53 (as St. Peter), Harry Watson Jr. '50, MD'53 (as the devil), and James Fitzsimmons MD'53 (whose smock, for some reason, reads "Palmer School of Chiropractic, 1903").

It isn't clear exactly what's going on here, but it seems to conflict with the reputation Middleton left behind of a top-notch clinician with an imposing personality and strict attention to propriety — he'd been known to bawl out student nurses if their caps were on crooked or their stocking seams weren't straight.

Middleton was the medical school's second dean, following founder Charles Bardeen, who served from 1907 to 1935. The school has had ten deans in the five decades since Middleton's retirement. Now known as the School of Medicine and Public Health, the institution began celebrating its hundredth anniversary last fall. To find out more about the school's centennial, visit 100years.med.wisc.edu.

— John Allen

16 Undergraduate Symposium — This annual, free event highlights the achievements of UW-Madison undergraduates in research, service learning, and the arts. Visit www.learning.wisc.edu/ugsymposium for details.

17-19 UW Varsity Band Concerts — Join music lovers at the Kohl Center for a live performance by the Badger band. This three-night extravaganza, complete with professional staging, lighting, sound, and pyrotechnics, annually draws more than twenty-five thousand Badger fans. Call (608) 265-4120 for tickets.

19-27 All-Campus Party 2008 — Students will celebrate the onset of spring and the ending of a school year with a week of free, alcohol-alternative events sponsored by WAA and the Wisconsin Alumni Student Board. Visit allcampusparty.com for details.

25 A Streetcar Named Desire — University Theatre's season comes to a climactic end with a special

performance of Tennessee Williams's Pulitzer Prize-winning play. Enjoy a pre-performance talk by director and associate professor of theatre and drama Norma Saldivar. See uwalumni.com/learning.

may

3 UW Art Faculty Studio Tour — Visit the personal studios of Tom Loeser, Nancy Mladenoff, and other UW art faculty as you view their collections and learn about each artist's unique vision. This event includes bus transportation and lunch in the company of fellow art-loving Badgers. See uwalumni.com/learning for details.

16-18 Commencement — A new class of UW alumni will walk across the stage at the Kohl Center and celebrate the start of their careers. Go to www.secfac.wisc.edu/commence for the spring commencement schedule.

20 and 22 — Passport Series: Italian Language — This two-part

workshop will give you the skills and confidence you need for successful cross-cultural interactions. You'll learn about Italian culture and basic phrases with Janet Wood, an experienced instructor of Italian for adults, who has lived, studied, and traveled throughout Italy. Visit uwalumni.com/learning for details.

june

6-8 Alumni College: The Unique History and Landscapes of Door County — Learn about this area's natural and cultural landscapes with Professor Emeritus William Tishler, author of *Door County's Emerald Treasure: A History of Peninsula State Park*. The weekend includes lodging at

the picturesque Björklunden Center in Baileys Harbor, Wisconsin, plus meals, receptions, and area tours. Call (608) 890-1191 for reservations or more details.

july

17-18 also July 21-22 and July 24-25 Grandparents University® — Come to campus this summer for the eighth annual Grandparents University. This award-winning program brings grandparents and grandchildren together for two days of hands-on activities and talks by top UW faculty in a major of your choosing, as well as a chance to stay in a residence hall. Call (608) 890-1191 for details or visit uwalumni.com/grandparents.

ALUMNI WEEKEND May 8-11, 2008

The Wisconsin Alumni Association invites all grads back to campus for a memorable weekend among friends. Hear from UW faculty, celebrate with classmates, meet distinguished alumni, and learn what's new at your alma mater on exclusive campus tours. For more information, visit uwalumni.com/alumniweekend or contact WAA's Rebecca Fichtner toll free at (888) 947-2586.

CLASS OF 1958 REUNION

The Class of 1958 will celebrate its fiftieth reunion with several special events. On Friday, classmates will enjoy a dessert reception and program at the Madison Museum of Contemporary Art. The Half Century Club luncheon will take place on Saturday at the Memorial Union, and the reunion wraps up with a class dinner.

DISTINGUISHED ALUMNI AWARDS CEREMONY (Thursday, May 8)

Help honor this year's award winners at the Distinguished Alumni Awards ceremony in the Wisconsin Union Theater. Honorees include Joanne Disch '68, Truman Lowe MFA'73, Sheldon '51 and Marianne Lubar, and Linnea Smith '81, MD'84. The Distinguished Young Alumni Award recipients are Shihoko Fujiwara '03 and Steven Turner '91. The evening will continue with a reception and gala dinner at the Memorial Union's Great Hall.

DAY ON CAMPUS (Friday, May 9)

Share your love of learning and the UW with alumni and friends of all ages at Day on Campus. The afternoon features lectures by top faculty on a variety of topics.

FOUNDERS' DAY 2008

Alumni across the country will hear from top UW faculty, catch up with fellow Badgers, and raise money for scholarships at these events celebrating the founding of the university. Visit uwalumni.com/foundersday for more information.

APRIL

- 1 Antigo
- 1 Sauk/Columbia Counties, Wisconsin
- 1 Wisconsin Dells
- 3 Los Angeles
- 3 Washington, D.C.
- 4 Atlanta, Georgia
- 5 Orange County, California
- 8 Sacramento, California
- 13 Nashville, Tennessee
- 14 Denver, Colorado
- 15 East Central Illinois
- 16 La Crosse, Wisconsin
- 16 Southwest Wisconsin
- 17 Portland, Oregon
- 17 Waukesha, Wisconsin
- 19 Kokomo, Indiana
- 21 Marshfield, Wisconsin
- 22 Sheboygan, Wisconsin

- 23 Chippewa Valley, Wisconsin
- 23 Southwest Wisconsin
- 24 Connecticut
- 28 Fox Valley, Wisconsin
- 28 Manitowoc, Wisconsin
- 30 Northwoods, Wisconsin
- 30 River Falls, Wisconsin
- 30 Triangle Area, North Carolina
- 30 Washington County, Wisconsin

MAY

- 1 Chicago
- 1 Wausau, Wisconsin
- 2 Kansas City, Missouri
- 3 Twin Cities, Minnesota
- 8 Door County, Wisconsin
- 8 Rochester, Minnesota
- 10 Louisville, Kentucky
- 21 Hawaii





MAIN EVENTS

Campus Resources

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(888-WIS-ALUM)
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uwalumni.com

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UW Foundation

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UW-Madison

www.wisc.edu

Call WAA toll free at (888) WIS-ALUM for more details about these events.

Visit uwalumni.com/calendar to see our online event listing.



BRYCE RICHTER

Spring may be on the way, but winter provided the student thrills this year. Darby Boese x'09 spent an afternoon in December traying down Observatory Hill in a time-honored university tradition.

ongoing

Wednesday Nite @ the Lab

— Explore science at Wednesday Nite @ the Lab, a free weekly program on the UW campus where UW researchers share their latest work in the life, earth, and social sciences. No science background is necessary — just bring your curiosity. For a list of upcoming topics and speakers, see uwalumni.com/wednitelab.

online

To register for the following online events, visit uwalumni.com/learning.

Russian Civilization:

Imperial Russia — April 21 to May 29. We'll explore the arts, culture, society, and politics of Russia's Imperial Age in this popular course featuring material from famed history professor Michael Petrovich. Current faculty will introduce

select Petrovich lectures, sharing their take on Russia's complex history.

A Deeper Look at *Prince Caspian*

— Take an in-depth look at C.S. Lewis's *Prince Caspian*, the second book in the *Chronicles of Narnia* series, with UW professor David Werther. The course will run from May 27 to July 1.

Wisconsin's Natural and Cultural Landscapes: A

Sense of Place — June 16 to July 25. This online course will allow you to virtually explore the state's diverse landscapes, as well as the people and industries that have left iconic imprints, with UW Professor Emeritus William Tishler.

four-day event takes place in several downtown and campus theaters, and features new American independent, dramatic and documentary films, world cinema, animation, experimental pictures, restorations, and revivals. More than 150 movies each year and an attendance of nearly thirty thousand make this a can't-miss event. Visit www.wifilmfest.org for details.

8–9 Countdown to Commencement

WAA helps make the transition from student to alum a bit smoother at this semiannual event. To learn more, see uwalumni.com/countdown.

10 UW Symphony Free Concert

— 7 p.m. The UW Symphony invites Milwaukee-area high school students and their families to a free concert at the Wilson Center for the Arts in Brookfield, Wisconsin. Please contact the Wilson Center's box office at (262) 781-9520 to request tickets.

april

3–6 Wisconsin Film Festival

— Join Madison residents and visitors alike at the tenth annual Wisconsin Film Festival. This

Can of Worms

Continued from page 33

breeding. And it must pay for everyone who works in Anderson's lab — his one assistant and three graduate students, covering their salaries and tuition reimbursements, and their own research, which will aid Anderson's, but will also serve as the basis for the dissertations and other publications that will launch their academic careers.

Should Anderson's grant application fail, his salary will continue, but everything in the lab will shut down — the students and assistant will be laid off, the research halted, the worms discarded.

"All of these things are paid for from outside sources," he says. "In a way, the university is sort of like a big mall, and we're all independent shops. We've got to come up with our own funding if we want to keep operating."

But the competition is fierce and getting fiercer. There is a continual stream of new researchers — UW-Madison graduated 648 PhDs in 2005–06 alone — many of whom will seek funding for studies, and, as Anderson says, "you don't get money for filling in the gaps; you have to be a pioneer" to be certain of winning a grant.

In 2000, about one in every three applications for a grant from either NSF or NIH was successful. By 2007, that fraction had dropped to one in five. "For the most part, those are good scientists," says Anderson. "They want to expand knowledge, and for most of them, there's only one source of funding — the federal government. When they're turned down, there's no place else to go."

And that's where the difficulty comes in for protecting graduate student whistle-blowers. It's one thing for the university to guarantee that their funding won't be eliminated should their professor be guilty of malpractice; it's another to find the dollars to replace that funding once it's lost.

As he looks at pushing to make

Irwin Goldman's CALS plan a university-wide policy, Bill Mellon realizes that it will need more than morality. It will need money.

"We'll probably have to set up some sort of misconduct relief fund," he says. "Fortunately, this sort of thing is very rare. But we'll have to be prepared."

Such preparation is necessary, because the pressure to win extramural funding is so strong. Anderson believes that Goodwin is hardly the only scientist guilty of exaggerating to win a grant.

"We're all guilty of marketing ourselves, of casting our research in the light that makes it seem the most certain and revolutionary," he says. "But the cardinal sin of science is misrepresenting one's data. Openness, honesty, and fidelity to our data — those are what make science work."

Forward

Two years after Elizabeth Goodwin's resignation, her lab is still empty. It produces no income for the university, nor any research or educational benefits.

Phil Anderson is still waiting to hear from the National Institutes of Health as to whether they'll confirm his grant. His students' futures — not to mention his own career advancement, and his research into nematode genetics — depend on the NIH's answer.

Irwin Goldman's graduate student protection plan is likely to become university-wide policy this spring. "Morally, no one has any objections to it," Bill Mellon says. "There may be a few tweaks here and there, but I expect it to pass this March."

At the same time, Mellon, who must shepherd the policy through approval by the faculty senate, has had his own grants to renew — his application for funding to study hormone action and vitamin D was due in February.

And once Amy Hubert successfully

In 2000, about one in every three applications for a grant from either NSF or NIH was successful. By 2007, that fraction had dropped to one in five. "For the most part, those are good scientists," says Anderson. "They want to expand knowledge, and for most of them, there's only one source of funding — the federal government. When they're turned down, there's no place else to go."

defends her dissertation, she will walk across the stage and trade her nematodes for a sheepskin. According to Allen, Hubert is "a natural teacher," and so she plans to take her career out of Madison and into someplace with less emphasis on lab results.

"I'm hoping to get a position at a small college, where I can focus on teaching more than research," Hubert says. "I'd still like to have my own lab, but I want to spend my time teaching and actually being in a lab, rather than holed up in an office writing grants. I don't want that to be my whole job." 🍀

John Allen is senior editor for *On Wisconsin*.

On Her Own Terms

Continued from page 43

account of her career, clips of her music, and an online forum, which Nelson occasionally joins. The site also sells a 1973 documentary, *Tracy Nelson and Mother Earth*, shot by Yale film student Michael Dee, which includes concert footage, and interviews with Nelson with her dogs and cats at her country log cabin.

Nelson's last extended tours were the Chicago Blues Reunions in 2005 and 2006, with guitarists Harvey Mandel and Nick Gravenites. But she certainly hasn't stopped performing and recording. In September, she traveled to Nova Scotia to sing at a benefit for a wildlife rehabilitation center. In October, she was recording at guitar legend Scotty Moore's studio in Nashville, singing gospel tunes popularized by Sister Rosetta Tharpe in the 1930s.

In early November, Nelson hit the road again, traveling 650 miles east for a live performance on West Virginia Public Broadcasting's *Mountain Stage* radio show. Then it was 700 miles west to Wisconsin to visit her ninety-one-year-old

mother, Faye, the former proprietor of Nelson's Books and Stationery in Shorewood Hills, who still lives in Madison. Nelson's latest recording project follows the release last July of her twenty-third record, *You'll Never Be a Stranger at My Door*. It's an exploration of country music tunes and brings her full circle to an early Nashville recording made in 1969, *Mother Earth Presents Tracy Nelson Country*. The new album includes a lilting western swing tune, "Cow Cow Boogie," several country classics, and a song she wrote called "Salt of the Earth," an elegy to three old-timers who were Nelson's neighbors near her log cabin.

The soothing album of country tunes represents a change in direction for the tenor renowned in blues circles for her ability to belt out songs from the depths of her soul. She's now considering recording jazz standards.

"Jazz singing is very restrained and subtle," she says. "It's more than a little hard to change styles. But it's not boring."

As Nelson considers yet another musical direction, she continues to live

a life close to the earth. On a November afternoon, her voice lights up when she sees yellow finches at her backyard feeder. With her single brown braid dangling halfway down her back, she tends chili on the stove made with her garden's creole tomatoes and habanero peppers.

After the sun sets, she pulls out a bottle of Jack Daniels and pours a glass, straight up. As she lights the candles for a home-cooked lasagna dinner, she recalls that her grandmother played with her senior citizens orchestra until she was eighty-seven. She feels like there's many more years of song left in her.

"When I'm singing, I am very aware of my voice as an instrument," she says. "I can hold a note, and have ten tonalities. I don't have all the high notes I once had, but I have more low notes. That country record showed that I can still sing pretty. And so far, I'm still happy." 🍷

David McKay Wilson is a New York-based freelance journalist. He writes on public affairs and the arts for *The New York Times*.

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Passing the Torch

From one champion to another ... and another ... and another.

High up on the Camp Randall Stadium façade, since 2006, red letters on a permanent white banner have read simply, "80 Schreiner." They honor Dave Schreiner — a Lancaster, Wisconsin, native; two-time Badger All-American; and Detroit Lion NFL draft choice. His name and number now stand watch over raucous football games and hushed tranquility.

Some fans may know of Schreiner's record-setting three touchdown catches in one quarter as a member of the famed 1942 Badgers. Others may know that Lieutenant **David Nathan Schreiner '43** was killed in June 1945 on Okinawa in the closing days of World War II.

Very few people know, however, that for the past sixty years, the Schreiner family has helped more than fifty student athletes attend UW-Madison. Even more important, there are Badgers not yet born who will have the same opportunity to experience the thrill of playing on the Camp Randall turf and the same privilege to earn a UW-Madison education. The opportunities are made possible by the Schreiner Scholarship Fund, an endowed scholarship established in 1947 in Schreiner's memory by his parents, **Anna and Herbert Schreiner**, with just \$10,000.

The first Schreiner scholarship was awarded in 1948 to **Tom Bennett '49, MS'56**. "Things were tough in those days. It really helped," says Bennett, who went on to become a UW-Madison track, golf, and freshman football coach, as well as an assistant professor. He was inducted into the UW Athletic Hall of Fame in 1998.

Other past recipients include **Erasmus James x'05**, **John Stocco '06**, and **Ron Dayne x'03**. The 2007 scholar-

ship recipient was junior **Jaev-ery McFadden**.

Endowments are powerful and enduring. During just the past fifteen years, the Schreiner-Hoskins Scholarship Fund — so named in 1990 by the surviving family members — has awarded more than \$200,000 in scholarships and has grown to nearly \$500,000. A portion of the investment income from the fund will continue to pro-

vide football scholarships, with another portion allocated to keep the fund growing. Today, the annual spendable income is just over \$18,000, or nearly twice the amount that originally established the fund.

Prudent investing and spending will ensure that the Badgers of tomorrow will get their turn to continue the legacy of a true champion.

— *Merry Anderson*



UW SPORTS INFORMATION (4)



Named in remembrance of Dave Schreiner, at top, a member of the famed 1942 Badger football team, a scholarship fund in recent years has helped players including Ron Dayne, Erasmus James, and John Stocco.

'All Those Gifts Add Up'

You hear it so often, you might think it's a cliché. But scholarships really do change lives. Just ask **Luis Marrero Jr. '91**.

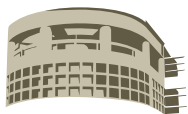
"I never really thought about going to college when I was young," says Marrero, who grew up in Waukesha, Wisconsin. "My parents didn't have extensive educations; neither one finished high school. I figured I was going to be a forklift driver at the foundry like my dad."

A different future opened up for Marrero when he was chosen for a Chancellor's Scholarship to UW-Madison. After earning his bachelor's degree in mechanical engineering, he went on to receive an MBA from the University of Chicago.

Marrero, who has worked for Rockwell Automation/Allen Bradley in Milwaukee for sixteen years, is now the firm's director of macroview planning. "Attending the UW enabled me to be somebody I never thought I would be," he says. "My perspectives were broadened. I met people I never would have."

Knowing that others made the gifts to establish his scholarship, Marrero is a donor as well. "You read about individuals and families donating millions of dollars to the university, and you think, 'My contribution won't matter.' But it will. All those gifts add up," he says. "It's an honor for me to do what I can to make sure that programs like the Chancellor's Scholarship continue to change the lives of young people from all walks of life."

— *Chris DuPré*



All in the Family

Stieber Scholarship honors pharmacy legacy, ties to community.



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For the Stieber family, working together to create a healthy community has become a way of life. **Jerome Stieber '54** was a junior in high school when he landed a job building the morning furnace fire and doing odd jobs at Irvin Simonson's pharmacy in Marathon — population then 923 — just west of Wausau, Wisconsin.

With encouragement from Simonson, Stieber developed an interest in pharmacy. After graduating from high school, he enrolled at UW-Marathon County for pre-pharmacy studies, then transferred to the UW-Madison School of Pharmacy for his bachelor's degree. He financed his own education and worked during the summer alongside pharmacist preceptor Ovid Halmstad, who had purchased the Marathon pharmacy from Simonson.

Stieber began building a family legacy in health care when he met and married Mary Brunner of Shawano, Wisconsin, who had graduated as a registered nurse from St. Mary's Nursing School in Wausau in 1955. They returned to Marathon to be close to Stieber's ailing father and purchased Halmstad's pharmacy, renaming it Stieber Drugs. In time, the Stiebers had five children, all of whom were expected to help in the store. It was there that they learned the value of taking care of each other and their community.

The Stiebers consider themselves a "pharmacy family," and their philanthropic focus is on supporting students. They have established the Stieber Family Scholarship Fund to benefit PharmD students who are working their way through school, just as Jerome Stieber did.



COURTESY OF STIEBER FAMILY

Mary and Jerome Stieber (at left), pictured with son Brian and daughter Beth, consider themselves a "pharmacy family." They established a fund to help PharmD students who are working their way through school.

"We feel that when you work, you organize your time better and are more apt to remain in college," says **Mary Stieber**. "The profession used to be learned by children working with their parents, but you don't find many families with pharmacies anymore."

The Stiebers are delighted that all five children have degrees from the University of Wisconsin System — one in food science, two in nursing, and two in pharmacy.

"When I was informed that my parents were considering making this gift, I was absolutely thrilled," says their son **Brian Stieber '81**. "It's a great way to provide an ongoing remembrance for what the profession of pharmacy has meant to our family, and for the tremendous education we received at [the School of Pharmacy]."

The Stiebers' daughter **Beth Martin '90, MS'03, PhD'06** is an assistant professor at the UW School of Pharmacy. Martin says she's pleased that the first student named as a Stieber

Scholar was **Jaclyn Stelter** of Mukwonago, Wisconsin. "Jacki's professional involvement has been in the pharmacy fraternity, Kappa Psi, the same fraternity my father was active in as a pharmacy student, and she has been working a significant number of hours to support herself through pharmacy school, another thing she has in common with my father," says Martin. "Because of her personal and professional values, she was a great fit for the first Stieber Family Scholarship award."

In turn, Stelter says, "I am extremely honored to have been chosen as the first recipient of this scholarship. Getting through pharmacy school has not been easy, and with school work and working to help pay the bills, this scholarship will allow me to focus more on my fourth-year clerkship experiences."

"Student support is a top priority," says **Jeanette Roberts**, the school's dean. "We are grateful that pharmacy families like the Stiebers are leading the way."

— Sue Zyhowski

of philosophy and senior researcher in the Technology and Society Research Group at Boston's Northeastern University.

A shared class in Music Hall led — eventually — to the July wedding of **Joie Stolt '00, MS'06** and **Eric Goodman MS'05**. They now live in Hollywood, Florida, where Stolt is a field botanist at Fairchild Tropical Botanic Garden, and Goodman is a transportation planner for the South Florida Regional Transportation Authority.

Mike Smiley '01 is a U.S. Navy flight surgeon for a P-3 squadron based out of Brunswick, Maine, that's currently deployed to the Far East. And who flies along with Smiley? It's Bucky Badger — in the form of a patch on his flight suit. Smiley says, "It's amazing how something [that] simple elevates the moods of people. ... It's a compliment to the UW and to the state of Wisconsin."

The new director of annual giving in the development office at the Rose-Hulman Institute of Technology in Terre Haute, Indiana, is **Erica Martin Altuve '03**. She held the same position previously at the University of Memphis, and began her development career at the UW Foundation.

When **Mike Reneau '04** chose the Marathon/Distance Training course on a whim his senior year, Professor **Ron Carda PhD'90** was frank about his beginner status: Reneau had a lot of work to do. Fast-forward to New York City on November 3, though, and you find an utterly transformed Reneau competing for the U.S. Olympic Team Trials — and finishing an admirable thirty-second out of about 150 qualifiers. He trains with the Hanson-Brooks Distance Project in Rochester Hills, Michigan.

Marine Corps first lieutenant **Ryan Schaaf '04** earned his naval aviator designation this fall while serving with Helicopter Training Squadron Eight in

Milton, Florida. The curriculum included landing on and taking off from an aircraft carrier. How many of us can do *that*?

Brian Brodell '05 played golf throughout his UW years, and now he's back as our new assistant golf coach. A big part of his job is recruitment, and Brodell is confident that the program has a lot to offer, thanks to the coaching staff, Wisconsin's other winning sports, and the university itself.

Kathryn Brown '05 has joined the Peace Corps. She left for Namibia in October to begin her acclimation and training, and in January, her two-year stint teaching science to students in secondary schools began in earnest.

Jake Wood '05 is a former Badger football player who's now a U.S. Marine corporal. You can read his very candid blog about life in Iraq — sometimes funny, sometimes deadly serious — at www.badgerjake.blogspot.com.

Anna Bargren '07 is still making waves: she's been named to the First Team of the 2007 Inter-Collegiate Sailing Association's All Academic Sailing Team. A four-year undergrad sailor, she was a skipper in 2007 when the women's team took eleventh place at nationals — its best finish in recent memory. **Paul Bargren JD'94** shared this news and adds that Anna is now a first-year medical student at the UW School of Medicine and Public Health.

The Wisconsin towns of Monroe and Shawano hosted Madison-based indie filmmakers **Tim Lundt '07** and **Dustin Weis '07** in August when they shot scenes there for their new "dramatic comedy," *Your Signs*. Weis's father, **Chris Weis '92** of Monroe, and **Eric Plantenberg '96** of Madison appear in the film along with Lundt, who wrote and edited the semi-autobiographical script — with input from Dustin Weis — throughout college. Lundt is now the direc-

tor, and Weis is the producer, of this coming-of-age story that Lundt hopes to show at the 2008 Wisconsin Film Festival.

obituaries

Lee Sherman Dreyfus, Sr. '49, MA'52, PhD'58 — Wisconsin's "red-vest governor" from 1979 until 1983 — died in Waukesha, Wisconsin, in January. A 1975 trip to China convinced him that Wisconsin politics needed shaking up, so the former UW-Madison speech professor and former UW-Stevens Point chancellor joined the Republican party, took his "Let the People Decide" campaign on the road, eschewed polling, rejected large donations — and won. Dreyfus was a spontaneous and open leader who headed a most unconventional administration. He chose not to run for re-election, and became, instead, president of Sentry Insurance. Wisconsin Governor **Jim Doyle '67** said, "He led us, educated us, and entertained us, all at the same time."

Angie Brooks-Randolph LLB'52, MS'52, the first and only African woman to be elected president of the United Nations General Assembly, died in Houston in September. The Liberian-born Brooks-Randolph was that nation's first woman lawyer, and served as an assistant attorney general, assistant secretary of state, associate Supreme Court justice, and in many other positions. She presided over the twenty-fourth session of the UN General Assembly in 1969. Liberian President Ellen Johnson Sirleaf called Brooks-Randolph a pioneer, an icon, and "a woman of unprecedented courage and determination." Funeral services were held in Houston, with a state funeral following in Liberia.

WAA's alumni news editor, Paula Wagner Apfelbach '83, would like to think that she's smarter than the average bear.

Bookmark



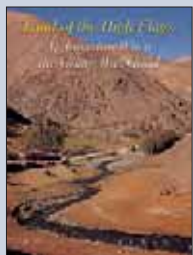
The timeless and universal themes of coming-of-age tales help us to recall that whatever our differences may be, we also have a lot in common. A new book by **Kristen Laine MA'85** does just that.

In *American Band: Music, Dreams, and Coming of Age in the Heartland* (Gotham Books, www.americanbandbook.com), she offers a narrative, nonfiction account of one season in the life of the state-champion Concord Community High School Marching Minutemen of Elkhart, Indiana — a town that "lives and breathes band," and was once called the band-instrument capital of the world.

Laine's book offers intimate stories about small-town America during a time of national uncertainty, explores the lives of individual students, and chronicles the final year of directing by the legendary Max Jones, whose glorious record spanned nearly four decades.

The author is an award-winning journalist and a commentator for Vermont Public Radio who lives in Canaan, New Hampshire, but her UW ties run deep. Her grandfather Virgil Herrick was a longtime education professor and one of the UW's first Vilas professors. As a Vilas fellow herself, Laine appreciated the connection to Herrick and the long line of other family members who "discovered their passions at Wisconsin."

Bookmark



The memoir that New Yorker **Rosanne Klass '50** published in 1964 — about her years as the first woman to teach in a school for boys from remote villages in 1950s Afghanistan — drew praise from the *New Yorker* and the *New York Times* when it first appeared, but it was never produced in paperback. Then, when Odyssey Publications' publisher discovered it recently, he knew he'd found a classic and printed it in soft cover this fall.

Now that the once-little-known country has become so familiar to Americans, it may be an excellent time to read this new edition of Klass's "lyrical memoir," *Land of the High Flags: Afghanistan When the Going Was Good*. It includes a new introduction and an afterword, written from the author's current perspective as a policy observer.

Klass continued to travel widely in the 1960s and returned to Kabul as a *New York Times* journalist, reporting on the first Communist riots. She founded the Afghanistan Relief Committee in 1980, following the Soviet invasion that she had predicted; and directed the Afghanistan Information Center in New York, a source of information for the international press. She has also co-authored and edited *Afghanistan: The Great Game Revisited*, a standard reference on the Soviet-Afghan war.

The book has now expanded to include an online social network (www.redthebook.com), a MySpace page, a soundtrack, and a fashion collaboration with Pepper+Pistol.

The science staff at the New York Botanical Garden is richer for the addition of **Kenneth Karol '92** as assistant curator in the Cullman Program for Molecular Systematics Studies. He researches the evolution of freshwater green algae, thought to be the closest living relatives of all land plants.

Prior to grad school, **Peter Rothstein MFA '92** of Minneapolis had never directed a play, but now he can claim more than one hundred directorial credits in many genres, including his acclaimed summer production of *Private Lives*, which played at the city's Guthrie Theater. Rothstein is also a co-founder of an innovative musical-theater company called Theater Latte Da.

Congratulations to **Kenneth Broderick '95**, who's returned to Madison and has opened the Broderick Law Office. He's spent the last few years in New York as an assistant corporation counsel with the city's law department and as an associate in a law firm there.

Carleen Wild '95 is back on the Madison TV news scene! Already a familiar face from her work at the city's CBS affiliate, she joined WMTV, the NBC affiliate, in October and began anchoring and co-anchoring its *NBC15 News* programs. Wild recently took a break from TV news to work as the UW Foundation's director of development for the Carbone Comprehensive Cancer Center.

Memorial Union hosted the August nuptials of **Natalie Monarch Baumgartner '96** and **Kurt Baumgartner '96**. They now live in Boulder, Colorado, where Natalie is a business psychologist for Somerville Partners, and Kurt is the chief threat analyst for PC Tools.

Life in a mental hospital is pretty dismal at first for sixteen-year-old Anna Bloom in *Get Well Soon* (Feiwel and Friends), the debut novel of **Julie Halpern '96**. Then things start looking up, as Anna finds humor and love in an unlikely place. The author, a suburban-Chicago middle-school librarian, draws on her own teen experiences with depression to address the issue of mental health in America's youth.

You knew it was deep, but now UWC-Waukesha assistant professor of philosophy **Dean Kowalski MA '96, PhD '00** has proven it with *The Philosophy of The X-Files* (University Press of Kentucky). Kowalski edited and contributed to this first collection of philosophical essays devoted exclusively to the popular TV series. It even includes a foreword by the Cigarette-Smoking Man himself.

Laura Vailas PhD '07 writes that she was honored to "assume the duties of 'first lady'" when her spouse, former UW faculty member **Art Vailas**, was inaugurated in September as the twelfth president of Idaho State University in Pocatello. Laura has also worked for the UW medical school and adds, "I'm proud of my degree from UW-Madison."

The Nazi Ancestral Proof: Genealogy, Racial Science, and the Final Solution (Indiana University Press), by **Eric Ehrenreich MA '98, PhD '04**, is the first detailed study of the method by which "racial acceptability" was "proven" in Nazi Germany. A former postdoc fellow at the U.S. Holocaust Museum's Center for Advanced Holocaust Studies, the author now practices law in Washington, D.C.

The new president-elect of the Wisconsin Veterinary Medical Association is **Doug Kratt DVM '98**. He and his spouse, **Kim Kratt DVM '00**, are companion-animal practitioners and the owners of Central Animal Hospital in Onalaska, Wisconsin.

Adam Rosh '98, MS '00 is chief resident of emergency medicine at NYU/Bellevue Hospital Center in New York City, and he recently co-published an exam-review book for McGraw-Hill Medical's PreTest series called *Emergency Medicine*.

Madison attorney **Ben Manski '99, JD '05** is the executive director of the Liberty Tree Foundation for the Democratic Revolution, and he married **Sarah Turner Manski '02** in August. She's worked as a radio reporter and producer, and is now pursuing a PhD in life-science communications.

The proud spouse of **Amber Gahagan Singh '99** let us know that she's the first person in her family to earn an advanced degree, graduating from Atlanta's Emory University with a PhD in clinical psychology. She's now accepted a research fellowship at Indiana University.

2000s

Congratulations to Madisonian **Jill Makovec '00, MS '02** on being crowned the sixtieth Alice in Dairyland. During her one-year reign, she plans to log more than forty thousand miles and make nearly three hundred appearances as Wisconsin's "agricultural ambassador." She was previously the manager of education and information at AgSource Cooperative.

Tessa Michaelson '00, MA '05 of Madison is the first American to be elected president of the Brittingham Viking Organization, an exchange and scholarship program that has benefited hundreds of UW-Madison and Scandinavian students since Thomas Brittingham, Jr. established it in 1953.

Character and Environment: A Virtue-Oriented Approach to Environmental Ethics (Columbia University Press) is a new work by **Ronald Sandler MA '00, PhD '01**. He's an assistant professor

Steve Pogorzelski '83, Monster's group president/international, is responsible for operations in thirty-six countries across Europe and Asia.

The Oregon Department of Energy's Nuclear Safety and Energy Siting Division in Salem is the new professional home of **John (Messera) Gear '84**, who also recently passed the Oregon bar exam. He helps to clean up the badly contaminated Hanford Nuclear Reservation and processes siting-permit applications for energy facilities such as wind farms.

Allergies affect some 50 million Americans — a situation that caused UW science historian **Gregg Mitman MA'84, PhD'88** to research its greater implications for his new book, *Breathing Space: How Allergies Shape Our Lives and Landscapes* (Yale University Press). *Publishers Weekly* says the work is "as much about twentieth-century American consumerism as it is about allergies."

Daniel Lord Smail '84 asks the questions of when history begins and what characterizes it in his new book, *On Deep History and the Brain* (University of California Press). The author, Harvard professor of history, contends that it's time to join the deep past with the recent past and abandon the notion of prehistory.

In its October issue, *Worth* magazine named **Christopher Didier '86** one of its Top 100 Wealth Advisers. He's the managing director and a senior investment consultant at the Baird asset-management firm's Milwaukee office, and has been honored four times for his exemplary client service.

Mitch Metropulos MA'86, JD'86 was recently appointed Branch III circuit court judge in Wisconsin's Outagamie County by Governor **Jim Doyle '67**. Metropulos, of Appleton, spent the previous twenty-one years as a prosecuting attorney serving Chippewa, Outagamie, and

Winnebago Counties.

Three Badgers are new assistant professors at the Medical College of Wisconsin and new to the staff of the Children's Hospital of Wisconsin, both in Milwaukee. Pediatric critical-care specialist **Scott Hagen MD'87** previously taught at the UW, practiced at the UW Children's Hospital, and is a former U.S. Air Force lieutenant colonel. Pediatric oncologist **Richard Tower II '97, MD'01** began his new positions after fellowships at the University of Minnesota School of Public Health, and psychiatrist **Jennifer Derenne MD'01** most recently taught psychiatry at Harvard Medical School.

Todd Kelsey '87, MS'89 has been promoted to senior VP of global customer services at Plexus, an electronic manufacturing services company headquartered in Neenah, Wisconsin. **Dean Foate '82** is the company's CEO.

Lynn Tuttle Gunney '88 couldn't find a book about the historical Jesus for her two young children at Christmastime, so she wrote *Meet Jesus: The Life and Lessons of a Beloved Teacher* (Skinner House Books), which, she says, focuses on Jesus' humanity rather than divinity. Gunney is the principal of Gunney Orchestrated Marketing Communications in Pleasanton, California.

Who's the new vice president of business operations for BET Networks' entertainment division in Los Angeles? It's **Shaun Williams '88**, who was previously a VP of finance at 20th Century Fox.

90s

Mary Breunig '90 has delved into two book projects recently as a co-author of *Outdoor Leadership: Theory and Practice* (Human Kinetics) and a co-editor of *The Outdoor Classroom: Integrating Learning and*

Adventure (Hampton Press). And Breunig knows her stuff: she's an assistant professor in the Department of Recreation and Leisure at Brock University in St. Catharines, Ontario.

Image Entertainment — a Chatsworth, California-based producer of home entertainment programming — has a new senior VP of marketing in **Steven (Splitgerber) DeMille '90**. He began his career in New York with Fox Lorber/New Video Group, then co-founded A-Pix Entertainment, and then moved to L.A. in 2001 to join First Look Home Entertainment.

Marquis Jet founder and CEO **Kenny Dichter '90** "talked shop" as part of the *CIT: Behind the Business* web-cast series in August. His company pioneered a new segment of the private-aviation market in 2001 by offering Marquis Jet Card members increments of private-jet time to eliminate the need to own their own crafts. Dichter lives in Livingston, New Jersey.

When Madison's new American Family Children's Hospital opened this fall, **Brian Krenke '90** and **Debbie Breunig EMBA'01** could take pride in it: some of the products that they've developed for KI — a Green Bay, Wisconsin, furniture and wall-system manufacturer — are part of the facility. Krenke is KI's VP of sales, and Breunig is VP of marketing for the healthcare market.

Jeffrey Schwartz '90 earned his MBA in marketing from Regis University in August — with a 4.0 GPA, no less — and is now a vice president at Neoptx, a manufacturer of optical instruments and lenses. He lives in Highlands Ranch, Colorado.

The life of Russian poet, soldier, and statesman Gavriil Derzhavin made for a fascinating biography by fellow Russian man of letters Vladislav Khodasevich. Now **Angela**

Brintlinger MA'91, PhD'94 has completed an introduction and translation of the work in English titled *Derzhavin: A Biography by Vladislav Khodasevich* (University of Wisconsin Press). Brintlinger is an associate professor of Slavic languages and literatures at Ohio State.

Last year was an eventful one for **Elizabeth Hoffman '91, MS'95, JD'98, PhD'01**. In April, she was promoted to associate professor and granted tenure at Purdue University, where her spouse, **Robert Noll PhD'94**, had been promoted earlier to associate research scientist. Then in July, they welcomed their first child, Emily Anne.

Queering Reproduction: Achieving Pregnancy in the Age of Technoscience (Duke University Press), by **Laura Mamo '91**, shows how "social movements, emotions, consumerism, and biomedical technologies collide with the search for belonging to produce brave new families." Mamo teaches sociology, women's studies, and lesbian and gay studies at the University of Maryland.

David Aron '92 of Washington, D.C., can't tell us too much about his new job, but he can say that his role as a licensing analyst with the U.S. State Department's Bureau of Political-Military Affairs involves reviewing defense-related products. He last worked with McNeil Technologies, which specializes in historical document analysis and declassification.

While working at *New York* and *Seventeen* magazines, **Amy Goldwasser '92** had the idea to introduce a city-girl column written by a teen-aged girl. The response to her request for essays was amazing, so the New York City author took a sabbatical to create *Red: The Next Generation of American Writers — Teenage Girls — on What Fires up Their Lives Today* (Hudson Street Press).

their late mother, a south-central Wisconsin landscape artist, and to bring arts and the community together. Rasmussen is an American Sign Language educator and administrator in Orlando, Florida.

The Daub family is earning accolades: **Margaret Daub PhD '79** was one of four North Carolina State University professors to receive a 2007 William Neal Professorship — the highest faculty distinction — for her plant pathology research on *Cercospora* fungi. In addition, Margaret's brother **Eric Daub '82** has earned the Baenziger Professorship in Music at Texas Lutheran University in Seguin, Texas. Thanks to their father — Madisonian **Edward Daub '45, MS '47, PhD '66**, a UW professor emeritus of engineering professional development — for telling us.

80s

Petroleum Geo Services, a Norwegian oil-field services company, has welcomed **Daniel Piette '80** to its board of directors. He's the president and CEO of OpenSpirit Corporation in Stafford, Texas, a middleware company specializing in data integration.

We've heard a lot about Al Gore receiving the Nobel Peace Prize in October, but the group that shared it with him includes **(Cheryl) Lynn Kauffman Price '80, MS '82**. That body — the Intergovernmental Panel on Climate Change (IPCC) — is a network of two thousand scientists that's considered to be the world's leading authority on climate change, and Price was a lead author of its Fourth Assessment Report. She's also a research scientist at the Lawrence Berkeley National Laboratory in Berkeley, California. **Jonathan Patz**, a professor in the Center for Sustainability and the Global Environment in the UW's Nelson Institute

Diving into an Olympic Challenge

Thirty years after springing into the spotlight as one of America's top divers, **Larry Wert '78** is making a splash supporting a new generation of stars: the former co-captain of UW-Madison's swim team is serving on the panel that's spearheading Chicago's bid to host the 2016 Olympics. Wert's assignment is chair of the PR and Communications Council.

After being chosen by the U.S. Olympic Committee as the nation's representative bid, Chicago is now vying with six global sites for the coveted opportunity. The International Olympic Committee (IOC) will announce the Host City in October 2009.

"We remain humble, optimistic, and excited about our chances," Wert says.

While the Windy City awaits the IOC announcement, Wert is busy with his day job. As president and general manager of NBC5 Chicago, he's focused on leading the TV industry's challenging transition into newer digital media and takes pride in his team's achievements — his station and staff have earned nearly



Larry Wert wants Chicago to host the 2016 Olympics.

one hundred local Emmy awards during his ten years.

Managing change has been a hallmark of Wert's decade-long tenure. In 2002, as part of a collaboration between NBC5 and Telemundo Chicago, he unveiled the country's first bilingual news operation to be located in the same newsroom. A year later, he shepherded the launch of Studio 5 — the city's first streetside television studio, which allows passersby to watch the live broadcast through a window.

Wert credits a UW professor with steering him toward the first step on his journey from journalism student to media executive. "**Don Stoffels**, who led the Advertising Club, saw my drawings and encouraged me to consider being an account executive instead of a creative artist," he says. "I took his advice, and that's how my career began at Leo Burnett."

Wert believes that the education he received from UW athletics has helped him, too. "My diving coach, **Jerry Darda**, taught us that everyone has shortcomings, but not everyone outperforms them. He pushed us to do that — in diving and in life."

The impact of his professors and coaches aside, Wert says his most memorable UW experience took place elsewhere. "I met **Julie Arneson ['78, MS '82]** at an Alpha Phi sorority party," he recalls. "I asked her out a week later."

Now Arneson is Julia Wert, and the couple has four kids — including daughter Sara, who may become a Badger next year.

— Greg Forbes Siegman

for Environmental Studies, was also a lead author of the IPCC report, as well as a lead author of its 1995 and 2001 reports. **John Magnuson** served as a lead author in those earlier reports as well. He's a UW professor emeritus of zoology, and director emeritus of the campus's Center for Limnology.

Jay Suhr '80 — a senior VP of creative services and account planning at marketing agency T3 (The Think Tank) — is shining brightly as one of three creative Online All Stars chosen by *OMMA* magazine. Suhr works in the firm's Austin, Texas, office, but we hear that he praises his alma mater whenever he gets the chance.

Timothy Boehmer '82 has been appointed to the Wisconsin Pharmacy Examining Board by Governor **Jim Doyle '67**. Boehmer is the pharmacist clinical coordinator for St. Elizabeth Hospital's Neonatal Intensive Care Unit in Appleton, as well as the immediate past president of the Wisconsin Association for Perinatal Care, and its first pharmacist president. Thanks to his spouse, **Kim Saxe Boehmer '83**, for letting us know.

Who's the new city attorney in Denver? It's **David Fine '82**. Prior to this appointment, he specialized in civil and employment litigation, as well as constitutional and election law as a partner at

Kelly Garnsey Hubbell + Lass.

Our apology to **Sheri Lunde Albers '83**, whose degree year was omitted in our Fall 2007 cover story, "Getting In: The Not-So-Secret Admissions Process." She's a UW-Madison undergraduate admissions adviser and serves on the New Counselor Institute committee of the Wisconsin Association of College Admissions Counselors.

For the first time, the Maynard, Massachusetts-based Monster is sharing its exclusive employee-recruitment system in *Finding Keepers: The Monster Guide to Hiring and Holding the World's Best Employees* (McGraw-Hill). Co-author

A Steady Diet of Bubbles and Cheesecake

If you've ever had the theme from TV's *Friends* going through your head ("I'll be there for you, 'cause you're there for me, too") you can thank **Allee (Alta) Willis '69**. The Emmy- and Tony-nominated composer won a Grammy for the *Beverly Hills Cop* soundtrack, and her songs include the Pointer Sisters' "Neutron Dance" and collaboration on the Broadway show *The Color Purple*.

Shortly after *The Color Purple*, seven of Willis's classic hits for Earth, Wind & Fire went into the EW&F-themed musical *Hot Feet*, which made her the first woman (and only the fifth person ever) to have written music for two shows opening on Broadway in the same season.

In 2006, her songs were featured in three of the year's top-grossing films: *Happy Feet*, *Night at the Museum*, and *Babel*. She's collaborated with Bob Dylan, James Brown, Herbie Hancock, and many others.

But Willis is also a multimedia artist and, as her Web site puts it, a "one-woman creative think tank." She has teamed up with singer-songwriter Holly



Allee Willis (right) and Holly Palmer are livin' — and lovin' — la vida loca.

Palmer — a solo artist and former vocalist with the Gnarl's Barkley band — and their very real alter egos, Bubbles the artist and Cheesecake, respectively.

Now the two women are like a funky quartet in which all four personalities revel in creative self-expression through their "soul-kitsch fusion" of music, video, art, blogs, stories, games, animation, and social networking called the Soul of Bubbles and Cheesecake (www.bubblesandcheesecake.com). Their "It's a

Woman Thang" video has also launched on YouTube.

Underlying this parallel virtual universe is Willis's technological knowledge and vision: she's a cyber pioneer who, in the early 1990s, conceived Internet realms and advocated for them before the term *new media* even existed. In 1991 — ancient times, really — her home was one of L.A.'s first fully wired, networked locations (and today it's one of the first all-fiber homes).

Willis and her then-partner Prudence Fenton developed

willisville.com, an evolving prototype for the first social network, and Willis went on to consult for the likes of Intel, Microsoft, AOL, and Disney.

She also collaborated with Lily Tomlin on lilytomlin.com, which is based on the actress's life, characters, and Tony-winning play *The Search for Signs of Intelligent Life in the Universe*, in which the character Kate is based on Allee Willis.

Willis also throws inspired parties and events-as-performance-art, many of them at her historic North Hollywood home — a Streamline Moderne structure that was built as MGM's party house in 1937 and is said to hold one of the world's largest assemblages of kitsch. (How fitting!)

And Willis — as her alter ego Bubbles — is a visual artist whose paintings, ceramics, motorized sculptures, and furniture are widely collected, and whose talent stretches to set design and animation. No wonder she and her funky aesthetic have been the subject of one of the ultimate pop-culture tributes: a feature in *People* magazine.

— P.A.

president, CEO, and owner of Spectrum Diversified Designs — a manufacturer of storage and organizational products in Streetsboro, Ohio.

Leaving the bench this summer opened the door to a new private practice for former La Crosse County [Wisconsin] circuit judge **Roger LeGrand JD'75**: LeGrand Law, Mediation, and Conflict Resolution. He believes that "doing conflict resolution peacefully under the law is really the cutting edge of where the law profession is going." Thanks to his spouse, **Sondra Altomare LeGrand '74**, for letting us know.

When couples live together

and work together, how does that ... well, *work*? You could ask Christine and **Jon Seidman PhD'75**, because as the co-directors of Harvard Medical School's Seidman Laboratory (she has an MD in cardiology; he has a PhD in genetics), they complement each other in their research into the causes of hereditary heart diseases. In June, they also received the 2007 Grand Prix de la Fondation Lefoulon-Delalande at the Institut de France in Paris.

Courtesy of a \$2.3 million grant from the National Heart, Lung, and Blood Institute, UW School of Pharmacy researchers are evaluating a new initiative

to help control blood pressure in African-American patients, who are at greater risk. **Rocky (Franklin) LaDien '77**, a district pharmacy supervisor for the Walgreen Company in Milwaukee, writes that he's glad to have contracted with his former professor — principal investigator and pharmacy professor emerita **Bonnie Svarstad MA'67, PhD'74** — for this "great community service."

Robyn Roslak '77, MA'78 has combined her PhD studies in art history at UCLA and her work as an assistant professor of art history at the University of Minnesota-Duluth to write *Neo-Impressionism and Anar-*

chism in Fin-de-Siècle France: Painting, Politics, and Landscape (Ashgate Publishing).

Lorna Gruen Nagler '78 has moved up the career ladder once again, this time stepping into the president and CEO roles with the Minneapolis-based women's clothing retailer Christopher & Banks Corporation, which operates stores in forty-five states. Nagler was most recently the president of Lane Bryant.

Alysse Lemery Rasmusen '78 and her sisters have set up the nonprofit Lulu G. Lemery Foundation for Arts & Expression (www.lemery.org) in Oregon, Wisconsin, to honor

Bookmark



Allison Hantschel Sansone '96 was among the handful of people who saved the *Daily Cardinal* from extinction in the mid-1990s, and she's been writing the newspaper's comprehensive history just about ever since. It's called *It Doesn't End with Us: The Story of the Daily Cardinal: How a College Newspaper's Fight for Freedom Changed Its University, Challenged Journalism, and Influenced Hundreds of Lives* (Heritage Books).

In part, the book is about the lives and times that the paper has chronicled in its 115-year history, but it's also about the human side of such an endeavor. Sansone interviewed more than one hundred *Cardinal* alumni to learn their stories: days filled with writing stories on deadline between classes, and nights filled with the flurry of eleventh-hour changes that go into putting the issue to bed. Such an environment produces the kinds of bonds that last a lifetime and the skills that have formed the foundation for many stellar careers in journalism.

Sansone is an Oak Park, Illinois-based freelance writer, columnist, blogger (www.first-draft.com), and the political editor of *Sirens* magazine. Her spouse is Anthony Sansone '94, another *Cardinal* savior and the founder of the Daily Cardinal Alumni Association (www.dailycardinal.net).

Dunes Residential Services in Overland Park, Kansas. **Zachary Abeles '97**, an attorney at Polsinelli Shalton Flanigan Suelthaus in Clayton, Missouri, has received a 2007 Grosberg Young Leadership Award from the St. Louis federation.

Robert Smith '67, JD'74 is a construction attorney and shareholder in the Madison office of Akerman Senterfitt Wickwire Gavin who's been honored twice recently: he's been inducted into the National Academy of Construction, and elected secretary of the American College of Construction Lawyers.

"The land of perpetual Saturdays" is where **Joan Gammell Bahn '68** now resides — at least according to her spouse, Mike — now that she's retired after almost forty years of nursing practice. Joan's career began at Madison's University Hospital and concluded in Olympia, Washington, where the Bahns *actually* live.

Tom Kennedy '68, MS'73, PhD'75 is the new president of the World Association for the Advancement of Veterinary Parasitology and has served on its executive board since 2001. He's also senior VP of research and development for Central Life Services in Phoenix.

70s

John Gottcent PhD'71 describes his first novel, *The Autobiography of Jesus of Nazareth: A Novel* (PublishAmerica), as an "imaginative attempt to examine the human dimensions of one of the world's great religious leaders, and to explore what the world might have looked like through his eyes." Gottcent is a professor emeritus of English at the University of Southern Indiana in Evansville.

From **Karen Goodman '72** comes a new primary reference called *Music Therapy*

Groupwork with Special-Needs Children: The Evolving Process (Charles C. Thomas). Goodman is director of music therapy at Montclair State University in Upper Montclair, New Jersey.

After thirty-four years in television weather broadcasting, **Don Noe '73** has retired to the Florida Keys to do a little fishing and relaxing. He began his career in Green Bay, Wisconsin; moved on to Portland, Oregon; and had been the chief meteorologist at WPLG-TV in Miami for the last twenty-eight years.

The September issue of *Madison Magazine* praised several local "eco-heroines" for making a positive environmental difference in our world. **Carla Wright '73** works with the DNR's Green Tier program, which rewards businesses for achieving superior environmental performance. **Sonya Newenhouse MS'92, PhD'97** heads the Madison Environmental Group, which has kicked off such eco-initiatives as the Community Car concept in Madison, Full Circle Furniture, and Casa Kit Homes. And **Molly Jahn**, dean of the UW's College of Agricultural and Life Sciences, has helped to land a \$125 million award from the Department of Energy to build the Great Lakes Bioenergy Research Center.

Marquette University's School of Dentistry has given its 2007 Outstanding Dental Service Award to **Steven Albright '74** of Seattle, who's volunteered with humanitarian teams working in troubled areas around the globe. In addition to his private practice, Albright is also on the faculty of the University of Washington dentistry school and has been active in WAA's Rain City Badgers alumni chapter.

A recent entry in the PBS series *America at a Crossroads* — called "The Anti-Americans: A Hate/Love Relationship," about European attitudes toward Americans — was co-produced by **Louis Alvarez '74**. The New York City film-

maker's past PBS work includes films on Little League baseball and social class in America.

A "contemplative, compelling book that explores the links between golf and life by way of art and literature, philosophy, and psychology"? That's one way to describe *The Poetics of Golf* (University of Nebraska Press) by **Andy Brumer '74** of Alhambra, California. He's also a freelance writer and the former editor of *Golf Tips* magazine and Petersen's *Golfing*.

The International Facilities Management Association's 2007 Educator of the Year is **Suzanne (Suzi) Long Kennedy '74, MS'77**. She's been the primary faculty member and program coordinator for the facilities planning and management program at Boston's Wentworth Institute of Technology since 1990.

This fall, the UW's Chazen Museum of Art hosted a sobering photographic exhibit by Madisonian **Michael Kienitz '74** titled *Small Arms: Children of Conflict*. The seed for the collection was planted when he traveled to Nicaragua in the late 1970s, and then to many other conflict-ridden spots on freelance assignment over the next decade — and was continually moved by the determination and playfulness of children amid destruction and grief.

Two-time Emmy winner **Jeff Cesario '75** of L.A. made his first Madison stand-up comedy appearance in October, but he's no stranger to performing. Cesario has made the late-night talk show rounds with his stand-up routines; written and produced for Dennis Miller, Larry Sanders, and Spike Feresten; written for and acted in feature films; and spoofs sports on his satirical site www.Sportalicious.com.

New to the board of the International Housewares Association is **Sheldon Goodman MBA'75**, the founder,



Who's News?

Perhaps you are! Please send us the news of your recent achievements, transitions, and other significant life happenings.

You may e-mail the (brief, please) details to apfelbach@uwalumni.com; mail them to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or fax them to (608) 265-8771. Space limitations prevent us from publishing every item we receive, but we love to hear from you anyway.

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

Most obituary listings of WAA members and friends appear in the Badger Insider, WAA's member publication, which is now published quarterly and mailed independently of On Wisconsin.

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

Compiled by Paula Wagner
Apfelbach '83

early years

"He is effervescing with knowledge, memories, and adamant opinions" was how an August article in the *Oconomowoc* [Wisconsin] *Focus* summed up **Arthur Wetzel '26** on the occasion of his one-hundred-and-fourth birthday. He spent his career in his family's Milwaukee business, Wetzel Brothers Printing Company, and was at the helm during its one-hundredth anniversary in 1985. Wetzel was one of the first people to obtain a Social Security card, has traveled the world, and owns a 2006 Rolls-Royce.

Reading about the September death of **Frederick Burkhardt** — a retired Bennington [Vermont] College president — led **Richard May '39** of Nyack, New York, to share some memories. Burkhardt, who was his UW adviser and later his good friend, helped him to find his way from philosophy to urban planning, which May studied at Columbia University and the London School of Economics, and parlayed into an esteemed career.

40s-50s

Harold Ristow '40 celebrated his ninetieth birthday in October with extended-family members **Corey Rindner '73**, **Elizabeth Ristow Robson MA'79**, **David Peterschmidt '86**, and **Emily Koelbl '01**. Ristow stays active with a blog, political e-mails, and frequent letters to the editor of the newspaper in his home community of La Crosse, Wisconsin. Ristow's brothers **Walter '31** and **Robert '39** both died in April 2006.

A group of 1950s and '60s graduates of Spingarn Senior

High gathered in College Park, Maryland, this fall to honor **Purvis "Doc" Williams PhD'47** — their former principal — on his one-hundredth birthday. They reminisced about his disciplined school, the mutual respect that he fostered, and his insistence that the predominantly African-American school receive needed materials. A larger community celebration followed a few days later.

The *Journal of Mathematical Analysis and Applications* (Elsevier) recently honored **William Ames '49, MS'50** on his eightieth birthday with a publisher's announcement and tribute. A longtime member of the journal's editorial board and its co-editor-in-chief from 1991 until his 2006 retirement, he's currently an emeritus professor of mathematics at the Georgia Institute of Technology. Ames, of Atlanta, concludes, "It's been a great career — I owe Wisconsin a big debt."

When UW-Oshkosh philosophy professor and department chair **John Burr '55** recently received the school's Sniffen Faculty Governance Service Award — which honors those with exceptional university-service records — the reason was clear. UW-O's provost noted that "even a cursory review of Burr's service ... reveals a virtually unprecedented level of commitment."

60s

New Rochelle, New York — the hometown of **Earl Hill '60** — inducted him in November as the newest star in its sports hall of fame. Hill is a senior lecturer at Emory University's Goizueta Business School in Atlanta.

Writes **John Kutzbach '60, MS'61, PhD'66**, "I enjoy *On Wisconsin* Magazine and have not contributed to Alumni News since graduation. Perhaps my election to the National

Academy of Sciences [in 2006] warrants mention." We think so! Kutzbach, a UW professor emeritus, is researching climate change at the UW's Center for Climatic Research, where he's also the associate director.

Raising Hell for Justice: The Washington Battles of a Heartland Progressive (University of Wisconsin Press) is the memoir of the longest-serving member of the U.S. Congress in Wisconsin history and the current chair of the Appropriations Committee: **David Obey '60, MA'68** (D-Wausau). His commitment to economic and social justice was recognized in 2007 with the American Political Science Association's Hubert H. Humphrey Career Award for notable public service by a political scientist.

Ron Kurtus '62 has been quoted as a resource in ten books, with titles as diverse as *Global Leadership: The Next Generation*; *The Kid: Biography of Baseball Great Ted Williams*; and *Canine and Feline Geriatric Oncology*. Kurtus owns the online-education provider School for Champions and lives in the Lake Oswego, Oregon, artists' colony.

James Dueholm '64 of Washington, D.C., has written what he describes as a "critique of liberal constitutional jurisprudence" called *Say What? The Manhandling of the Constitution* (PublishAmerica).

Author **Robert Winkler MS'65, PhD'71** provides plenty to consider on either side of a home transaction in *Buying or Selling a Home? Read This First* (Infinity Publishing.com). Winkler has been selling residential real estate in Colorado for the last decade, but was once an administrator at UW-Madison.

The Jewish Federations of Greater Kansas City and St. Louis have honored two Badgers: **Ward Katz '66** is the new federation president in Kansas City and will preside over its seventy-fifth anniversary celebration. He's the president and CEO of



Chewing the Fat

By Matt Hagengruber '03

The two years I spent as a Peace Corps volunteer taught me a lot about medicine. Before shipping off to my site in western Ukraine in 2004, the Peace Corps doctors in Kiev gave me a giant medical kit containing horse pills to fall back on when doctors were many hours away.

Turns out I didn't need any of those pills. The further I dove into Ukrainian culture, the more home remedies I discovered. Slather sour cream over yourself if you're sun burnt. Smoke a garlic stalk to fight a cold. Rub an onion on a bee sting and walk around until the smell goes away. A vodka-soaked towel helps a sore throat. (Well, vodka is like penicillin to Ukrainians. People even say it reduces radiation left over from Chernobyl. At least it helps people forget.)

After three years in Ukraine, I've discovered that all the medicine I need can be found in one little bottle for sale in any Ukrainian pharmacy. It's called *borsuchy zheer*. Badger fat.

Yeah, "Bottled Bucky." At first, I chalked it up as a bad translation, but then I looked closely at the little brown bottle and saw a badger on the label. In Ukraine, it turns out that badgers are good for more than just doing pushups after a touchdown.

I ended up marrying a girl from the town where I worked. She swallows a tablespoon of *borsuchy zheer* a day when she has the flu. Her mom promises me that it cleans out the lungs. The company that makes the stuff promises even more: it fights tuberculosis, cleans wounds, calms asthma, soothes

ulcers, keeps you regular, and even boosts your libido. Rub it on your feet, drink it with honey and milk, wash it down with black currant jam.

"We also use it for muscle pain and circulation problems," says Leonid Galin, a doctor in my city of Uzhgorod. "If you have bronchitis, rub it on your chest. It's the substance for many medicines in Ukraine."

So how does it work? The company, lacking any sort of FDA-like agency to verify its claims, just says that badger fat is helpful because it keeps badgers alive during hibernation. It's rich in vitamins, acids, and other stuff I've never heard of. It regulates your system.

Although none of the doctors I've talked to in Uzhgorod can tell me exactly how it works, they all swear that it does. But how is the substance inside Bucky's love handles different from, say, a chunk of *salo*, the raw pig fat [shown in photo] that is Ukraine's national dish?

"I've heard of a daily spoonful of skunk fat [on a call-in radio show], but never badger fat," says Bruce Barrett after a burst of laughter. Barrett is a doctor and assistant professor in the Department of Family Medicine at UW-Madison. "Those kinds of claims — the belief can be extremely strong, and I try not to argue with people too much. ... I imagine that if I looked hard enough, I could come up with a theoretical structure that would support its use," he says.

Although Barrett can't explain why badger fat might work, he says it can still have a positive effect for people who

believe it helps. These kinds of home brews go back thousands of years, he says, so it really can't hurt.

I'm still a non-believer until someone can show me how it works. But even though I lack medical proof, I am tempted to try it the next time I start coughing. And if it works, who knows? Maybe I'll try some other Ukrainian folk remedies. However, I had second thoughts when one doctor gave me a sobering warning.

"We tell people not to drink their own urine, and they not only drink it but they rub it on themselves," says Misha Devhanych, another Uzhgorod doctor. "That, and village women put cabbage leaves on their breasts" to relieve the pain and swelling of nursing. But it can be dangerous to rely solely on home remedies without seeing a doctor, he says.

Still, with flu season looming, I decided to try a tentative taste of badger fat, just so I'd know what to expect.

And, it tasted like ... well, it reminded me of something better left to the taxidermist's drain. I think I'll settle for a shot of vodka instead.

Matt Hagengruber '03, a former Peace Corps volunteer in Uzhgorod, Ukraine, is now a reporter at the *Billings Gazette* in Billings, Montana.

If you're a UW-Madison alumna or alumnus and you'd like the editors to consider an essay for use in On Wisconsin, please send it to WAA@uwalumnicom.



After three years in Ukraine, I've discovered that all the medicine I need can be found in one little bottle for sale in any Ukrainian pharmacy. It's called borsuchy zheer. Badger fat.

Jung's Legacy

Alumni keep a friend's memory alive through scholarships.

The legacy of **John Jung '01** floods campus every April. Jung was a member of the Wisconsin Alumni Student Board (WASB), a WAA student affiliate group, where he was the animating spirit behind All-Campus Party, a series of free, alcohol-alternative events to help students celebrate spring. First held in 2001, the party has since become an annual tradition.

But Jung's friends hope to create a more profound campus legacy for Jung, who died in 2006. They hope to make his name synonymous with a new generation of student leaders.

The John W. Jung Scholarship Foundation offers a semester's tuition — approximately \$3,400 — to a Wisconsin high school graduate who attends UW-Madison and shows leadership and initiative. Created by a group of Jung's friends, including former members of WASB and Homecoming, the foundation granted its first scholarship this academic year.

"This was our way to deal with losing [Jung]," says **Matt Kopac '01**, who helped create the foundation. "We want to identify and support people who would impact the world in the way John would have."

Jung's death followed a long battle with substance abuse, and that struggle factors into the way the foundation assesses scholarship applicants.

"Our scholarship program fosters the education of young adults who have the same passion, the same excitement for life, and the desire to make the people around them happier, just as John did," says **Melissa Wollering '03**, another member of the foundation. "[Applicants] don't have to be perfect, and many of them have overcome major struggles with alcohol abuse in their families or physical challenges or academic challenges."

The connection to substance abuse is one of the things that caught the attention of the

2007–08 recipient, **Eileen Malloy-Wolzberg x'11**. "My dad faced alcoholism issues and died when I was six months old," she says. "He'd been working to get over it, just like John, but in the end was unable to. So I felt a connection with John and with this program."

According to Kopac, WAA's support has been important to the foundation because of the important place WASB held in Jung's life.

"When word went around that John had passed away," Kopac says, "the individuals [at WAA] were so helpful and willing to do what was needed. They pushed us forward and helped us get larger, institutional support."

The Jung Foundation will select the 2008–09 scholarship recipient this summer. For more information about the foundation and its scholarship, or to contribute, visit its Web site, www.johnwjungmemorial.org.

— John Allen

Russian Defector

When **Benjamin Lang x'11** enrolled in a WAA online course last spring, he learned about more than Russian history — he learned about himself. Lang was so moved by Russian Civilization: The Revolutionary Movement to the Cold War and the archived lectures of UW historian **Michael Petrovich**, that he changed the course of his academic career.

At the time, Lang was carving out an academic path that included his two passions: music and Russian culture. He was also taking two courses and working as a research assistant for a music historian at the University of Wisconsin-Milwaukee, where he was responsible for searching through Soviet newspapers at the time of Stalin's death in the mid-1950s. "My eyes were opened to political and social dialogue through musical composition," he says. "Music does not have to be segregated from other academic areas."

Lang transferred to UW-Madison and plans to enroll in the School of Music. His primary instrument is the *bayan*, a Russian instrument that looks like an accordion. Eventually, he'd like to go to Moscow for graduate studies at the Gnesin State Musical College.

A new resident of Adams Hall, Lang believes that online courses can create deeper learning than traditional classes. "The course influenced my *raison d'être*," he says. "And that type of change simply cannot be evaluated by a grading scale."

— Karen Roach '82



WAA president and CEO Paula Bonner (center left) and Bucky hand slices of cake to students in Gordon Commons during Founders' Day in February. For the second straight year, WAA helped students celebrate the university's birthday by serving a special dessert in the residence hall dining facilities.

BOB RASHID



Paying It Forward

New award and publication honor outstanding young alumni.

Seeking the Successful

WAA is seeking nominations for its highest honor, the Distinguished Alumni Award. Presented each May, the award recognizes those UW-Madison graduates who have made outstanding contributions to their profession, their communities, or in support of the university. To nominate someone for a 2009 Distinguished Alumni Award, see uwalumni.com/awards.

They are innovators in business, champions for education, and dedicated international volunteers — and they're not yet forty years old.

In recognition of their remarkable work, twenty-three young University of Wisconsin-Madison graduates have been honored with the new "Forward under 40" Award from the Wisconsin Alumni Association. These outstanding graduates, according to **Paula Bonner MS'78**, WAA president and CEO, "live the Wisconsin Idea" — the 104-year-old guiding philosophy behind UW outreach efforts to aid people in Wisconsin and throughout the world.

"These young Badgers are among the world's best and brightest innovators and citizens," Bonner says. "They have quickly used what they learned at UW-Madison to make broad, positive contributions for people and communities here in Wisconsin and around the world."

The award winners are featured in *Forward under 40*, a publication distributed in March 2008 to more than one hundred thousand UW-Madison alumni. Interactive profiles of the award winners are available at forwardunder40.com. The 2008 recipients are:

- **Josh Bycel '93**, Los Angeles — president of OneKid OneWorld, an international education and sports-based grassroots organization.
- **Lisa Peyton-Caire '96, MA'99**, and **Kaleem Caire '00**, Bowie, Maryland — founders, Next Generation Education Foundation, a nonprofit committed to increasing school participation by adolescent males of color.
- **Anand Chhatpar '05**, Madison — CEO and founder of BrainReactions, a company that taps into the creativity of



college students to brainstorm innovative ideas for companies.

- **Ryan Christianson '96**, Edgar, Wisconsin — associate principal of Lincoln High School, and co-creator of Digital Time Travelers, a tech-based learning tool.
- **Kenny Dichter '90**, Livingston, New Jersey — founder and CEO of MarquisJet in New York.
- **Leslie Goldman '98**, Chicago — author and speaker about women and body image issues.
- **Claire Herrick MD'07**, San Francisco — health advocate in Tanzania and areas affected by Hurricane Katrina.
- **Adam '00** and **Chrissy '99 Jeske**, KwaZulu-Natal, South Africa — international development volunteers, writers, and teachers.
- **Ben-Tzion Karsh '93, MS'96, PhD'99**, Madison — associate professor of industrial engineering at UW-Madison, where his research focuses on preventing medical errors.
- **James Kass '91**, San Francisco — founder of Youth Speaks, the nation's leading presenter of spoken-word performance.
- **Paula Kluth '92, PhD'98**, Chicago — author and independent consultant in the field of autism education.
- **José Lerma MA'01, MFA'02**, Brooklyn, New York — internationally recognized artist and professor of art.
- **Marc Lewis '94**, Boston — middle-school teacher who provides training for staff and students in school districts throughout Massachusetts on GLBT and other diversity issues.
- **Timothy Miller '06**, Milton, Wisconsin — former teacher of physics for girls in Rwanda, Africa; he will return to the UW for graduate school this fall.
- **Janet Olson '92**, New Brighton, Minnesota — veterinarian and founder of Basic Animal Rescue Training (BART) to provide first-response care for companion animals.
- **Neil Peters-Michaud '93**, Madison — founder, president, and CEO of Cascade Asset Management, a computer-recycling firm.
- **Amanda Rockman '01, JD'05**, Black River Falls, Wisconsin — associate trial judge for the Ho Chunk Nation.
- **Mary Rohlich '03** and **Lesley Feinstein '03**, Los Angeles — founders of the Hollywood Badgers, which helps alumni living in the L.A. area and UW students get a start in the entertainment industry.
- **Ben Schumaker '03, MA'06**, Madison — founder of The Memory Project, a nonprofit program that has provided more than fifteen thousand hand-painted portraits for orphaned children around the world.
- **Eric Wilson '98**, Addis Ababa, Ethiopia — administrative officer for the Peace Corps, training volunteers to provide HIV/AIDS relief in rural villages.

— *Kate Dixon '01, MA'07*
and *Karen Roach '82*

For those who spend more time online than with cell phones, alerts are also available by e-mail through BuckyMail, another customizable tool that allows people to sign up for sports updates or such services as the daily "Badger Basketball Insider," which provides the inside scoop on the basketball program.

"Depending on your needs and your thirst for Badger athletics, you can get all different kinds of information," Ahearn says.

UW Athletics is also using Facebook, the social networking site that draws in students who are eager for all kinds of information and gossip. By creating a Facebook profile, the athletic department has joined a world of "friends" who share interests in music, books, and — most importantly — sports teams. Students who become friends with the Badgers can receive ticketing and promotional updates that appear on their Facebook home and events pages. A link on uwbadgers.com allows students with a Facebook profile to "friend" the Badgers with a simple click of the mouse.

"The way students are communicating on campus amongst themselves is changing, so we have to adapt the way that we communicate," says Ahearn. "On staff here, we have nine students that work in our marketing office, and they were sort of the impetus behind using [Facebook]. They are the ones who maintain and update the profile."

The Facebook profile lets fans know that UW Athletics has recently updated its favorite music to "anything played by the UW Marching Band," and one of its top interests is "attending every Badger home game." While existing "friends" of UW Athletics hail most commonly from the Badgers' home

state (1,131 are members of the Wisconsin Network), other "friends" live in Minneapolis, Chicago, and other cities.

For fans who can't live without their iPods, UW Athletics offers sports content via downloadable podcasts. Going directly from the field into fans' headphones, the podcasts provide an insider

with free videos and interviews with athletics personnel.

"We also have an incredible historical section that contains moments that many fans have never seen," says **Tam Flarup**, director of Web site services for



BARRY ROAL CARLSEN

account of games and practices, and feature the sounds of cleats on the field or the musings of football coach Bret Bielema after a long day of practice.

And if you've ever wondered what it's like to pump iron alongside the football team or what players eat for dinner at the Fetzer Center, the UW Athletics Web site has the answers — and wants you to see for yourself. The site's audio and video section includes an up-close-and-very-personal view of sports facilities and practices,

the athletic department. "It's incredibly interactive."

For the Badger fan who still can't get enough, the Web site features funny activities and a trivia section to entertain kids and adults alike — perhaps the perfect thing to spice up a dull day at the office or a gathering to watch a game.

"We have tons of games that you can play, like dress-up Bucky and paper doll Bucky and Bucky's trivia," says Flarup, who warns, "It's addictive!"

— Vanessa de Bruijn x'08

In the wake of the release of the Mitchell Report on steroid use in Major League Baseball, **Norman Fost**, UW professor of pediatrics and bioethics, sounded a contrarian call. In a debate sponsored by National Public Radio and in a profile in the *Chicago Tribune*, Fost argued for allowing professional athletes to use steroids under a physician's guidance. The health threat from steroids, he argues, is highly exaggerated. "More people have died playing basketball than have died of steroid use," he said.

The **Big Ten Network** is already paying dividends to the university, say Chancellor John D. Wiley MS'65, PhD'68 and athletic director Barry Alvarez. The network has provided some \$6.1 million to UW-Madison, which will aid need-based scholarships, library maintenance, and the athletic department.

University Ridge Golf Course's Ryan Wieme '01 was named the **Assistant Golf Professional of the Year** by the Wisconsin Professional Golfers' Association. Wieme has worked at University Ridge since 2001.

Ready to bring it on? Bucky and the dance team were. At the **College Cheerleading and Dance Team National Tournament** in Orlando, Florida, Bucky took second place in the mascot competition — behind the University of Tennessee's Smokey, a blue tick coonhound in an orange tuxedo — and the dance team finished in third place, behind Minnesota and (again in first) Tennessee.

It seems that everybody loves the UW women's hockey team. In January, the squad set an **NCAA attendance record** when 5,377 fans saw them beat St. Cloud State 4-0.



All Badgers, All the Time

Computers, cell phones, and podcasts bring the action to eager fans.

Team Player

Victor Diaz

Five things you should know about UW soccer player

Victor Diaz x'08:

- Growing up in Toledo, Spain, Diaz played soccer competitively for Real Madrid and several other private clubs before coming to the United States.
- Making the jump from high school to the professional ranks may be the dream of many young athletes, but not for Diaz. Offered the chance to play professionally, he instead chose to make education a priority.
- Diaz chose Wisconsin over several other American universities after a meeting with head coach **Jeff Rohrman**, who, he notes, showed a lot of interest in him both as a player and as a person.
- Diaz credits a successful 2007 junior season, in which he led the squad in assists and points and was a first-team All-Big Ten selection, to a personal motto: "Anytime I play soccer," he says, "I want to enjoy soccer. Last season I was more creative and productive because of that mentality."
- One of four seniors on the Badger squad, Diaz plans on graduating in December and hopes his family will be able to make the trip from Spain to see him play this fall.



The office water cooler — that gathering spot for the most fanatical of sports fans — has relocated to the digital world.

"You used to have to wait for the morning paper or the local [TV] sports to find the results of a game, but now there are Web sites with text alerts and twenty-four-hour television sports networks," says **Benjamin Worgull '07**, editor-in-chief and publisher of Badger Nation, an online sports community. "ESPN has even gone so far as to develop [its] own phone service designed specifically for sports fans that gives them mobile alerts with scores, breaking news, and even the ability to check their fantasy sports teams."

Badger Nation (wisconsin.scout.com) is one of a group of Web sites owned by Scout.com, which operates sites for some two hundred colleges and every professional football team. Each college and team site contains diverse content designed for diverse audiences.

Catering to an audience of sports nuts who simply can't get enough of the Badgers, Worgull runs a site that aims to quickly deliver information to make

them salivate: game stories, in-depth analysis, Badger recruiting updates, interviews with players, audio clips, picture galleries, and more. The site, which has a companion print magazine, is essentially a one-stop shop for all things Wisconsin-related.

"We have video, audio, interactive rosters — all of the things you would normally have to search several sites for — just one click away on our site," says Worgull. "We've worked very hard to make sure our members get everything they want or need to stay involved with their favorite team."

And the site provides plenty of juicy water cooler action — albeit virtually. By logging on to Badger Nation's Badger Maniac forum, fans enter a world where everyone loves sports, and no one is shy about sharing an opinion. Users chat about topics ranging from which recruits the UW will go after next to their own "dream playoff scenarios" for a college football championship. Many members don't live in the Madison area, so the forum provides immediate gratification, connecting them with others who understand their intense — some might say over-the-top — love of Badger sports.

But Badger Nation is hardly the only way to follow the Badgers' every move online. The UW athletic department has also jumped on the digital bandwagon. To better cater to their tech-savvy fans, the official Badgers Web site (uwbadgers.com) has gradually become a portal to a host of digital tools.

One of the newest efforts is BuckyText, a service that enables subscribers to receive text messages on their cell phones or handheld PDA devices. The messages include season ticket news, individual game ticket offers and promotions, event notices, and special alerts.

"There are a couple of things that are improved over the way we used to communicate, and the biggest thing is that these programs are customizable — the fans get what they want," says **Adam Ahearn '00**, assistant director of marketing and promotions for the athletic department. "The second thing that's nice is that [content] is extremely easy to put together and turn around, so if there is that breaking news story, we can send it out as soon as possible, instead of using other tools that might take more time."

IN SEASON

Women's Tennis

Circle the dates: From April 24 to 27, the Badgers will compete in the Big Ten Championships in West Lafayette, Indiana. The NCAA Regionals will follow from May 9 to 11.

Keep an eye on: Emese Kardhordo x'11. This freshman from Budapest was a member of Hungary's under-eighteen national team and was part of the squad that captured that country's division I national championship in 2006. In the United States, she's ranked thirty-sixth nationally in singles and fourteenth in doubles.

Think about this: The Badgers have a new head coach, Brian Fleishman, who led the Wake Forest team from 1999 to 2005 and took them to six NCAA tournament appearances during those seven years.



UW SPORTS INFORMATION (2)



Free tables are plentiful on Union Pier, as waves crash on a chilly, windy day in November. This scene was captured before the Union had a chance to cache its furniture for the winter, but it's a good thing the tables and chairs were eventually tucked away. The winter of 2007–08 has been particularly stormy, setting a record for snowfall. The previous record (76.1 inches, set in 1978–79) went by the boards on February 12. The meteorology department maintains that summer will come again, but a weather-weary campus isn't so sure.

Photo by Jeff Miller



SCENE

Immediate Seating

It's no surprise that Nelson quickly tired of the San Francisco scene of drugs, sex, and rock 'n' roll.

"It had become unpleasant, with heroin and cocaine seeping into the scene," she says. "San Francisco had lost its allure. I wasn't a good flower child — I'd gone there to make a living. I knew it was a good place to get a record deal."

That year, she took her band to Nashville to record the second Mother Earth album. They rented a farm in the country, and Nelson liked the area so much that she decided to stay. Yet Nashville was home to the nation's country music industry, so it wasn't the best place for Nelson to make her name in the blues scene. She didn't much care. She liked living out in the woods, where on a full moon, you could hear coyotes howling down in the hollow. She felt connected to her grandfather, Vern, who homesteaded on the North Dakota plains in the early twentieth century.

"[San Francisco] had become unpleasant, with heroin and cocaine seeping into the scene.... I wasn't a good flower child — I'd gone there to make a living."

"I've successfully avoided major stardom, and that's absolutely okay with me," she says. "I like to play. I like to sing and the sound of my own voice. The experience of playing with good musicians on stage is wonderful. But I don't have the drive, and I don't have any need whatsoever for huge numbers of people to validate me. If I'd had a big mortgage, I probably couldn't have afforded to be in the music business."

Still, Nelson wouldn't mind if a major automaker used her engaging tune, "Got a New Truck," for a lucrative national

television advertising campaign. The song aired once on the NPR show *Car Talk*, but she's yet to find interest among ad agency executives.

"I'd love it if they used my song for a jingle," she says. "But that's very hard to

do. It's like breaking into show business — you have to be in the right place at the right time."

Her talent, though, has brought her two Grammy nominations — in 1974 for a duet with Willie Nelson, and another in 1998 for her collaboration with her idol, singer Irma Thomas, and Marcia Ball. She didn't record through the 1980s, but in the early 1990s, she signed with Rounder Records for several albums that brought her back into the spotlight.

Her far-flung coterie of fans, which includes novelist Scott Spencer '69 of

Rhinebeck, New York, has come to terms with Nelson's decision to march to the beat of her own drum. Spencer remembers her as a quiet student around campus with a huge voice and a keen focus on becoming a professional musician.

"To me, the amazing thing is that she continues to make such wonderful records," says Spencer, the author of *Endless Love* and several best-selling novels, who buys Nelson's albums and comes to see her perform at the Towne Crier in Pawling, New York. "It used to be puzzling to me that Tracy didn't attract the adulation that fans had for Janis Joplin, or even Bonnie Raitt, or Maria Muldaur. All those women came up through the blues tradition — and Tracy has the best voice, the largest range, and the most musical smarts. But she wasn't interested in a big-time career."

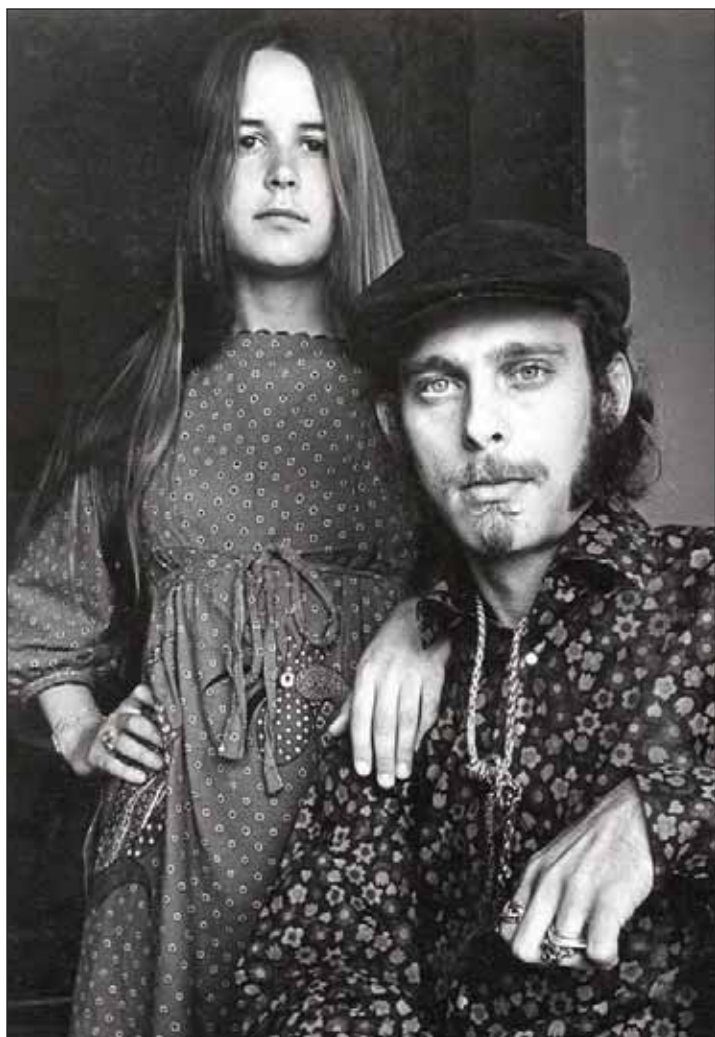
While she never became a big star, she kept on singing and adapting with the times. She now sells her albums at TracyNelson.com, which features an



JEFF FRAZIER

When Nelson took her band to Nashville to record Mother Earth's second album, they rented a farm out in the country, and Nelson liked the area so much that she's lived there ever since. To reach her home, you take the Music Highway, appropriately enough, from Nashville and drive 40 miles west into the hills.

Continued on page 62



Nelson formed the band Mother Earth with singer/songwriter Powell St. John, right, who wrote the song "Livin' with the Animals."

As a teen, Nelson respected her parents' insistence upon church attendance by joining the choir at Grace Episcopal, where the music director led the singers in challenging works by such composers as Francis Poulenc and Gabriel Fauré. By the time she entered the University of Wisconsin in 1963, she was teaching guitar to Madison youths, playing folk songs at hootenannies, and getting paid to play gigs at the Avant Garde Coffeehouse in Milwaukee.

It was also a time of great political ferment in Madison. Nelson got involved with left-leaning organizations such as the Students for a Democratic Society and the W.E.B. DuBois Club. She recalls one protest against draft deferments at

the foundation for careers that continue to this day. Nelson played the raucous fraternity circuit with the Fabulous Imitations, a rhythm and blues band led by Sidran that featured two keyboards, a full horn section, and three singers.

With all that musical firepower, there was no need for Nelson to play the guitar, so she stood in front of that wall of sound and belted out hits popularized by James Brown, Aretha Franklin, and Otis Redding.

"Tracy is a great natural singer," says Sidran, a Madison resident who played with Nelson at the opening of the city's Overture Hall in 2004. "For Tracy, it's not about pyrotechnics or theatrics; it's about the song and her voice. She stands

which the demonstrators argued that it was unfair for students to avoid military service simply because they had the money to attend college.

"There's a great picture of me in *The Capital Times*, with my guitar, leading the students who were singing 'We Shall Overcome,'" she recalls.

Nelson arrived at the Madison campus intending to study social work, but music was her true calling. The Madison music scene was really happening, with future rock stars Miller and Boz Scaggs x'67 and jazz pianist Ben Sidran '66 learning the licks that would lay

flat-footed and delivers."

When she wasn't performing at frat parties, Nelson would drive three hours to Chicago to see then-boyfriend Charlie Musselwhite and immerse herself in the South Side's vibrant blues community, catching shows by guitarists such as Howlin' Wolf and Muddy Waters. There, she recorded her first LP, *Deep Are the Roots*, which featured blues standards such as "House of the Rising Sun" and "Motherless Child."

By the end of her sophomore year, Nelson found herself spending more time in Chicago than in her social-work classes. She'd also run afoul of university rules by staying out all night from her dorm. She was called before the J Board — a student-run disciplinary panel — that grounded her for two weekends. Nelson vowed never to serve out her sentence. She dropped out and headed west to San Francisco, which at the time was the epicenter for the 1960s counterculture and a thriving rock scene headlined by the Grateful Dead, Jimi Hendrix, and Janis Joplin.

Though she wasn't crazy about the psychedelic rock that was so popular in the Bay Area, the band's sound appealed to promoter Bill Graham, who booked Mother Earth regularly at the Fillmore. Stored in envelopes in Nelson's living room are original posters announcing her shows — the Fillmore show with Eric Burdon and the Animals, a Wonderland gig headlined by Donovan, and the outdoor festival in Golden Gate Park with guitarist John Mayall.

With her strong voice and a hankering for the blues, Nelson struck industry insiders as the next Janis Joplin. Her brother, Tim, a labor lawyer and retired administrative law judge at the National Labor Relations Board who lives in the Bay Area, recalls how his sister bristled at the way some music producers wanted to mold her.

"Tracy was being typed as a psychedelic singer, and she didn't like those comparisons," he says. "She had to do it her way. No other way it was going to happen."

By David McKay Wilson

In the late 1960s, when the counterculture and psychedelic rock flourished in San Francisco, Madison transplants Tracy Nelson and Steve Miller fell in love.

Nelson x'67, a blues singer, and Miller x'67, a rock guitarist, had both been a part of Madison's vibrant music scene, and they naturally gravitated toward each other when they ended up on the West Coast in the Age of Aquarius.

But though their music caught the attention of concert promoters and recording industry moguls, their romance disintegrated after six months, Nelson says, when Miller suggested she focus on supporting his band instead of striking off on her own. The good-looking Miller was also a bit too popular with the Bay Area gals, she says.

"He offered to have me sit in with his band, but that didn't work," she recalls one fall afternoon at her home in Burns, Tennessee, about forty miles west of Nashville. "The men in San Francisco back then hated the idea of women in bands. They wanted the women to take care of them. I wanted my own blues band."

She got her band. She called it Mother Earth, taken from a tune written by blues legend Memphis Slim. (She performed the song at his funeral many years later.) Mother Earth recorded several albums, toured extensively, and launched a solo career for Nelson that has spawned two dozen albums. And Nelson made those recordings outside the popular music mainstream, refusing to bend to the wishes of industry moguls who wanted her to sing the songs they wanted her to sing, the way they wanted her to sing them.

"I love the music," says Nelson, who is working on a novel about the recording industry. "But I hate everything about the music business."

Her breakup with Miller turned out to be one of the defining moments in her career. While at her uncle's home in Walnut Creek, California, one afternoon in

1968, she wrote the lyrics to her first song. She called it "Down So Low," and it told the story of a heartbroken woman who was trying to pretend that she was only distraught because she couldn't find a man to replace the guy who left her so all alone.

The words to what would become Nelson's signature song spilled out in half an hour. She later wrote the melody, with two time changes and three key changes. She recorded it on her first album, *Living with the Animals*, and three more times, including for her 2003 album, *Live from Cell Block D*, recorded at the West Tennessee Detention Center.

"At first, I didn't think it was very good," she says. "It took me a long time before I would play it. I was embarrassed because it was so personal." The lyrics begin: "The pain you left behind has become part of me, and it's burned out

and Dysinger share the 1910 farmhouse with four dogs, four cats, and, until recently, a pigeon called Miss Penny that roosted in the towering maple by the vegetable gardens that Nelson tends.

Nelson sings the same way that she's lived her life — on her own terms. She's a natural talent who never studied voice. While some singers spend hours a week practicing, she doesn't, because it would make singing seem too much like work. When Nelson records, she usually does so without a rehearsal. She learns the lyrics, picks a key, and meets the musicians in the studio, where they then make music to be recorded for posterity.

"It's spontaneous — that's how you get the best stuff," she says. "It's like you

Nelson made those recordings outside the popular music mainstream, refusing to bend to the wishes of industry moguls who wanted her to sing the songs they wanted her to sing, the way they wanted her to sing them.

a hole where my love used to be. But it's not losing you that's got me down so low — I just can't find another man to take your place."

Today, Nelson regularly belts out "Down So Low" when she's out on the road, singing at blues festivals, benefit concerts, and intimate clubs. She got over Steve Miller long ago, but the product of her late '60s anguish has paid many bills.

"That song literally bought the farm," she says.

In 1976, Linda Ronstadt recorded a cover version of it, providing Nelson with a royalty check big enough to buy a \$14,700, eighty-acre Tennessee spread with a log cabin, where she settled and developed her career without the pressures of stardom.

Nelson no longer lives there. These days, she has settled in with her longtime beau and record producer, Mike Dysinger, on his family farm on eight acres in nearby Burns. There, Nelson

are playing live. I think that if you do more than two takes, you are beating the song to death."

Nelson's digs in rural Tennessee provide a comfortable setting for the sixty-two-year-old singer recently dubbed "the queen of Americana music" by a *Sacramento Bee* critic. That's the broad genre that includes folk, blues, gospel, and country music. Nelson, who is most well known on the blues circuit, likes to call it "roots music."

It was American roots music that Nelson learned in her family's living room in Madison's Shorewood Hills. Her father, Donald, a jeweler, sang bass while her older brother, Timothy '65, JD'67, sang tenor. Her mother, a soprano, accompanied them on piano, and Tracy played the autoharp and sang traditional tunes such as "Beautiful, Beautiful Brown Eyes."

"I love singing harmony," says Nelson. "In my family, that's what we did."



On Her Own Terms :

Blues singer Tracy Nelson x'67 finds a home outside the music industry in the hills of Middle Tennessee.

the Carol Rennebohm Auditorium, a 380-seat theater lovingly renovated in 1985. Tickets are \$18.

If you want thrills, for \$15, you can't beat the 180-voice



with travel films, promise to thrill. Concert tickets start at about \$20. Visit www.uniontheater.wisc.edu for a schedule.

So you think you can dance? In 1926, UW-Madison became the first university in the country to offer a degree in dance. Performances by faculty, students, and guest artists are held throughout the year in Lathrop Hall. Tickets are \$10 to \$15. Visit www.dance.wisc.edu for details.

If the play's the thing for you, head to Vilas Communication Hall for a performance in the Ronald E. Mitchell or Gilbert V. Hemsley theaters. Tickets are \$14 to \$20. Visit www.theatre.wisc.edu for more information.

You joined the Wisconsin Union when you graduated, right? No? It's not too late. Union membership entitles you to discounts, admission to events, use of rooms, and you can even rent a canoe (\$8.50 an hour, \$25.50 for the day). Head to the Union South Games Room to improve your hand-eye coordination in friendly

competition with a wholesome round of Ping-Pong or pool (\$5.75 per hour) or bowling (\$3.20 per person per game).

We've only just begun to explore campus here; there's no limit to the things to see and do. But my editors are as tight with a word count as they are with a quarter. And for heaven's sake, if you get lost in your wanderings, please ask directions. You'll find the same open friendliness you remember from when you were a student. Even if you don't get lost, start a conversation with a stranger. The most memorable parts of a journey are often the people you meet along the way. 🍃

Gwen Evans, a senior university relations specialist for University Communications, is author of *Madison Restaurant Guide* and *Madison: The Guide*. This is her first story for *On Wisconsin*.



Choral Union in performance with the UW Orchestra in Mills Hall at the Mosse Humanities Building.

The greats have been on stage at the Wisconsin Union Theater since 1939. Classical, jazz, and world music, along

Pennies for Your Thoughts

In my play to earn money to fund our campus travels, I signed up to participate in a study. After completing a brief online survey, I was invited to play a decision-making game with others at the Psychology Building on campus. Why, this sounds like fun. A party, really. I'll dress up.

The reality was a stark room of computer terminals. I answered endless questions about my willingness to give money to strangers, if I cried at sad movies, if I took criticism well, and if I was happy with how my life had turned out. (Not at the moment, thank you!) This went on for an hour and a half while I watched others come in and leave (with money!) after twenty minutes. I was the first to arrive and was now the last one still there. Am I that remedial? Why is this taking so long? I'm not the best test-taker, but I do have street smarts.

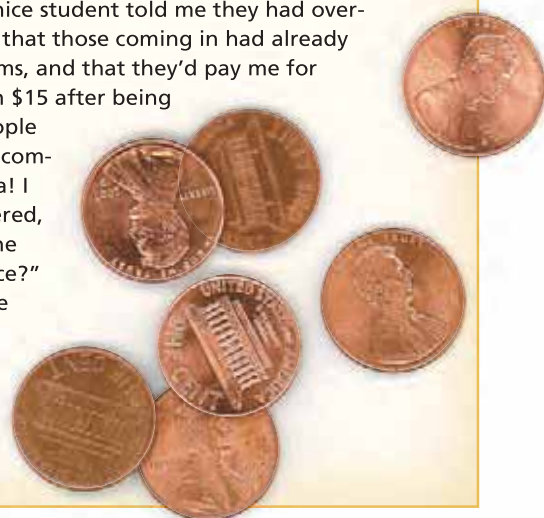
I then began to wonder if the whole thing was an elaborate twisted psychology sting operation to see how long I'd go before I had a hissy fit with the innocent

graduate student, demanding an end to the sham. I watch reality TV. I know of puppet masters.

No need. The nice student told me they had overbooked "players," that those coming in had already completed the forms, and that they'd pay me for my time. I left with \$15 after being told that some people took two hours to complete the forms. Ha! I win! Then I wondered, "Are we paid by the hour or by the piece?" Would I have made more money had I been slower?

Some street smarts.

— G.E.





JEFF MILLER (5)

Food, Glorious Food

It's true there is no such thing as a free lunch, but keeping your engine stoked for \$5 can be done — if you order specials. One of the best deals is found at the delis run by the Wisconsin Union. For \$4.75, you get a sandwich and three sides. Find the delis wherever your wanderings take you: both unions, the Health Sciences Learning Center, Engineering Hall, Veterinary Medicine, Medical Sciences, Microbial Sciences, and Ingraham Hall.

For something hot, the Memorial Union's Lakefront on Langdon offers a slice of pizza, salad bar, and a soda for \$4.95. Union South's food court offers a hot lunch special, small salad bar, and beverage for \$4.95; or choose a wrap combo for the same price.



MICHAEL FORSTER ROTHBART

Even more economical fare can be found during the warm months, when the brat stand at the Union Terrace sells

brats, burgers, chicken sandwiches, and hot dogs.

The Rathskeller offers a breakfast special for less than \$5 daily from 7:00 to 10:30 a.m., and hot sandwiches for lunch and dinner, also less than \$5. The Red Oak Grill at Union South has substantial sandwiches in our price range as well.

Dining in the residence halls is not just for students, and it's a bargain hunter's dream come true with

the Cafeteria Cash Meal Deal, which features a daily menu item for breakfast, lunch, and dinner, all in the \$3 to \$7 range. The deals are available in the dining halls in Liz Waters, Gordon Commons, Chadbourne Hall, and Frank's Place in Holt Commons.

Save room (and money) for dessert. Actually, skip lunch if you must. A slice of famous fudge bottom pie is \$1.28 plus tax at a residence hall dining room. Two scoops of ice cream at the Babcock Dairy Store will set you back about \$3; a large sundae is about \$4.

For coffee, choose among coffee shops in residence halls or head to the Open Book Café in College Library, which also offers bakery items, sandwiches, soup, salads, and — believe it or not — sushi. In the library. I never.

And while not officially on campus, the fruit stand on Library Mall in front of the University Book Store provides fruits, trail mixes, nuts, and some of the most cheerful service anywhere. Here you'll easily get your daily servings of fruit and have money to spend on ice cream.

Or beer. It's a popular reason for joining the Wisconsin Union: only members may buy beer. The selection includes national brands and microbrews and is priced accordingly.

Show Me the Money

We've done an excellent job of living within our means, don't you think? But a few extra five spots would put us in Trump territory. My editors didn't say I couldn't *earn* extra money to put toward our adventures. Bwa ha ha! But, how to pick up some cash, fast?

If you're not shy and can play an instrument, sing, tell jokes, or juggle, give it a whirl on State Street. Review those Gordon Lightfoot lyrics and open up the guitar case. Put in a few starter bills. Look soulful. Take requests and watch the money stack up.

Or, become a research subject for a study on campus (see sidebar). For example, a recent study at the Laboratory for Affective Neuroscience caught my eye: "We are interested in how different people make different economic decisions. ... You will be asked to complete forms and play simple decision-making games over the Internet with other people. ... [You] will have an opportunity to make between \$5 and \$100."



MICHAEL FORSTER ROTHBART

Really? Where do I sign up? After spending time in front of a computer, I walked away with \$15 in my sweaty little paw. Feeling flush, I offer the following entertainments that exceed our \$5, but not by much.

For a mere \$11, you can attend one of the selections in the Faculty Concert Series at the School of Music. Our world-class faculty perform for a pittance of what you'd pay elsewhere.

Music Hall, where performing arts began on campus, is home to University Opera. Performances are held in



Leckrone⁴), and you'll see how demanding it is to be a band member. They work it. Hard.

The Kohl Center is home to Badger basketball and hockey, as well as events ranging from a Cher concert to a conversation with the Dalai Lama. Groups of up to sixty people may make a reservation for a free tour Mondays through Fridays between 8:00 a.m. and 4:00 p.m. Tours take about forty-five minutes, and you'll see the seating bowl, the Chihuly⁵ glass sculpture, a suite, the coaches' offices, and the Nicholas-Johnson Pavilion. Walk-in tours begin at noon on Tuesdays and Thursdays. To schedule a tour, call (608) 263-KOHL (5645).

Go to the Head of the Class

Although we are perfect just the way we are, it's always fun to improve oneself by learning something new (or re-learning something you mastered years ago and have since forgotten). There is no better way to get a feel for the UW's rich intellectual offerings than to read the daily



campus calendar (www.today.wisc.edu). There you'll find an astounding listing of free lectures, brown bag discussions, symposia, forums, and activities. Past presentations have included "Malicious or Maligned? Using Psychology to Interpret Snakes," "Uzbek Steppe Embroidery: How Women Preserve Cultural Identity," "The Honey Bee Colony as a Superorganism," and "Cells Prefer Bumpy Beds: Nanoscale Topographic Cues Modulate Vascular Endothelial Cell Behaviors." Snakes, embroidery, bees, and itty-bitty cells — and that's just on a Thursday.

Make a note of Wednesday Nite @ the Lab, a free weekly discussion on the latest in science from UW-Madison researchers. Visit science.wisc.edu for details.

The student-run Distinguished Lecture Series Committee brings nationally known public figures to the Union Theater. Past participants have included writer Molly Ivins, political scientist Howard Zinn, author Sarah Vowell, envi-

ronmentalism David Suzuki, and Sister Helen Prejean of *Dead Man Walking* fame. The first batch of tickets is reserved for students, faculty, staff, and Union members, but any remaining tickets are available to the public at no charge the Thursday before each lecture. Visit www.union.wisc.edu/DLS for details.

If you have children to entertain, a stop at the Geology Museum in Weeks Hall (free admission)

is a winner. From dinosaurs to dolomite, the museum will captivate. You can touch rocks from a time when there were volcanoes in Wisconsin and stand under the tusks of a mastodon while imagining yourself in the Ice Age.



Children will also enjoy the Dairy Cattle Instruction and Research Center, where they can watch the university's dairy herd being milked from 3:30 to 5:00 p.m. daily.

Maybe we can't go home again, but we can go back to school. If your visit to campus will last through a semester, here is a chance to really get to know your old stomping grounds by auditing a class. Coordinated by Continuing Studies, the program's qualifications and restrictions are simple. Wisconsin residents sixty and older may audit certain classes for free. You fill out some forms, then seek permission from the instructor to attend, providing space is available. You won't actively participate, write papers, or take exams (phew!), although regular attendance is expected.

³ Built during the 1960s, the structure is an example of the Brutalist style of architecture, with blockish, geometric, and repetitive shapes and unadorned poured concrete. The feng shui there is off-the-chart bad.

⁴ The true band fanatic will want to save up and buy a Mike Leckrone bobblehead doll (\$10). Call (608) 890-0324 or order online at www.badgerband.com/store.

⁵ *The Mendota Wall* was created by Seattle glass master Dale Chihuly MS'67 and features more than one thousand handblown pieces of vibrantly hued glass.

wetlands to explore, along with an astounding collection of trees, shrubs, and pre-settlement plants. The McKay Visitor Center should be your first stop. Madison Metro routes 4 and 19 will get you within a few blocks of the Arboretum entrance for \$1.50 (seniors sixty-five and older ride for \$.75), but it's a good mile from there to the visitor center. The walk is lovely, so enjoy the scenery.

In the Eye of the Beholder

All that bracing fresh air and wild nature makes one yearn for civilization and indoor pleasures — a stroll in a gallery, perhaps?



The Chazen Museum of Art (formerly known as the Elvehjem) has something for everyone: paintings, prints, sculpture, and photography from many time periods. Drop-in tours with a docent are held Sundays at 2:00 p.m. and Thursdays at 12:30 p.m. Admission is free, so head to the museum shop with your mad money and pick up a souvenir of your visit.

Memorial Union's four galleries showcase more than 1,300 works by some five hundred student and professional artists, including Aaron Bohrod, Dale Chihuly MS'67, Warrington Cole-scott, Joan Miró, and Diego Rivera.

Head west to the School of Human Ecology to see the Gallery of Design exhibitions — such as the art of camouflage and disposable dresses from the 1960s.

The university also hosts more than 1,500 performing arts events each year,

embracing all manner of music, dance, theater, and film, and most of them are free.

For music, head to the George L. Mosse Humanities Building³ to find Mills Concert Hall and the Morphy and Eastman recital halls for performances by students, faculty, and guest artists. From symphony and ensemble to solo performances, there is always something wonderful going on. Call the Concert Line at (608) 263-9485 or visit www.wisc.edu/music for listings.

At the top of Bascom Hill, the ivy-covered Memorial Carillon Tower in front of the William H. Sewell Social Sciences Building offers music of another sort. The largest of the carillon's fifty-six bells weighs 6,800 pounds; the smallest, a mere 15. Carillonneur Lyle Anderson '68, MMusic'77 performs Sundays at 3:00 p.m. during the academic year, as well as several times each week. Ever the joker, he has been known to serenade students during finals week with funeral dirges as they trudge to exams.

Although the days of robust film societies on campus are long gone — the victim of VCRs and DVDs — there's no substitute for the big-screen, communal film-viewing experience, and it lives on at UW-Madison. The Fredric March Play Circle in Memorial Union presents free films — usually newer releases — on Friday and Saturday nights; visit www.union.wisc.edu/film for details. Admission is also free at Cinematheque, which offers international, silent, and classic films in 4070 Vilas Hall on Friday and Saturday nights during the academic year, with special summer programming on Thursday and Friday nights. Call (608) 262-3627 or visit cinema.wisc.edu for details.

U Rah Rah

Sadly, as Badger sports teams have improved, some tickets have gotten scarce and too dear for my thrifty editors. But never fear. Athletic and physical achievement, sportsmanship,

the thrill of victory, and the agony of you-know-what don't have to have a big price tag. Tickets to men's and women's soccer; women's hockey, volleyball, and softball; and men's wrestling are only \$5. Seniors (fifty-five and older) get in for \$2, leaving change for snacks. And let me remind you that the women's hockey team claimed back-to-back NCAA championships in 2006 and 2007. Take that, Minnesota!

Better yet, plenty of Badger sports are free. Choose among cross-country, golf, rowing, tennis, swimming, and track. Schedules and more information are available at www.uwbadgers.com.

Strike Up the Band

Just because you can't pony up for a football ticket doesn't mean you need be deprived of the UW Marching Band. How do you think they get so good?



JEFF MILLER (7)



Practice. During football season, the band rehearses on Tuesdays though Fridays, 3:45 to 5:30 p.m., on the field west of the Natatorium. The mood is quite festive. There's lots of shouting and laughing (from the field and from conductor Mike



JEFF MILLER (3)

(608) 263-2400. Tours leave from the Campus Information Center.

Take a Walk on the Wild Side

Few universities are as lovely as UW-Madison, with its 325 acres of natural areas, nearly three miles of Lake Mendota shoreline, and legendary Picnic Point. A must-do is a ramble on the Howard Temin Lakeshore Path, named in 1998 as a tribute to the late UW-Madison professor of oncology and Nobel Prize winner. Temin often walked and bicycled the path, finding opportunities for quiet reflection and contemplation. Begin at the Memorial Union and head west. You'll pass the Lakeshore Residence Halls and the swanky new Porter Boat-house. Along the way, you'll see wildlife and Indian burial mounds.

Continue on and take the classic Picnic Point walk, stopping to have an epiphany or two. And pucker up: A Florida newspaper rated the location one of the world's best places to kiss. After pitching all that woo, a post-smooch drink at the water pump/bubbler is a must.

At sunset, head to the Observatory Drive overlook, from which you can see the contours of Picnic Point, the stone bluffs of Maple Bluff to the east, and across Lake Mendota all the way to Waunakee's water tower eight miles north. And on a clear day, you'll want to burst into song. Release your inner Barbra Streisand.



Now don't clutch your pearls, people. Elizabeth Waters Hall, next to the Observatory Drive vista and the last women-only residence hall on campus, went co-ed in 2006. The second floor of Cole Hall is now a women-only residence.

If you prefer nature all tidy and nicely arranged, a visit to the Allen Centennial Gardens is for you. The 2.5-acre site at the intersection of Observatory and Babcock Drives is decked out with twenty-two types of gardens, including daylily, exotic shrub, and edible. All are anchored by an imposing Victorian Gothic house that was once the residence of the agricultural dean. The gardens are popular for wedding ceremonies, with slots booking up years in advance.

Other campus nature sites to consider visiting include the Botanical Garden near Birge Hall, the greenhouse inside Birge, and the D.C. Smith Greenhouse across the street from Babcock Hall.²

The largest campus natural area is the UW Arboretum, located several miles south of campus on the shores of Lake Wingra — and it's worth the trip. It offers 1,260 acres of restored prairies, forests, and



BRUCE RICHTER



Getting Started

The frugal explorer does not part with money when reliable information can be had for free. The Welcome Center at 21 North Park Street or the Campus Information Center at the Red Gym should be your first stop.¹ Both locations feature cheerful and knowledgeable student staffers who dispense maps, ideas, and advice.

Leave your car at home or at the hotel. Parking is in short supply, and feeding the meter will quickly bust the bank. The best way to get your bearings is to hop a free campus bus. The Route 80 bus travels west from the Memorial Union, past Picnic Point to the Eagle Heights Apartments, and back again in about an hour. The Route 85 bus circles between the Memorial Union and Union South, and conveniently stops in front of the Welcome Center. Both routes have the bus chugging up the switchback turn on Bascom Hill, with the driver violating the lane lines something fierce. Feel free to hop on and off a bus as you please — they come by about every seven minutes while classes are in session.

Next, prevent deep-vein thrombosis with a free, guided campus walking tour. The tours take about one hundred minutes and are led by student tour guides who love hearing stories from alumni. Really! Tours are offered at 3:00 p.m., Monday through Friday, and at noon on Saturday and Sunday throughout the year, except on football Saturdays, holidays, and when classes are not in session. Reservations are recommended; call

¹ For exact locations or directions to any of the spots in this story, check out the cool interactive campus map at www.vip.wisc.edu/map.html.

² By the way, if you decide to trek up Bascom Hill, just know that it's not a calorie-killing walk. A 150-pound person expends a measly twenty-eight calories climbing the hill.

Campus on \$5 a Day

JEFF MILLER. PHOTO ILLUSTRATION BY BARRY ROAL CARLSEN



By
Gwen Evans '79

Think it's impossible to eat something yummy, learn something new, find something beautiful, or see something amazing on campus without paying a hefty price? We sent our intrepid reporter to discover if there are bargains worth hunting.

When Arthur Frommer published *Europe on \$5 a Day* fifty years ago, he had no idea his book would become a travel guide classic. Surprise: his book soon had the continent crawling with frugal-minded globetrotters.

Over the years, inflation ramped up the costs of travel, and subsequent editions were titled *Europe on \$5 and \$10 a Day* and, eventually, *Europe from \$95 a Day*.

Frommer couldn't bear to break the \$100 mark, so he called it quits on the dollars-a-day approach. However, his

ethic lives on, at least in the minds of my tightwad *On Wisconsin* editors, who believe that dinner and a show doesn't cost more than \$5. Um, hello? It's not 1963, people. My assignment was to explore and experience the UW-Madison campus, spending no more than \$5 a day. I tried reasoning with them. I begged and whined. But they were resolute. So, not being a coward, but with foolishness to spare, I agreed to the challenge.

I'm happy to report that with proper planning and an open mind, it is quite possible to play tourist for little or no charge

— and have memorable campus experiences that would make Frommer proud.

Before we begin our adventures, some ground rules: I assume you have a place to stay and you will start out with a full tummy. For \$5, you'll get off the beaten path and have a more authentic time. I promise, though, that bathing in the fountain on Library Mall or at lake's edge behind the Union, panhandling, or Dumpster diving are not necessary. Stick with me, kiddo, and you just might have change left over from your \$5.

Trust me.

want to attract and keep them, we have to care about them and their vulnerability.”

So Goldman convinced his colleagues within CALS to guarantee that Goodwin’s students would receive funding for at least the remainder of the semester, and he began looking for avenues through which they could continue their studies. For Hubert, who was far advanced in her work, he found a home in the lab of Phil Anderson. Another student, Jacqueline Baca, who was nearer the beginning of her work, was also placed in a different lab. But the others, facing the realization that they would have to start over, left the UW. Allen left Madison to study worms under Tom Blumenthal at the University of Colorado-Boulder; Ly and La Martina found laboratory jobs in other states; and Padilla departed for law school.

“We can’t give [students] back the time that they lose,” says Bill Mellon, “but we can try to protect them from financial disaster.”

That’s what Goldman set out to do. After Goodwin resigned, he began work drafting a policy for CALS that would protect graduate students in the event of scientific misconduct by their mentors. It demands that the college “use its best effort to secure funding for CALS graduate students, including Research Assistants, Fellows, and Trainees, and research associates whose positions and funding may be jeopardized by his/her good faith disclosure of scientific misconduct.” Adopted last year, the policy “is the only one I know of in the country,” says Goldman, and it’s since become a model for a university-wide attempt to improve the grad-student safety net.

“If there’s a hero in all this, it’s Irwin,” says Anderson. “He not only did everything he could to do right by Betsy’s students, but he also pushed the rest of us to try to do right by them.”

Still, there’s only so much that a college can do to protect its students from faculty upheaval. The policy only covers scientific misconduct, not any of the

other ways that a professor might depart — death, for example, or by taking a position at another university or in government or industry. In those cases, the students are still left to scramble.

“It’s depressing,” says Goldman, “and perhaps it’s a flaw in the university system that’s developed over the last hundred and fifty years. But we’re doing our best to protect these students, because they’re the future of science.”

Competition at the Mall

The root of all science may be, as that plaque outside Bascom Hall suggests, the spirit of untrammelled inquiry, but the fundamental basis of research in today’s world is money — in particular, grant money. This is what creates the temptation toward misconduct, and what makes protecting graduate students so difficult.

Phil Anderson knows this well. In November 2007, he was going through the renewal application process for the one grant that keeps his lab running — a process that had consumed nearly all his time for more than two and a half months. The good news, he says, is that the application was finished; the bad news is that it was two weeks late, which, fortunately, the reviewers at the National Institutes of Health didn’t hold against him.

A committee of perhaps thirty NIH scientists will judge that application, though it’s likely that only a couple will examine it closely. Though the committee members are competent researchers in their own right, the highly specialized nature of modern studies makes it unlikely that any of them will be as well versed in Anderson’s area of research as he is. That’s what creates the opportunity to falsify data on an application.

“I’ve thought about Betsy a lot through this process,” he says. “What she did, I believe, happened because of the extreme pressure we’re all under to find funding.”

“We have almost a thousand graduate students in this college alone,” Goldman says. “We try to get the best students to want to spend five or more years here. And if we want to attract and keep them, we have to care about them and their vulnerability.”

According to the National Science Foundation (NSF), UW-Madison is now the American university with the second-highest total of extramural research grant money — \$905 million a year, when it’s all added up from every school, college, and department. That’s an average of \$440,000 per faculty member, with some 90 percent of that money in the science and engineering fields.

While that may seem like a lot of money, a great many things depend upon those grants, and the pressure to get them is severe. Take, for example, Anderson’s lab. The grant he’s applying for, an extension of the one that has funded his research for the last fourteen years, is worth \$1.8 million during a four-year span. The university takes a share of this — some 48.5 percent — as overhead, what it calls facilities and administrative (F&A) costs. The rest, then, must pay for supplies: computers and microscopes and slides, not to mention *C. elegans* worms and the means to keep them alive and

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As the situation progressed, the students felt increasingly betrayed and isolated. "It's like there were two Betsys," says Hubert. "The one who was my friend and who was so helpful, and then the one who had done this thing on her application. I couldn't believe they were the same person. I still can't."

"We had a lot of discussion about what to do," says Allen. "A lot of discussion. We were grappling with a big decision, and some people were afraid that they'd have to start over."

Eventually, however, the students came to a unanimous decision. "When we looked at it, though, there wasn't really a choice," says Hubert. "We wanted to believe [Goodwin]. We felt she was trying to do good for the lab. But we had to report it."

In December, they informed Mike Culbertson, chair of the genetics department. He reported the allegations to Mellon, and Mellon asked Irwin Goldman from CALS and Paul DeLuca, an associate dean of the School of Medicine and Public Health, to begin an informal inquiry to determine if there was any merit to the students' allegations.

"We met with the students and with the professor, and we looked at the grant proposal and the data provided by the students, and it seemed clear that there was some attempt at deception," says Goldman. "Betsy was giving one set of numbers to NIH [National Institutes of Health] and another to the students. This was clearly not a frivolous accusation."

While Goldman and DeLuca were gathering information, the lab environment was deteriorating. "We didn't really know what was going on," says Hubert. "We had spoken with the investigators, but were asked not to speak about Betsy to anyone else. At the same time, she was free to defend herself, and we had the feeling that she was bad-mouthing us around the department, saying that we were making mountains out of molehills and that we were out to get her. For a while, we got the feeling that we were the ones who were in the wrong."

As the situation progressed, the students felt increasingly betrayed and isolated. "It's like there were two Betsys," says Hubert. "The one who was my friend and who was so helpful, and then the one who had done this thing on her application. I couldn't believe they were the same person. I still can't."

Goldman and DeLuca issued their recommendation to Mellon, reporting their opinion that the students' charges had merit. Mellon then referred the matter to a formal investigative committee. And just as they began their work, Goodwin resigned. The committee finished its work a month later, concluding in a report to the Office of the Chancellor that Goodwin was guilty of the charges the students had leveled. The UW submitted its report to the Department of Health and Human Services, which oversees NIH, and returned what remained of her grant money.

Within a few weeks, news about the misconduct spread through both the local and the scientific community, as major stories appeared in the *Wisconsin State Journal* and in the journal *Science*.

"Once the report was delivered, I think it was clear that we'd been in the right," Hubert says.

But if they were vindicated, they were hardly safe. In reporting their mentor's misconduct, they'd endangered their own careers as well.

Heroes

For Irwin Goldman, the key to the Goodwin affair isn't ultimately what happens to Goodwin, but rather what happens to her former students. Hubert and her colleagues, he says, "displayed professional heroism. They put their careers at great personal risk for the sake of scientific integrity. That's exactly the kind of people we want to attract into the sciences. These students risked a lot for the truth. They didn't deserve to suffer for the actions of their mentor."

And yet when the students decided to come forward, it seemed likely that they would be punished nearly as severely as Goodwin. When she resigned and the university forfeited her funding, her lab closed down. That meant the students were out of work — no salaries, no tuition reimbursement, and perhaps worst of all, no research. That would mean no progress on their degrees, and possibly starting over. That, Goldman feels, is a poor reward for honesty.

Unlike undergrads, graduate students are often more like apprentice academics, breaking into careers in science and research. Many parts of the university, including the College of Agricultural and Life Sciences, where Goldman works, are dependent upon them for carrying out research. Protecting these students from dishonest faculty isn't just an issue of justice, he maintains; it's a matter of the UW's self-interest.

"We have almost a thousand graduate students in this college alone," he says. "We try to get the best students to want to spend five or more years here. And if we



Amy Hubert (above) is “a real geneticist,” says colleague Mary Allen, noting that she spent up to twelve hours a day in the lab, even on weekends. Hubert’s thorough research — and financial support from the College of Agricultural and Life Sciences — helped her find a home in the lab of Phil Anderson after Goodwin’s lab shut down. Six months later, she made her breakthrough in identifying the *laf-1* gene.

“At first all we saw was that the data were wrong in one figure on one of the grants. After Garrett talked to Betsy about it, she told him it was just a mistake, that the data had been placeholders. But the more we looked, the more we saw that seemed wrong.”

MS’06. “She was willing to take a long time and go back through the *laf-1* work from the beginning, redoing the experiments and looking for inconsistencies. She was willing to go through the tedious process of looking at each generation of worms to see the phenotypes. I can remember her spending up to twelve hours in the lab, even on Saturdays. It was a lot of hard work, and a lot of time, but it paid off for her.”

It was this difference of opinion that ultimately saved Hubert’s career at the UW. When the Goodwin affair blew up at the beginning of 2006, Hubert’s colleagues, whose work had all been intertwined with Goodwin’s search for small RNA, saw their years of labor vanish.

“The project that Betsy was so committed to turned out to be a phantom,” says Anderson. “*Laf-1* does not encode small RNA. And because that was a phantom, it wasn’t producing results, and it never would. The students who were chasing this phantom, they weren’t making any progress. Amy had the

foresight — almost from when she first joined the lab — she had the good sense to challenge Betsy on this. She went back to the tried-and-true methods of mapping the DNA. Because of that, she was able to survive Betsy’s departure. That’s why she was able to make her breakthrough.”

Trying to Do Good

The Goodwin affair became public on February 23, 2006, when Goodwin resigned from the UW, bringing to a close three months of tension and quiet recriminations that had infected the members of her lab. She slipped quietly out of town and hasn’t spoken publicly about the allegations since, leaving her lawyers to respond to the charges. But her departure didn’t bring the affair to a close. In many ways, the difficulties were just beginning.

The misconduct allegations leveled against Goodwin were, according to Bill Mellon, associate dean of the graduate school and head of the UW’s research compliance, among the most serious he’s heard in his twenty-nine years at UW-Madison, and certainly the most serious involving a tenure-track faculty member. But the university couldn’t just drop the issue upon Goodwin’s departure.

“We had an obligation to investigate the charges,” says Mellon. “There were at least two federal grant applications involved, a renewal and an application for new funding, and we have to show the government that we’re serious about our honesty and the honesty of our scientists. So we had to carry out a long and detailed process — and I must say, Professor Goodwin’s absence made the process all the more difficult.”

Without Goodwin to answer the charges or explain her actions, investigators have struggled to determine just how far the damage goes. Mellon is confident that Goodwin wasn’t guilty

of fraud — “she used the federal money to run the experiments she said she was going to run,” he says — and so far, no one has challenged the validity of the articles Goodwin has published. But the university had to report its findings to the federal government, and it hasn’t yet heard what the government’s Office of Research Integrity has to say about the Goodwin case.

Still, if the process has been difficult for the university, it’s been even harder on Goodwin’s former students.

At the time of the allegations, Goodwin’s lab employed six graduate students — Hubert, Allen, Garrett Padilla MS’06, Chantal Ly MS’06, Sarah La Martina ’00, MS’06, and Jacqueline Baca — and one research specialist, Maya Fuerstenau ’04. In November 2005, Padilla discovered a discrepancy in the data that Goodwin was reporting in her grant renewal application. The application made it appear that the lab was producing favorable results, when in fact the data were incomplete, inconclusive, or worse. He brought this to the attention of his colleagues and to Goodwin.

“At first, all we saw was that the data were wrong in one figure on one of the grants,” says Hubert. “After Garrett talked to Betsy about it, she told him it was just a mistake, that the data had been placeholders. But the more we looked, the more we saw that seemed wrong. She was saying some experiments had been done that hadn’t been, and the figures that were being used to illustrate her results weren’t the correct figures. The conclusions she gave, in some cases, weren’t correct. Things had been relabeled, and we concluded that it couldn’t have just been a mistake. It had to be deliberate.”

The graduate students then faced a difficult decision — whether to report Goodwin to the university, knowing that, if they were wrong, it would ruin their relationship with their mentor and boss, and if they were right, it would destroy the research they’d been conducting for years.

The chief evidence against Goodwin came from Hubert and her graduate student colleagues, and the aftermath of the scandal has taken nearly as heavy a toll on them as it did on Goodwin. Of the seven people working in her lab — six graduate students and one research specialist — five are no longer at UW-Madison. Hubert hopes to complete her doctorate soon, which would make her the first member of the lab to do so.

Her success may illustrate her academic skill, but the fact that she's the only one from that team nearing graduation to date shows something else: the vulnerable position in which graduate students find themselves in the modern scientific world of grant-based research. Wholly dependent upon their faculty mentors for educational, financial, and career support, grad students lead a perilous life. And the increasingly competitive struggle among professors to win research grants only makes that peril more acute.

Chasing Phantoms

C. *elegans* is a model organism, one of a handful of species that scientists study closely to learn about general biological principles.

There are a few others: several bacteria and yeasts, Arabidopsis plants, fruit flies, zebra fish, rats, and mice. Nematodes are useful as a model organism because they're among the simplest creatures to possess a nervous system, they can be frozen and thawed without damaging their viability, and they reproduce rapidly — even more quickly than fruit flies. Nobel Prize-winner Sydney Brenner pioneered studies of *C. elegans* in the 1970s, making it a relatively recent entry into the roster of model species. As a result, says CALS associate dean Irwin Goldman PhD'91, "the *C. elegans* community is still relatively small and tight-knit."

That closeness is highlighted at WormBase, an online database that keeps records of the researchers who are

working on *C. elegans*, cross-referencing mentors to protégés. Sydney Brenner, for instance, is listed as WB (WormBase) Person77. He was the mentor for David Hirsh, WBPersn259, a professor at Columbia who mentored Judith Kimble, WBPersn320. A biochemistry professor at UW-Madison, Kimble supervised Elizabeth Goodwin, WBPersn213, when she was a postdoctoral fellow. And Goodwin was the mentor to WBPersn3474, Amy Hubert.

Hubert came to UW-Madison in 2001 from the north-central Kansas town of Concordia. Like many graduate students, she'd earned her previous degree elsewhere — a bachelor's at the University of Kansas. She'd been attracted to the UW by its reputation as a leader in genetics, but she didn't join Goodwin's lab until spring 2002.

"I liked Betsy [Goodwin] as an adviser," Hubert says. "She was very friendly, very hands-on, always checking in with us about how our work was going."

Goodwin was then one of the rising stars of the UW's genetics department. "She was an extremely good citizen," says Phil Anderson, another *C. elegans* expert (WBPersn21) and a professor of genetics. "She did more than her fair share of committee work, and she was very involved socially. She entertained prospective graduate students and helped recruit new faculty. She brought a genuine sense of joy to working here."

Goodwin's lab was then one of only two or three in the world that were doing such advanced research into sex determination among nematodes, aiming to shed light on the importance of sexual reproduction in evolution. She was developing a hypothesis that *laf-1* affected sex determination in *C. elegans* because it encoded a strand of "small RNA" — ribonucleic acid — instead of a conventional protein, which most genes encode. Such a discovery would have been a major coup, had she been able to prove it.

"Within the last five or ten years," says Anderson, "small RNAs have

Wholly dependent upon their faculty mentors for educational, financial, and career support, grad students lead a perilous life. And the increasingly competitive struggle among professors to win research grants only makes that peril more acute.

become very fashionable in research. There's been a lot of exciting progress around small RNAs, and there's a lot of mystery there."

But Hubert quickly lost conviction that Goodwin's small RNA hypothesis was the right track. "When I first joined the lab," she says, "I was getting the same results that Betsy and the others were. But I began to see that the *laf-1* mutants weren't all matching the prediction. Some of the results were just — well, they weren't all that strong."

While Goodwin continued to pursue the small RNA hypothesis, Hubert turned to more traditional approaches. She decided to revisit the question of *laf-1*'s identity by continuing to map its location in the *C. elegans* genome. "And the more mapping I did, the more it showed me that *laf-1* was in a different spot from where everyone else [in the lab] was looking."

"Amy's a real geneticist, while the rest of us were molecular biologists," says one of her former lab partners, Mary Allen

CAN OF Worms

The UW's worst scientific scandal in decades exposes the ways that external funding has increased the vulnerability of two of the university's most valuable assets — its integrity and its graduate students.

By John Allen

On September 20, 2006, Irwin Goldman received an e-mail with good news — “exceptional news,” he wrote at the time — he’d never expected to hear, at least not from anyone at UW-Madison. Graduate student Amy Hubert PhDx’08 had made a breakthrough in her research, successfully identifying the piece of DNA in the nematode worm *Caenorhabditis elegans* that corresponds with a gene called *laf-1*.

Laf-1 is important in sex determination among nematodes, which are typically hermaphroditic. Those that have a single *laf-1* gene mutation develop as females. Those that have two die — thus “laf,” which stands for “lethal and feminizing.”

No one ever said a worm’s life is easy.

But, then, neither is a graduate student’s, and Amy Hubert’s has been harder than most.

Seven months earlier, she was working and studying in the lab of Elizabeth Goodwin, then a leading researcher in *C. elegans* genetics, when Goodwin was accused of scientific misconduct — essentially of misrepresenting her work in an application for federal funding. It was one of the most serious scandals in UW science, and even today, those connected to it are reluctant to talk about it. The university launched an investigation, and Goodwin soon resigned. UW-Madison had to give up thousands of grant dollars and still faces the possibility of sanction by the federal government.

BK: Totally. Absolutely. Listen, the fact is something like *The Daily Show* or *Colbert*, those shows are done at a fraction of the cost of *Saturday Night Live* or Leno or Letterman or Conan, because they're using a basic cable model and they compete on the same playing field. So it's already been proven that you can do work, especially in comedy, that holds up against much bigger-budget things. ... We can do a company like that. ... That's like the producer part of me, just trying to figure out a way to actually do things. Because the worst thing about being a writer, especially in television or film, is that an overwhelming amount of the work that you do never actually lives in the way that it's intended. You write a movie, and that doesn't mean the movie's going to get made. [Out of] the overwhelming number of scripts people write, a fraction — a tiny, tiny decimal fraction — get made, so it's really frustrating, it's very isolating and frankly depressing if you're just constantly working on things that never really exist. ... [With our model] maybe you get to shoot a scene from your script, and to me that's more gratifying than having a closet full of scripts that I really love, but will never get made.

OW: You won an Emmy, which is obviously cool, but I'm wondering if there's anything else that's meant more to you. ... When you're working and you're doing what you like to do, sometimes it's the experiences that mean more, and I'm curious what those have been for you.

BK: As far as one singular, thrilling moment, there hasn't really been one. There's been a bunch of moments where you step outside exactly what you're doing and being like, "Oh, wow, this is pretty cool. I can't believe this is my life."

I just had an experience like that where I was asked to consult on this book project that is happening in Spain. ... I got to go to Spain for a few weeks, and I was with some really interesting people ... and we're traveling in incredibly beautiful places in Galicia in northern Spain, and we're eating the best food and drinking the best wine and staying in the nicest

The spring of 1991, my junior year, was an exciting time. I had a dorm room to myself. I was drawing a well-regarded daily comic strip for my school paper, and Our Troops had just finished kicking Saddam's ass in the first Gulf War, setting the stage for the peace in the Middle East we enjoy to this day.

— Dan Vebber '92, former editor of *The Onion* who has written for shows including *Futurama* and *American Dad*, from *Things I've Learned From Women Who've Dumped Me*

hotels, and I'm getting paid to do it. And, I mean, that was two consecutive weeks of, "I can't believe I'm getting paid to do this." Just absolutely pinching myself.

OW: It seemed like stuff I read about when it came out — oh, you're not going to executive produce [*The Daily Show*] anymore and you're starting your own thing. ... The tendency is that people are always looking for conflict in those situations. It didn't really seem like there was one. Were your reasons just [that it was] time to do something new?

BK: When someone's looking at it from the outside, they can't imagine why someone would leave a good job that pays a lot of money and is prestigious and all those types of external things. But the bottom line is, you have to go to work every day, and you realize at a certain point that the most valuable resource that you have and the most precious thing is time. The time that you spend doing something is, by definition, time taken away from other things. ...

We had achieved a tremendous amount at that show, and I'm sure that it will continue to achieve and be impressive, but for me personally, there wasn't more for me to do there. ... I also spoke about that honestly and openly with Jon [Stewart]. It just felt like the reasons why I would stay would not be the right reasons. ...

I have zero regrets, zero misgivings. It was definitely the right move, there's no hesitation about that. And so there really wasn't a conflict in the sense of a battle or something like that. ... I feel like it's such a simple thing, but people have a really hard time understanding, because

they only see, "Why would you leave a job if you didn't have to?" ...

A lot of people do [stay in the same job] — people do out of fear. People do because they're afraid that they might not get something better, or they don't want to be unemployed. Those are all valid reasons. I just have never, never made a decision — and that's been partly arrogance on my part, I admit it — I've never made a decision based on, "Well, I'm afraid that if I do this, I won't be successful." I've never made a decision like that. I will bet on myself.

OW: I feel like a lot of people must ask you, "How do I get your job?" or "How do I get started doing what you're doing?"

BK: The hardest thing about having a career in the arts is that there isn't really an official path. ... It's this really weird combination of you have to have talent, and then you have to have a certain ambition, and then you have to be willing to kind of develop your skills. ... There is some luck involved or, not necessarily luck, but recognizing when an opportunity is a good opportunity and what it means. ...

It's so hard because, again, it's not like I set out a path when I was in college and said in twelve years I'm going to be sitting down, hopefully, being interviewed by *On Wisconsin* Magazine. ... You know that ten-year question or five-year question everybody always asks you — "Where do you see yourself?" I've never had an answer for that at all because, it's like, I don't want to know. ...

If you have an impulse, if you have a desire, if you have a passion — especially if you're young — take the time to at least explore it and figure out how it can apply to your life. ... If you have an opportunity, you can live cheaply. There's a way that you can kind of explore your passions and your interests, and I think you at least owe it to yourself to try. ... That way, you don't become the type of person who has a career and then goes up to people and says, "I wish I had your life." 🌿

Jenny Price '96 is a writer for *On Wisconsin*. She is an avid consumer of real and fake news.

My junior year, I had gone abroad and got this great gig at the Summer Olympics in Barcelona, and I was a stringer for UPI, and I just basically fell out of love with sports writing. I was like, this is not what I want to do, these are not the people I want to be spending my life with. ... I'm going to contact someone at *The Onion* and submit some ideas.

OW: So do you remember what you submitted?

BK: The way they did it at the beginning is they had you submit a list of ideas, a list of *Onion* headline ideas. And if they liked it, they probably have you do another round, and if they liked it, they invite you to a meeting. ... And at first, you just got invited to the ideas meeting, you contributed ideas, and if you kind of proved yourself, then you would get invited to take one of your ideas and write an article about it. And I'm sure if I looked back at that ... all the ideas probably suck, but they were good enough at the time. Your comedic standards completely change. But that first article I did — I remember very well — was this terrible article. ... It was called "Bill Payment," and it was an editorial arguing that because the Buffalo Bills lost the Super Bowl, the city of Buffalo should be destroyed.

OW: So for a long time, it just seemed like the trend story on *The Daily Show* was, "Oh, this is where people under a certain age get their news," and I'm wondering what you thought of that.

BK: It's definitely a type of thing that — if it were true — would be like a fantastic little irony, that type of irony that the news media loves more than anything to kind of advance. The sad reality is that it would be virtually impossible to get a true understanding of news and current events by watching a show like *The Daily Show*. You have to have some other context, otherwise you're a reaction without the action, so then you have to figure it out. ... I have no doubt that people who watch the show may walk

The grudge is a way to show you care, a way to stay connected. It would have been an insult to let what we had be downgraded to a mere polite acquaintanceship or even worse, nothing. The grudge required embarrassing, accusatory letters. It required sending blank e-mails. It required every meeting we had to be ambiguous and tense. It meant feeling sick when I saw girls who looked like her.

— Andy Selsberg '94, former staff writer at *The Onion* who teaches English at City University of New York, from *Things I've Learned From Women Who've Dumped Me*

away with some information or a take on something they may not have considered, but I would hardly call that a primary resource. ... I know exactly why people want to say that to be the case, but it just can't be. It's not.

OW: I also saw where you talked about having this experience of the "real" working journalists coming up to you and saying, "Oh, I wish I could do what you do." ... What did you think about that?

BK: Well, it's weird for a couple reasons. ... Implicit in it is this idea that they are forbidden from speaking the truth, and that we somehow are allowed or unfettered. Well, you're a journalist, [isn't] part of your job to figure out how you can make sure that you feel very good and comfortable and proud of the news that you're reporting?

OW: One of the things I had always thought about when watching *The Daily Show* was I just wondered if there were some days when it gets so hard to find the joke, because there's just so much horrible stuff that seems to continue going on ...

BK: The worst thing, really, was the repetition. I think that trying to find nuance and new takes on stories that were ever-present got very difficult, because the first challenge is to entertain ourselves. If we're entertained, then other people will be entertained. ... The hardest thing was not necessarily finding stories, but making sure that we found the joy or the

funny or the irony or absurdity in, a lot of times, stories that had a really long tail.

OW: Something like Iraq, in particular?

BK: Exactly. ... It was such an organic evolution from "what kind of stuff does *The Daily Show* do material about?" And then, okay, we'll do it about this, and if we do it about this, here's how we'll do it. So by the time Iraq came around, we kind of had a system in place for how to deal with something like a war. ... A war is not necessarily something like a plane crash, which is pure tragedy and just, you know, no humor to be found in a plane crash. But a war, you know the parts of the war that are tragic: innocent loss of life and corruption. ... That's not your instinct to tell jokes about. But the hubris of a person saying something you know not to be true, and there's this kind of propaganda element, all that stuff, okay, it wasn't difficult in that way.

OW: Let me jump ahead to where we are now. ... I just want to get a sense of Superego Industries ... I'm just curious what you can say that these cards [on your office wall] may involve.

BK: The idea behind this company was can you do a production company that develops material in a more interesting way than the traditional development process, which has been: you pitch an idea, they commission you to write a script, you write a script, they give you notes, they either don't like the script or like the script, and maybe you make something and the whole thing takes a year or six months or whatever. The idea behind this company was — can we set up a company that is going to be able to do movie, TV, Internet stuff. It's going to be able to make things on a small scale, kind of show our work in a way that it is a little faster and a little more interesting than the kind of traditional, linear development process.

OW: Did you pitch yourself [to HBO] in that kind of economical fashion?

BK: The goal was to write a book from the male point of view that has — I don't know whether you'd call it male humor — but just ... is written by male humorists that, at the same time, does provide some kind of window into men's processes and how they respond to things that would be interesting or informative for a curious woman.

OW: You're pretty newly married, right?

BK: Yeah.

OW: Did your wife have any involvement in this book?

BK: Not really. The funniest thing is I didn't know if it would be appropriate to dedicate [the book] to her, so I think it's good you always have an out when you do a comedy book. ... You can always do a comedic dedication. [In this case, "This one's for the ladies."]

The original piece I wrote was actually about a woman I dated in Madison. ... I started writing a story that wasn't as intensely heartfelt, and it was more just a funny situation. It was called "If You Lie, You Get Caught." ... My co-editor, Andy Selsberg, who is also a Madison alum, he said, "If this is your book, you can't do that" because he knew the story I ended up going with, he knew the details of that, and [he]

Whenever a girl would dump my son — and he had his share of heartbreak as a boy — I would always say the same thing to him, "Those girls are all fools and idiots. They don't know what they're missing." He would always say, "You're just saying that because you're my mom." He had me there.

— Barbara Karlin, Ben's mother, from the foreword to *Things I've Learned From Women Who've Dumped Me*

said, "That's the story you gotta write. I mean, you can't put out a book with that title and not do that story."

OW: I'm wondering how you decided originally to come to Madison for school.

BK: I wish there was some kind of great, apocryphal-seeming story, but the truth is I really wanted to go to the University of Michigan. ... When I started looking into colleges, I realized that I needed to apply to more than one college, so upon doing research, Madison kept on coming back as a place that if you're interested in Michigan, you should really look at Madison. ... And I got into Wisconsin. I didn't get into Michigan. ...

I was on Cape Cod for the summer, working and just partying like crazy. ... By the time I arrived in Madison for orientation, the week before classes started, I was really run down and feeling terrible. So we dropped off my bags at the

dorm and went right to the University Hospital — where I found out I had mono — on the first day of my freshman year. But in spite of that very inauspicious beginning, I pretty much from day one loved the school.

OW: Did you have a sense of what you wanted to do? ... Was comedy in the equation at all at that point?

BK: Comedy was actually integral to almost everything I did, in terms of when I wrote papers for classes, they were not always appreciated by the professor — but they always had a comedic bent to them. My writing, the way I lived, was more disposed that way, but I never articulated it in terms of "I want to be a comedy writer. I want to be a comedian," or "I want to be an actor." I never articulated a specific goal for myself at all. It was always much more massive, existential, like I want to be happy and I want to do things that I'm proud of. ... I thought I wanted to be a sports writer, and I wrote sports for *The Daily Cardinal* ...

OW: In the Morton Years, no less ...

BK: Exactly. ... I lived through the Morton and the Yoder years, okay? ... So a lot of people from the *Cardinal* migrated over to *The Onion*, and I had always wanted to write for *The Onion*, but it was this kind of, it was like this mysterious thing. ...



MICHAEL APPLETON

On Wisconsin: I really enjoyed [the book]. ... I was curious where you got the idea and how you recruited people, and if you gave them a specific “charge” going into it.

Ben Karlin: One year I was going to do a pilot for NBC, and I didn’t want to do a traditional, half-hour type of sitcom-type show. So one idea I had was for this show ... where every week’s episode was a failed relationship in the life of this guy who was learning a life’s worth of lessons. ... They did not care for that. I thought it was a good idea. ... I ended up doing something about a ski town, I believe.

I had the anthology idea and, fortunately, the last eight years or so, I’ve worked with a ton of really talented, funny people — a lot of my friends and people I know and friends of friends. So I just kind of built the list organically from people who I liked and thought were funny. I started out much more ambitious, thinking wouldn’t it be cool if I got Bill Clinton, you know? And wouldn’t it be cool if I got Michael Jordan? And then the reality of getting those people ... at a certain point, I just said let me focus my energy on finding people who I actu-

The point, however, is that upon leaving our college town — I’ll call it Eden to protect its identity from future pilgrims who may flock there to trace the origin of this very story — mistakes were made. Some were mistakes of vanity. Others of youth. Still others of the vanity of youth. Eventually, these mistakes would pile up and their weight would become too much for any one man, or relationship, to bear.

— Ben Karlin, from *Things I’ve Learned From Women Who’ve Dumped Me*

ally like, and let the quality of the book be the quality of the book, and if it sells x amount less because it doesn’t have Bill Clinton on the cover, I can live with it, because at least I’ll be happier with the book.

OW: I was really impressed with how open everybody was. I mean, they’re really frank about their anxieties and insecurities and heartbreak — even yourself.

BK: That’s what I wanted. To me, the hard thing to do here is to not have it be something that was sappy or treacle or feel-good, but also not be something that was just cold and clinical and funny, but had no soul. So the challenge was, how

do you have it be funny and have people be laughing, but also, when they finish an essay or finish a piece — not necessarily every time — but [they] feel like, “Oh, wow, I just got a little window into that person’s life or that experience,” or “Yeah, I felt that way”? ... That’s what we tried to do on *The Daily Show*, really, is kind of connect to what people care about, but not be over the top in terms of [being] so broad that there’s no substance to the humor, or so serious that there’s no humor.

OW: Was there a lot of editing, then, because of that, with some people? Did they go too far over the edge?

BK: No. ... The hardest part about it from an editing standpoint was just reminding people that in some way the pieces had to be lessons. ... There had to be some kind of takeaway that the author, either ironically or seriously, learned from this experience. ... All I cared about was that it was something real and that, when you finished reading the piece, you felt that that was a true enough experience.

OW: When I first heard about the book, I thought, “Oh, this is going to be a ‘guy’ book.” But from when I read the opening essay, it really seemed to suggest that women have a lot to learn, too, and as a female reader, I got a lot more out of it than I had anticipated.

Ben Karlin, working in his Brooklyn office (at left below), signed a deal with HBO last year to develop film, TV, and Internet projects. “You know that ten-year question or five-year question everybody always asks you — ‘Where do you see yourself?’ I’ve never had an answer for that at all because,” he says, “it’s like, I don’t want to know.”



SERIOUSLY Funny

For Ben Karlin, walking away from success at Comedy Central's *The Daily Show* and *The Colbert Report* was the logical next step in a career that's been anything but cautious.

What's he up to now?

BY JENNY PRICE '96

Enter the loft office on the third floor of a former Brooklyn factory, and before too long, your ears catch the subway noise that intermittently vibrates off the nearby Manhattan Bridge. Very quickly, your eyes go to the colorful index cards tacked to bulletin boards on wheels. "Creepy Guy Project," "Bode Miller," "Asshole Guys Who Look Like Jesus," and "Things I've Learned From Women Who've Dumped Me" are among the titles written on the cards in black marker.

Those ideas are the core of why Ben Karlin '93 decided to walk away from a job many consider to be the pinnacle of television comedy. It would have been easy to stay put. But Karlin had too many projects brewing that he didn't have time to pursue while also keeping his eye on the ball as executive producer for *The Daily Show* and *The Colbert Report*. Karlin left the two cable shows in December 2006 and launched his own production company — dubbed Superego Industries — in September 2007. With a freshly inked HBO production deal, he's forging a new career path developing ideas for television, movies, and the Internet that don't involve riffing on the headlines.

Big ambitions? Yes. Super ego? Not at all. He offers to grab coffee for us and mostly ignores his cell phone — even though it chirps at a regular clip. That unpretentious attitude is refreshing, given that he's been part of not one, but two, of the most influential forces in comedy in the last decade.

Karlin served as writer and editor for *The Onion*, the satirical newspaper born in Madison, before making the leap to Hollywood. From there, he became head writer and then executive producer for *The Daily Show*, Comedy Central's nightly recap of current events that succeeds at making you think and laugh at the same time. He also co-wrote the bestselling *America (The Book): A Citizen's Guide to Democracy Inaction*, as well as helping craft *Daily Show* anchor Jon Stewart's material when he hosted the Academy Awards in 2006. "Basically, if you've laughed in the last ten years," *New York Magazine* wrote, "Ben Karlin was responsible."

This spring, Karlin has a new book out, *Things I've Learned From Women Who've Dumped Me*, which includes contributions from Nick Hornby, Stephen Colbert, and Andy Richter, as well as a foreword by Karlin's mother (see excerpts). The anthology is a collection of essays that makes you laugh, but also manages to teach you a thing or two about relationships.

Karlin, who is also in his first year as a new father, sat down with *On Wisconsin* to talk about the book and life before, during, and after the fake news. The conversation, edited for length, follows.

"We had achieved a tremendous amount ... but for me personally, there wasn't more for me to do there," Ben Karlin says about his decision to leave Comedy Central. The home base for his new production company is a Brooklyn neighborhood called DUMBO — shorthand for Down Under the Manhattan Bridge Overpass.



I am a reluctant gatekeeper. I hate to decline a reporter's request as much as Thomson hates to grant it. After all, my job is to keep Wisconsin's research profile high, and managing discovery rather than exploiting it to the fullest is a different kind of challenge, although in the case of Jamie Thomson and stem cells, it's a necessary one.

Thomson's reticence, I believe, is rooted in cultural, personal, and practical considerations. Science, for the most part, does not put a lot of value on visibility in popular media. At a practical level, if Thomson were to grant every interview request, his career in one of biology's most competitive fields would be over, as there would be little time remaining to write grant proposals and papers, maintain a lab, and do research. And I think what Thomson most wants to be is a successful, productive scientist.

At a personal level, humility is probably at play as well. "While Washington sources will often withhold details in order to be coy or to build interest or suspense," says the *Washington Post's*

Weiss, "Jamie's one-word answers seem to come from an honest-to-goodness humility, a trait so rare that

At a practical level, if Thomson were to grant every interview request, his career in one of biology's most competitive fields would be over, as there would be little time remaining to write grant proposals and papers, maintain a lab, and do research.

it leaves reporters like me a little flummoxed. I'll ask a question three ways just to get him to say the obvious, and he just will not do it. He wants to wait

until the work is replicated. Or until it's published. Or until he understands the results better. It is infuriating!"

Despite the politics that hamstringing embryonic stem cell research and the rush to capitalize on Thomson's discoveries in places far removed from Madison, Wisconsin remains a leading center of stem cell science, due in large measure to Thomson's influential work. As many as forty groups at UW-Madison do some kind of stem cell research, and a number of labs are dedicated completely to unraveling the mysteries of the all-purpose stem cell. Years of work remain before the promise of the science is realized.

In the meantime, stem cells will continue to be controversial and make news, my phone will ring, and maybe — maybe — I'll be able to help. But chances are I can't. *W*

Writer Terry Devitt has covered basic science at UW-Madison for twenty-four years. He spends his days bothering researchers and telling stories of discovery in an effort to demystify science and its process.

For nearly a decade, UW scientists have been at the forefront of discovery and promise in stem cell research

January 2005

UW scientists report that they have coaxed human embryonic stem cells to become spinal motor neurons, critical nervous system pathways that relay messages from the brain to the rest of the body.



April 2005

UW-Madison establishes a regenerative medicine program and an interdisciplinary postdoctoral training program that will advance stem cell research across the university.

October 2005

The National Institutes of Health names the WiCell Research Institute the federal government's first National Stem Cell Bank.



January 2006

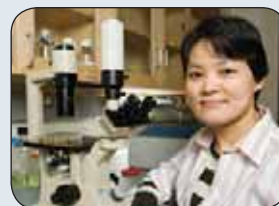
Scientists at the WiCell Research Institute announce that they have developed a stem cell culture system that is free of animal cells — thus avoiding viruses and other deleterious agents — and have used it to derive two new human embryonic stem cell lines.

May 2007

UW-Madison establishes a Stem Cell and Regenerative Medicine Center to serve as a focal point for the university's stem cell research.

September 2007

The National Institutes of Health awards a \$7.2 million grant to UW researchers to explore the potential of stem cells and natural growth factors to treat amyotrophic lateral sclerosis, also known as Lou Gehrig's disease.



November 2007

A new study led by UW scientist Junying Yu and conducted in Thomson's lab achieves genetic reprogramming of human skin cells to create cells indistinguishable from embryonic stem cells.

out and his voicemail greeting directs reporters to me — didn't stop ringing for three weeks.

Most recently, when Thomson and colleague Junying Yu reprogrammed adult skin cells to revert to an embryonic-like state, another media frenzy was set in motion. Less than a week before this most recent paper was published, Thomson e-mailed me. "Do you have time to come over this afternoon?" he asked. "I'm going to take up a considerable amount of your time next week."

Understatement is a character trait of Wisconsin's most famous biologist. It drives reporters crazy. "I think of Jamie as the Chuck Yeager of biology — working at the very edge of the envelope, and yet curiously, almost maddeningly, laconic when pressed to talk about what he has done or plans to do next," laments Rick Weiss, science reporter for the *Washington Post*. "The guy seems to have made it a personal challenge to understate his accomplishments, killing every effort to get a dramatic quote or a jazzy sense of where the science is going."

Thomson is also a killjoy for TV reporters. He does not own a television. During my decade working with him, I've managed to arrange two television

"I think of Jamie as the Chuck Yeager of biology — working at the very edge of the envelope, and yet curiously, almost maddeningly, laconic when pressed to talk about what he has done or plans to do next."

interviews, PBS's *News Hour* and CBS's *60 Minutes*. Most recently, I've turned away *Nightline*, BBC documentarians, CNN, and a flock of others, including exasperated local television report-

ers, who were hoping to interview the reluctant Thomson on camera. As I write this, at the behest of *Nova* executive producer Paula Apsell — an individual who does not typically call lowly press officers — I hope to convince Thomson to open the lab door a crack, and *60 Minutes* is trolling for seconds. I am not optimistic.

A primary consideration for Thomson is time. When you publish groundbreaking science and add controversy to the mix, it is irresistible news. And good reporters must go to the source. The catch is there isn't enough source to go around. And Thomson is equally protective of his lab and the time of his colleagues. Among my instructions regarding the most recent feat from his lab was a request to guard the time of Yu, the young molecular biologist who performed much of the heavy lifting to identify the genes that could spin ordinary skin cells into induced pluripotent stem cells — cells that seem to have all the golden qualities of embryonic stem cells without the baggage.

Path of Progress

November 1995

Work by Wisconsin scientists with rhesus macaques shows that it is possible to derive embryonic stem cells from primates, holding out the possibility that the cells could be derived from humans.

November 1998

Wisconsin biologist James Thomson reports the first-ever isolation and culturing of human embryonic stem cells.

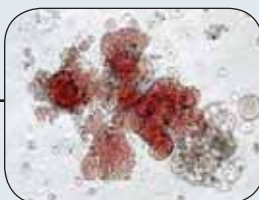


October 1999

The Wisconsin Alumni Research Foundation establishes the private, nonprofit WiCell Research Institute to distribute stem cells for research.

September 2001

A UW team reports that it has developed methods to coax human embryonic stem cells to become primitive blood cells that later develop into more mature cells, including red and white blood cells and platelets.



December 2001

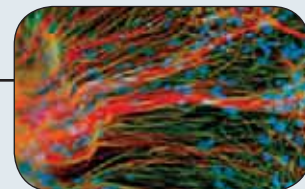
UW scientists report that they have guided human embryonic stem cells to become precursor neural cells. Implanted into baby mice, the cells develop into healthy, functioning neural cells.

February 2003

Scientists in Thomson's lab report methods for recombining segments of DNA within stem cells, giving researchers the ability to study gene function.

September 2003

The WiCell Research Institute is named one of three Exploratory Centers for Human Embryonic Stem Cell Research in the nation.



Who doesn't know about stem cells?

If you have a disease such as diabetes or Parkinson's, you might see the all-purpose cells as a glimmer of hope for treating a horrible affliction. If you believe life begins at conception, even if sperm and egg were united in a dish and will never see a womb, using stem cells derived from days-old embryos, which are destroyed in the process, is akin to taking a human life. If you are a biologist, embryonic stem cells are a window to the untold story of early human development. This knowledge could one day rival even the heralded wonders of the übercells as a limitless source of customized material of all kinds for transplant.

Stem cells, of course, are all these things and more. They are in the political arena, with President George W. Bush refusing to fund most research on the controversial cells, thus yielding biomedical initiative to states including California and governments in Asia and Europe. They are a business opportunity, prized as a means to test the safety of new drugs or even to transform the cells themselves into microscopic factories for producing novel medicines.

And for all the reasons above, stem cells are also media darlings. Since November 1998, when the world's first human embryonic stem cell lines burst from the obscurity of a small UW-Madison laboratory, hardly a day passes without someone asking me about stem cells — a reporter seeking an authoritative source, an art director in need of a picture, a student working on a term paper, a moralist ready to debate, or, most disquieting, someone who is terribly ill and looking for hope.

For the sick and those with ethical objections, I have no good answers. Because of where they come from, embryonic stem cells will always be controversial. And for all of their potential, the all-purpose cells remain an unfulfilled promise. Even well-funded science takes decades to move from lab bench to bedside.

But if you are a reporter, I might be able to help. UW-Madison boasts one

of the world's great concentrations of stem cell research. It has a stable of terrific researchers, including the world's most famous stem cell scientist, James A. Thomson.

The rub, of course, is that everyone wants to interview Thomson. And Thomson — or Jamie, as friends and acquaintances know him — would rather be interviewed by no one.

My introduction to stem cells and to Thomson occurred in the summer of 1998. It was months before his landmark paper describing the first cultured human embryonic stem cells would be published in the journal *Science*, but there was much to do, including overcoming my ignorance of stem cells and their potential for biomedical science and controversy. For his part, Thomson would have to endure a crash course in what to expect from journalists and he would have to submit to the camera, which was no small concession.

Stem cells are also media darlings. Since November 1998, when the world's first human embryonic stem cell lines burst from the obscurity of a small UW-Madison laboratory, hardly a day passes without someone asking me about stem cells.

For a man who dreads the media spotlight, Thomson gives a tantalizing interview. He is articulate and to the point, and he can describe his work and its implications in comprehensible terms. He does not overstate. He is sincere and thoughtful in his convictions, and he is

willing to explain his motivations and how he came to terms with the ethical dilemma of using human embryos for research. He speaks very quickly, but almost everything he says is meaningful.

"Two minutes on the phone with him is worth hours with anybody else in the field," says Associated Press medical writer Marilynn Marchione. "He doesn't make it easy. You have to do your homework, but any insight he lends is well worth whatever effort you have to put in to prepare."

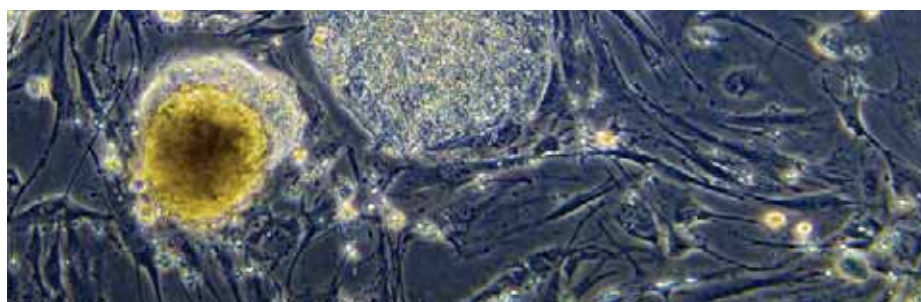
For a science press officer, the everyday problem is getting reporters to pay attention. At a research university such as UW-Madison, there is no shortage of good science, and I tend to take the view that it is all important. But in a hypercompetitive news environment, with ever-shrinking news holes and coverage of research viewed by most news organizations as a luxury, getting science into the public eye can be a hard and frustrating job. That's never been the case with Jamie Thomson's work.

Even before his 1998 study made international headlines, Thomson was an inadvertent newsmaker: his derivation of the world's first non-human primate embryonic stem cells from rhesus macaques in 1995 was disclosed over a cocktail by a colleague to an ever-vigilant science reporter. A story about that unpublished study was on the news wire the next day.

But when Thomson established the world's first human embryonic stem cell lines in 1998, the world's press made a virtual mad dash for Wisconsin. Occupying an office next to mine in Bascom Hall for about a week and a half, Thomson did nothing but interviews. Scores of interviews. From the *New York Times* and the *Washington Post*, to National Public Radio and the BBC, to key Wisconsin news organizations such as the *Milwaukee Journal Sentinel* and the *Wisconsin State Journal*, Thomson patiently answered the same questions over and over and over. My phone — Thomson's number is not given

STAR

Reluctant



UW-MADISON NEWS PHOTO

With UW-Madison's stem cell research making news around the globe, the man behind the breakthrough discoveries would just as soon stay out of the media's glare.

BY TERRY DEVITT '78, MA'85

that this way of thinking isn't scientific. "We don't know the *actual* mass but only the *measured* mass," he says. "It's a scientific statement."

The response earns praise from Mathieu. "The number may be close to the number in a textbook or to some professor's measurement, but you should never think it's the *actual* anything," he says. "There's only one thing I can tell you with absolute certainty in this class, and that's that these numbers aren't the *actual* mass of Jupiter. A scientific answer isn't the value you come up with. It's a range within which you claim the truth lies."

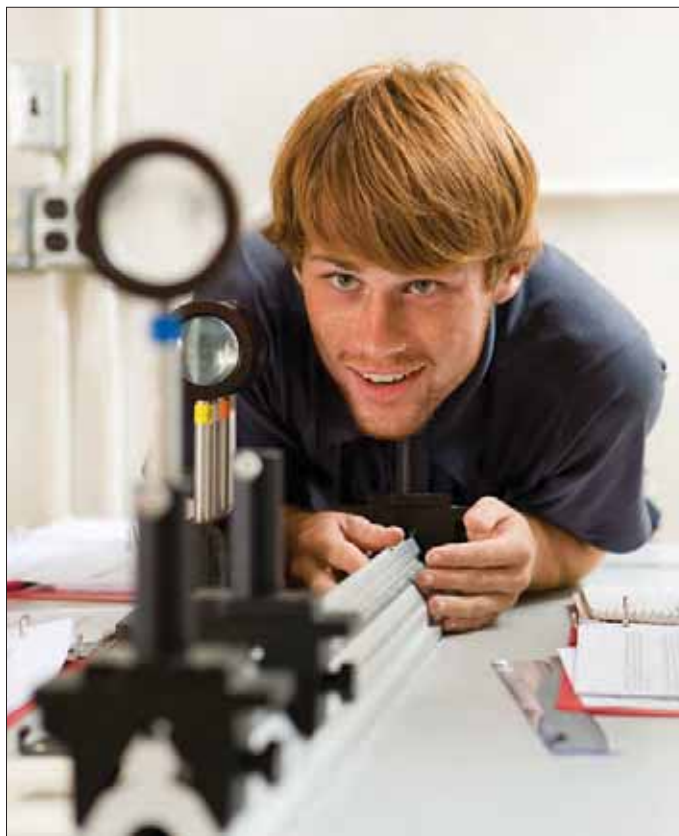
When the review is finished, Mathieu has the students form groups to experiment with lenses. The goal is to study the optical principles on which telescopes are based, and the ostensible task is to align the lenses to bring into focus a pair of bright lights set up across the room. At the same time, through trial and error, the students challenge each other's assumptions about how telescopes work.

This is how Woods came to try interpreting the world as flat. When looking through the lenses to find their focal point, he found that thinking of the problem a little differently gave him a more satisfactory result.

He then tries to communicate that to his classmates, and this leads the group to lengthy arguments about what they're seeing and how to precisely measure it. The arguments grow until another student, **Holly Brillowski x'09**, jokes that they might as well chalk up their answers to witchcraft. Then they finally settle into serious measurement.

"[That's] collaborative learning," says Mathieu. "It could be magic."

— John Allen



BRYCE RICHTER (2)

Logan Woods (above) looks through lenses to discover how telescopes work. With the guidance of Professor Robert Mathieu (standing, left), he and his classmates help each other discover astronomical principles.

Class Note

Worldly Words

English 332: The Global Spread of English

English is a global language, but some varieties used around the world are unrecognizable to native speakers from the West.

"What many Americans and British consider 'their' language has been moving steadily around the world, being taken up and shaped and used in ways quite different from the English with which they are familiar," says **Jane Zuengler**, a UW-Madison professor of English.

Zuengler gives her students a firsthand view of that phenomenon through a pilot course she is developing with **Hassan Belhiah MA'98, PhD'05**, a professor at Al Akhawayn University in Morocco. Videoconferencing melds two classrooms — more than four thousand miles apart — into one, with help from UW Learning Support Services and funding from a UW Faculty Development Grant.

Students also share stories by photo blogging, creating online profiles, and posting videos to a community Web site, all of which can become course material. Zuengler's class explores dynamic issues surrounding who "owns" English, what happens to local languages as more people learn it, and what is considered standard or correct usage.

In many countries, hip-hop artists mix English with local languages to create their songs, and students view some examples of the cultural mash up on YouTube. Students also study more formal efforts, such as in Singapore, where the government's "Speak Good English" campaign strongly encourages citizens to reduce their use of Singlish — a local variety of English that includes words from Chinese, Malay, and Indian dialects.

"The questions we address in the course are ones with a global scope that many students tell me they have never considered before," Zuengler says.

— Jenny Price '96



Star Students

Astronomy classmates learn to think like scientists.

As **Logan Woods x'09** gazes through a series of lenses at a distant point of light, he utters a line that would mortify most astronomy professors: "I think the key is to interpret the world as flat."

and the universe, which can be taken concurrently. Students aren't expected to be expert physicists before signing up, and freshmen are welcome. But how ever little science students have experienced before taking the

as part of an overhaul of his department's 100-level classes to incorporate more lab work. "When I first began teaching introductory astronomy, I used a traditional, didactic lecture," he says. "But switching to an inquiry-based lab format including extensive collaborative learning broke the mold for me. It started to show me how learning really happens."

As students calculate the mass of Jupiter or the distance of a particular star from Earth, they learn to rely on their own thinking, rather than merely memorizing information by rote from a textbook. Working in small teams, the students are expected to help each other learn, then to defend their answers to both Mathieu and the rest of the class.

"Watching the students teach each other is such a blast," says Mathieu. "I usually just walk around and reflect their questions back to them. It's such an easy course to teach, because the students really do all the teaching themselves."

Of course, they don't always teach each other by standard methods. On a night in October, the lab met for a lesson in optics and an exercise in building telescopes. But before the students can examine the series of lenses, Mathieu has them take out their notebooks to go over the previous week's work — measurement of the mass of Jupiter. The discussion isn't so much about the numbers the students came up with as it is about their understanding of what those numbers mean.

On an overhead projector, Mathieu shows examples from several student papers and asks the class members if they can find flaws. When one answer is justified as being "not far from the actual mass of Jupiter,"

Adam Peters x'09 points out

But **Robert Mathieu** isn't like most astronomy professors, and in his class, Woods's observation is satisfactory. It means he's working to internalize the lesson of the course: that real scientists don't take any answers as absolute.

Mathieu teaches Astronomy 113: Hands on the Universe, where students learn about planets and stars, but the answers they come up with are less important than the questions they learn to ask. "The basic course goal is to show students the heart of the scientific way of knowing," says Mathieu. "And that means teaching them uncertainty, about knowing well how wrong they might be."

Hands on the Universe is one of the UW's introductory astronomy courses, and the only prerequisite is Astronomy 103, a lecture class on stars, galaxies,

class, Mathieu expects them all to leave thinking like scientists.

Students aren't told the distance to various planets or stars, but rather are shown how to measure those distances — and re-measure them, and re-measure them again. They learn that scientific knowledge is built on repetition, combined with the calculation of margins of error and standard deviations.

"I want my students to learn that, in science, we don't know the true answers," Mathieu says. "We measure and compare the results that we come up with to those that others came up with, in hope that consensus brings us closer to truth. Even so, what we think are the right answers today will certainly change in the future, as we find ways to measure more accurately."

Mathieu designed this course more than a decade ago



Under the Sea

Scientists drill deep to study earthquakes.

Clues to the world's most powerful earthquakes — including those that trigger tsunamis — lie buried below the ocean floor in deep-sea faults. Thanks to the deep drilling capabilities of a new Japanese vessel, these remote faults may finally be accessible.

"Earthquakes don't happen at the surface; they happen miles deep in the earth," explains UW geophysicist **Harold Tobin**. "The drilling is unique because it allows us to access the deep faults, where the earthquakes actually originate."

Last fall, Tobin and a team of scientists drilled four boreholes, each thousands of feet deep, into the seafloor near the Nankai Trough off the coast of Japan, one of the most active earthquake zones on the planet. Using monitoring instruments embedded within the drill pipe, the researchers discovered unexpected differences in the physical stresses of the rock layers overlying active and inactive parts of the fault — early hints at quake production.

Additional expeditions will



JAMSTEC/ODP (2)



HAROLD TOBIN

Harold Tobin (lower left) wants to know what's shakin'. He and other scientists on the Japanese drilling vessel Chikyu (top) are digging into deep-sea faults.

extend the holes even deeper into the fault zone. "The fundamental goal is to sample and monitor this major earthquake-

generating zone in order to understand the basic mechanics of faulting," Tobin says.

— Jill Sakai PhD'06

Number of Kids with Kidney Stones on the Rise



SPENCER WAITS

Most people think of kidney stones as a painful malady that afflicts men over age fifty. **Bruce Slaughenhaupt**, a pediatric urologist at the UW's American Family Children's Hospital, sees it a little differently. About every ten days, he and his colleagues treat a child suffering from a kidney stone. And about every ten days, they face the same reaction.

"Many parents are quite surprised," says Slaughenhaupt, who recently co-founded the UW Health Pediatric Kidney Stone Clinic. "They tell me, 'I didn't know that kids could get kidney stones.'"

They can, and urologists and nephrologists across the country are noticing that children are getting them with increasing — and alarming — frequency. The culprit is believed to be the same as that fueling the national obesity epidemic: a diet high in processed foods and sodium. Most kidney stones consist of calcium oxalate, a substance that can form in the kidneys when the body consumes too much sodium. Common types of processed food — think French fries and soda — often contain high amounts of the substance.

In most adults, a kidney stone will pass in about forty days. With children, the waiting game doesn't work as well. "Parents never give me the option of waiting forty days," Slaughenhaupt says. "They want their child's stone dealt with now."

— Aaron Conklin MA'93

Got meat? If not, the UW's **Meat Science and Muscle Biology Lab** can help. In July, the Campus Drive facility began selling meat retail, a change in its decades-old mission. Since 1931, the lab has been conducting research on meat-processing techniques and training students for careers in the meat industry. But last summer, it opened a shop to sell beef, lamb, pork, and more.

Think today's negative political ads are strangling the nation's democratic process? Then UW political science professor Kenneth Goldstein has some good news. In his new book, **Campaign Advertising and American Democracy**, he argues that negative ads are actually good for political discourse. "Contrary to conventional wisdom," he says, "the more that people are exposed to negative advertising, the more they know, the more engaged they are, and the more likely they are to vote."

After years of declining enrollment, the Dairy Science department is experiencing a **sudden surge** in student numbers. In fall 2007, some twenty-nine students signed on in the department, triple the size of its incoming class just three years ago.

With a mighty crash, an **ice quake** shook campus along the shore of Lake Mendota at the end of January. Caused by large shifts in lake ice, ice quakes aren't uncommon, but the January event — which occurred shortly before 1:00 in the afternoon, when campus was busy — was strong enough to register on seismometers in the geology department at Weeks Hall.

The Parent Rap

Childbirth policy offers promise for UW chem researchers.

Babies and the beginnings of academic careers are now a better mix in the UW chemistry department.

A policy approved in 2007 provides a twelve-week paid maternity leave, with the hope that more women will complete their PhD or postdoctoral research and advance to the faculty level.

"There's a perception among graduate students that the professoriate is not a friendly place for women," says department chair **Robert Hamers '80**, who oversees a forty-member faculty that includes just

four women. The underrepresentation of female faculty in the physical sciences is a nationwide issue.

Several years ago, a graduate student working with Hamers became pregnant. "Obviously, she needed some time off, but all of my research funding was from federal grants," he says. "It put me in a compromised position — I felt morally obligated to help this student get through the pregnancy and her PhD. This policy alleviates that concern and levels the playing field."

Chemistry labs aren't the safest place for a pregnant woman and her unborn child, who risk unnecessary exposure to chemicals that could adversely affect their health. A maternity leave option gives a pregnant student and her research adviser some flexibility in looking for safe and healthy ways to continue a chemistry education during

pregnancy — for example, considering alternatives to lab work or taking the paid leave on a part-time basis. Grant guidelines may prohibit paying research assistants if they are out of the lab for a few months, so the new policy must be funded entirely from unrestricted gifts to the chemistry department.

Wisconsin joins only a handful of universities with similar policies, including Stanford and the University of California-Berkeley. Since establishing the policy, the UW chemistry department has not yet had a graduate student become pregnant.

"If you really want to change the number of women at the assistant professor level, they need to feel supported as graduate students," says research associate **Emily English PhD'07**. "If this was universally accepted, it could have a big impact on my plans."

— Karen Roach '82



STUDENT WATCH: Virtual Hunting

For students who are about to graduate, the digital revolution has changed more than how they will keep in touch with friends. It's revamped the way they find jobs.

Gone are the days when a prospective employee would march into an office, resume in hand, ready to meet a potential boss. Instead, students can upload their resumes online and prospective employers can browse for the best candidates.

"Everything is electronic now, so students can sit at their desks, or in their apartments, or at home over break, and they can be applying for jobs," says **Steve Schroeder '98, MS'99**, assistant dean and director of the Business Career Center. The center's e-recruitment Web site is just one of hundreds of online job databases that students can tap into.

"I plan on moving to Denmark after I graduate, so if I couldn't search for jobs online, I don't know what I would do," says **Mary Sandberg**

x'08. "Also, because of the language barrier, it's much easier to communicate by e-mail."

The lengthy process of compiling a portfolio of recommendation letters, transcripts, clips, and so on has also been digitized. For a small fee, students can upload these documents into an online folder that can be accessed any time, and instantly send them to grad schools or potential employers.

Though job searching may increasingly be done online, the next step remains an in-person interview, and technology is helping students prepare for that, too. Along with attending traditional resume workshops and mock interviews, students can download podcasts that tackle subjects such as what to wear to an interview.

"We do set up video conferencing here for recruiters," says Schroeder. "But you can tell a lot about a person from their handshake. We still think it is important to be able to meet in person."

— Vanessa de Bruijn x'08

Compound Interest

Alumni take unprecedented steps to preserve their school's name.

Mike Knetter found people willing to give him millions of dollars almost everywhere he turned for a few crazy days last October. Last-minute offers came in phone calls, an unexpected two-line e-mail, and even at a Badger football game.

After initially discussing a conventional naming gift with several prospects, the dean of the Wisconsin School of Business adopted an unprecedented approach — one that could set a national trend. Instead of naming the school for an individual donor in perpetuity, Knetter thought, why not build a team of supporters to preserve the school's name for the next twenty years?

His reasoning was compelling: If the school sold naming rights in perpetuity, it would forfeit the option of selling those rights later, for a better price. And a renaming of the school for a single individual would send the school scrambling to build a new brand.

His results were impressive: All told, thirteen generous gifts



came in, totaling \$85 million. Of that amount, \$70 million is unrestricted in its use, an unusual feature in a gift to a public university and a crucial feature in times of declining state support.

"It became apparent that a naming gift could actually destroy value ... and promote egoism over teamwork," Knetter says. "Three of the

most important concepts we teach our students in business are option value, brand equity, and teamwork. It's nice to practice what you teach."

One of the donors, **Albert Nicholas '52, MBA'55**, says the donor partnership was impressed with business students' earlier support for differential tuition to help support the school. "They have shown that they are willing to pay for quality. And so are we," he says. "We hope this naming gift inspires an even broader group of alumni to give back."

Just hours after announcing an \$80 million gift on Homecoming morning, Knetter ran into Milwaukee businessman

Sheldon Lubar '51, LLB'53 in a suite at Camp Randall Stadium. Lubar said he wanted to add a \$5 million contribution.

"There are moments when a school can make a major leap forward in terms of quality, scale, and national visibility," Knetter says. "We believe that time has arrived."

— *Dennis Chapman '80*

UW anthropologist John Hawks says that **humans are evolving** at a rate far faster than previously suspected. In the December issue of the *Proceedings of the National Academy of Sciences*, Hawks published an analysis of international genetic data and found that, in the last 5,000 years, the human genetic code changed 100 times faster than it had in any previous period. "We are more different genetically from people living 5,000 years ago than they were from Neanderthals," he says. Hawks posits that evolution is being speeded by population growth and the spread of agriculture.

In addition to rising tuition and fees, students face increasing financial pressure from the **cost of textbooks**, according to a study conducted for the UW System board of regents. In a report presented in December, the study found that a first-year UW-Madison student's books typically cost more than \$700 — an expense that many students fail to anticipate. The study recommended several steps the university could take to ameliorate book costs, including launching a swap program, supporting book donations, and encouraging professors to rely more on online sources.

The Big Ten Network's sports programming has been getting a lot of attention, but it supplies more than video of athletes in action. UW-Madison offerings include **Wisconsin Reflections**, a talk show that features Badger celebrities ranging from CBS news correspondent **Kelly Cobiella '93** to jazz great **Ben Sidran '67**. For those who don't get the Big Ten Network, segments of *Wisconsin Reflections* are available online at www.wisconsinreflections.wisc.edu.

State Budget Reverses Downward Trend

It didn't look good at first.

The marathon state budget process kicked off with some out-there proposals — cutting off funding to the Law School, for one — and it appeared that UW-Madison might fare even worse in this year's state budget than in past go-rounds. But in the end, the UW emerged as one of the winners from the final compromise that legislators and Governor **Jim Doyle** negotiated last fall, which reverses a six-year trend of significant reductions in state support. The 2007–09 biennial budget has more money for student financial aid, faculty recruitment and retention, and the university's capital budget, including replacing Union South.

It also provides tuition assistance to veterans and creates a new program guaranteeing some financial assistance for higher education to Wisconsin students who graduate from high school with a B average.

But the budget might be as notable for what didn't make it in as for what did. Gone was the much-maligned Law School idea, along with Doyle's proposal to provide domestic-partner benefits to state employees. And a member of the UW System board of regents resigned over another omission:

Jesus Salas MA'85 was upset that there was no provision to allow illegal immigrants who graduate from Wisconsin high schools to pay in-state tuition.

— *Jenny Price '96*

The Art of Protest

Collection captures intensity of Vietnam War era on campus.

As though he's dealing cards for a quick hand of gin rummy, **James Huberty '71, MS'74** spreads history on a conference room table.

In a multicolored jumble of names, places, and events, he shares posters from one of UW-Madison's most storied eras — the Vietnam War years of the late sixties and early seventies. The three dozen or so posters, once tacked to campus kiosks and hallway bulletin boards, are original copies in pristine condition, and they represent just a sliver of Huberty's full collection of anti-war materials. A sampling of posters, along with leaflets, photographs, alternative newspapers, and other memorabilia, have been part of an exhibit, *Revolution's Wallpaper*, on display at Memorial Union in recent weeks.

the Midwest epicenter for protests against the war.

"It's been very challenging for me to select the pieces," Huberty said in December as he prepared for the show, noting that each carries a memory and the power to instantly transport him back some forty years. "I don't think a time like that will ever be repeated. The black power movement, civil rights, free speech, the women's movement, American Indian rights, the anti-war movement, government repression, and police brutality — all of these things were bubbling up at once," he says.

Although Huberty actively participated in the protests, as a political science major, he took a broader view and knew that what was going on all around him held special

significance.

And something compelled him to carefully save what most others tossed into the trash bin without a second thought. He describes a love of current events that started when he had a paper route as a boy growing up in small-town eastern Wisconsin, became more focused during the Cuban missile crisis, and was first articulated during his high school

debate and forensics activities.

"When Martin Luther King Jr. and Bobby Kennedy were killed, I wondered, what's next?" he recalls. "They were very turbulent years, and it was

right in our faces at the UW. At the time of the Vietnam War, 42 percent of students thought there was a revolution coming — and I believed that."

Campus appearances by some of the most famous activists — Jane Fonda, Tom Hayden, the Black Panthers, Jerry Rubin, Benjamin Spock, and more — along with posters urging attendance at demonstrations and marches are preserved forever in the collection.

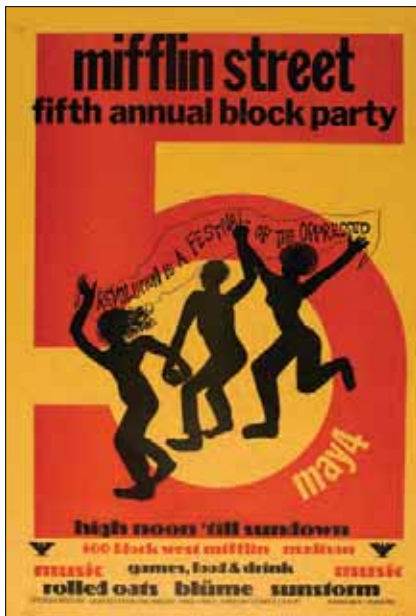
In recent years, Huberty has taken both samples and a heartfelt message to Madison area high schools. He typically spends part of a day displaying the materials, then two or three talking to students and trying to breathe life into the pages of their history textbooks. "I try to get students to connect — reading about it in books just isn't the same," he says.

He's careful to take a balanced stance when discussing the war, the draft, and other issues, guiding the discussion to "issues of dissent, decision-making, and the role of critical thinking. I tell them about the draft, then ask, 'What would you do if you were drafted?' I respect those who served [during the Vietnam War]. I'm not there to criticize or judge — just to make them think. It's history, and history is meant to provoke awareness and discussion."

Huberty knows, of course, that many of the students have additional sources for information about this intense time in America's — and the university's — past. "I tell them to talk to their parents," he says. "That's how history lives on, and I am drawn to oral histories as an important part of the learning."

A slideshow featuring parts of the collection can be viewed at www.news.wisc.edu/huberty.

— Cindy Foss



COURTESY OF JAMES HUBERTY

Posters from James Huberty's extensive Vietnam War-era collection provide a glimpse into a campus at war about a war.

In a time long before e-mail and cell phones, the sometimes hastily drawn and printed announcements offered the best way to promote events on a campus that was considered

Learning Legacy

\$175 million gift offers college access to low-income students.

With a sweeping gift of \$175 million, **John '55** and **Tashia '55 Morgridge** have endowed one of the largest scholarship programs in Wisconsin history. The Fund for Wisconsin Scholars will pay need-based grants to Wisconsin students who attend one of the state's public institutions of higher education.

Announced in December 2007, the fund will give its first scholarships in the 2008–09 academic year, with as many as two thousand students receiving between \$1,000 and \$5,000. In subsequent years, the fund will pay out more than three thousand scholarships annually.

"We really want these scholarships to make a difference in students' lives," says **Mary Gulbrandsen MS'74, MS'98**, who serves as the fund's executive director. "We want to make college possible for people who couldn't otherwise afford to go."

The fund is expected to provide approximately \$7.5 million each year. All graduates of Wisconsin public schools will be eligible to apply, providing they attend one of the two- or four-

year UW System institutions or any of the Wisconsin Technical College System schools.

"The Fund for Wisconsin Scholars will provide access for low-income Wisconsin residents to a higher education in a meaningful and solid way," says **Susan Fischer '73, '79**, UW-Madison's director of financial aid. "As an alumna and staff member at UW-Madison, I hope we can encourage as many students as possible to access this grant and attend our university."

John Morgridge is a former chair of Cisco Systems, and Tashia is a former teacher. Both grew up in Wauwatosa, Wisconsin, though they currently live in the Palo Alto, California, area. In announcing the creation of the fund, they said they were inspired in part by the Bill and Melinda Gates Foundation's education initiatives and by Governor **Jim Doyle's** Wisconsin Covenant program, which promises to provide a place in one of the state's colleges, universities, or technical schools for every Wisconsin high school graduate who meets certain standards for



DAVID NEVALA PHOTOGRAPHY

Tashia and John Morgridge announce their \$175 million gift to Wisconsin's public school students.

achievement and behavior.

"We believe that the fund will grow substantially as others are inspired to join us in this effort," John Morgridge says.

UW officials responded enthusiastically to the gift, which Chancellor **John Wiley** called "nothing short of magnificent."

"Supporting need-based scholarships at this level will make the dream of a college degree a solid reality for thousands of Wisconsin families, while also sending a powerful message that access to higher education is a statewide priority," he said.

— John Allen

COLLECTION

Spartacus Goes Digital

Kirk Douglas wasn't just a force on the big screen. He also was a major behind-the-scenes player in Hollywood who started his own independent production company. Douglas made eighteen films and worked with heavyweights such as Laurence Olivier, Stanley Kubrick, and John Huston.

The Wisconsin Center for Film and Theater Research has mined the actor and producer's personal letters, photos, and documents — from sixty boxes he donated to the UW in the 1960s — to tell the story of his career via a new Web site.

UW-Madison "is the first university, as far as I know, to see the significance of such collections in tracing the historical development of film-making as one of the most important modern art forms," Douglas wrote in a letter explaining his reasons for choosing Wisconsin to house his papers. "I am relieved that there will be a proper

home for this part of my life."

The center put the Douglas collection online as its first effort to digitize some of the key pieces of its vast collection.

Stephen Jarchow '74, MS'76, JD'76, chair of the board of Regent Entertainment and founder and CEO of Here! Networks, donated \$20,000 to help the center post other collections on the Web.

To see the Kirk Douglas collection, visit www.wcftr.commarts.wisc.edu/.

— J.P.



This candid photo shows Kirk Douglas taking his son Peter for a haircut.

WISCONSIN CENTER FOR FILM AND THEATER RESEARCH



Man with a Mission

Wiley has overseen tremendous change during his tenure as chancellor.

When **John D. Wiley MS'65, PhD'68** interviewed in 2000 for the position of UW-Madison's chancellor, he told the search committee members that, if they were looking for someone to bring about big change, he was the wrong person for the job.

But seven years later, as Wiley plans to leave his post as the university's chief executive, a look around campus finds him at the forefront of major change, leading UW-Madison through a period of unprecedented growth in areas ranging from infrastructure to research to fund raising.



JEFF MILLER

John D. Wiley, whose long-standing ties to the UW campus began as a student, is stepping down as chancellor in September.

Wiley is stepping down in September after spending more than thirty years at the UW as a student, researcher, professor, and administrator. He announced his plans in December 2007, noting that the timing would allow a new leader to participate in the university's reaccreditation process and the next two-year state budget cycle.

"It has been both a challenge and a privilege to lead this university during an important time in its history," Wiley says. "The university has never been better poised to improve the lives of Wisconsin residents and take a leading role in reshaping

the state's economy."

Since Wiley took the helm in 2001, UW-Madison has become one of the most prolific research universities in the world, winning significant grants and private funding to foster landmark scientific achievements in stem cell research. The UW has also become a focal point for bio-energy research after receiving a \$125 million, five-year grant from the U.S. Department of Energy to support the Great Lakes Bioenergy Research Center.

Fund raising also soared during Wiley's tenure. The university, through the UW Foundation, raised more money during the past six years than during its entire history up to that point. Those gifts fueled a campus-wide infrastructure boom that has included new research labs, classrooms, and residence halls, and completion of Microbial Sciences, the largest academic building on campus. A unique state and private partnership is now developing the Wisconsin Institutes for Discovery, which will serve as a hub for interdisciplinary research.

Wiley has also focused on keeping the university accessible and affordable for students, by pushing for more need-based financial aid and providing more paths to a UW-Madison degree.

Governor **Jim Doyle '67** says Wiley's work made UW-Madison the envy of the nation. "A world-leading research institution that drives our economic growth, highly educated graduates ready for the jobs of the future — this is John Wiley's legacy," he says.

But while Wiley worked to make the UW a leading research institution, he also clashed with state legislators over the university's share of the state budget, resulting in some strained relationships. "It's been a period of cut after cut, as the state faced

difficult fiscal problems," Wiley says. "To the extent that we were able to do that with minimal adverse effect on academic programs, I'm very proud of that," he adds. "Our faculty and staff have worked through some difficult times because of those fiscal constraints, and that's a tribute to their dedication to our mission."

In his final months as chancellor, Wiley is devoting special attention to raising money for the East Campus redevelopment project. The plan includes an expanded Chazen Museum of Art, a music performance center, and replacing the Humanities Building with two new classroom buildings along a pedestrian corridor stretching from the Memorial Union Terrace to just north of Regent Street.

UW officials plan to move swiftly on a national search to appoint Wiley's successor. A search committee with faculty, staff, student, and community representation — appointed in January — will recommend finalists to a five-member UW System board of regents selection committee. In conjunction with UW System President **Kevin Reilly**, that group will make a final recommendation to the full board, which votes to appoint the new chancellor. Wiley says the university's new leader will face challenges, particularly with declining state support for higher education.

"As a public university, we have a mission to serve the state and serve the public," he says. "We have to figure out how we can continue to be focused on the public mission of providing research and high-quality teaching and outreach to the public when the public — directly through the taxpayers — is providing less and less of the base budget that keeps it all going."

— *Jenny Price '96*



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Contemplations on Leadership

I grew up in the Low Country of South Carolina. I moved to Madison in 1976 for graduate school and fell in love with the city, the university, and everything here. Yes, that means I do love the weather. More specifically, I relish the four distinct seasons.

It is February 6 as I write this column — one day after the campus celebration of the university's 159th birthday, also known as Founders' Day. The alumni association offices are closed because we are experiencing yet another massive snowfall — providing a rare moment to stop and contemplate.

As I reflect on recent campus events, I'm struck by several outstanding examples of leadership.

The first is Chancellor John D. Wiley, who announced in December that he will step down as UW-Madison's twenty-seventh chief executive in September (see page 10). When he shared this news, I found myself immediately thinking of the many large and small actions of leadership that John exhibited during his tenure as chancellor, as well as provost, dean, department chair, and faculty member. Hundreds of alumni had the same reaction, and you can read their good wishes and memories of how the chancellor has touched their lives at uwalumni.com/wiley. And, yes, there were half a dozen differences of opinion on various issues that arose during the chancellor's tenure, but in the great tradition of sifting and winnowing at our university, we welcome both criticism and praise. The site also sparked discussion about which attributes and skills will be most important for John's successor.

Other examples of leadership that came together during these winter months are the compelling stories of UW graduates under the age of forty who were honored with WAA's first Forward Under 40 Award (see page 48). We recognize these twenty-three graduates who are making a unique difference around the world in our new, limited-edition publication, *Forward Under 40*. Some of you have received this publication with your magazine, and others can read about these inspiring young alums at forwardunder40.com.

Yet another example of crucial leadership was the announcement, also in December, about the establishment of The Fund for Wisconsin Scholars (see page 11). This fund will provide financial assistance to students graduating from Wisconsin public high schools so that they can continue their studies at the state's public technical, two-year, or four-year colleges. This initiative is a gift of hope and a brighter future for the youth of this state, and therefore, it's a gift of hope for all of us. It was made by philanthropic and civic leaders Tashia '55 and John '55 Morgridge.

As I watch the snowflakes' relentless accumulation outside my window, I'm grateful to those pioneers of higher education who built this university from the ground up, beginning with that first class on February 5, 1849. I'm grateful to all those alumni since then whose stories this magazine conveys. And I'm especially grateful to the leaders mentioned above. Whether through agile administration, precocious achievement, or generous scholarship support, they've ensured the futures of many leaders to come.

Paula Bonner MS'78
President and CEO
Wisconsin Alumni Association



I'm grateful to those who built this university from the ground up, and I'm grateful to all of the alumni since then whose stories this magazine conveys.

Pictured above:
Kawase Hasui, *Snow on a Clear Day at Miyajima*, color woodcut, 1921, Chazen Museum of Art, Van Vleck Collection

Today, nurses treat kids like kids. A University of Wisconsin-Madison professor taught them how.



In the 1950s, University of Wisconsin-Madison School of Nursing Professor Florence Blake introduced the revolutionary idea that sick children have special needs and deserve comforting, nurturing, family-centered care. Her pioneering work became the standard for pediatric nursing around the world.

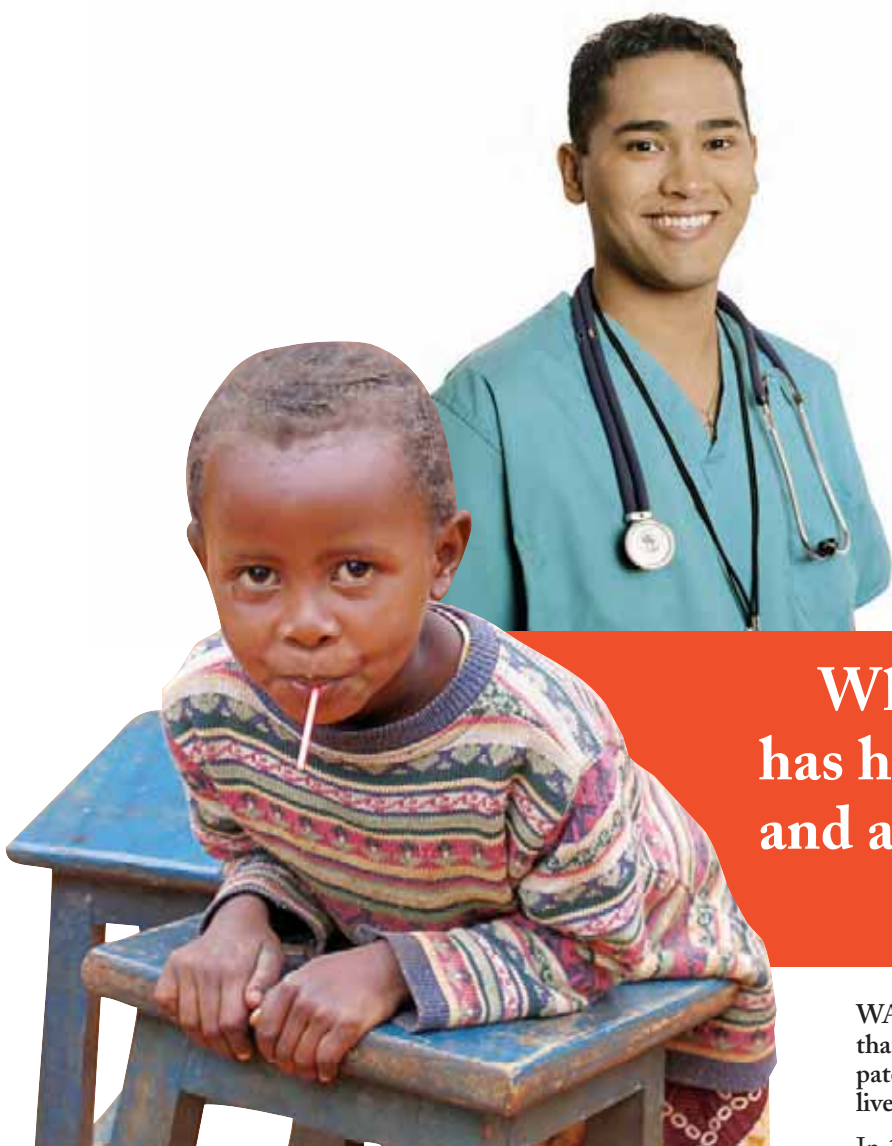
In 2008, thanks to private support, the goal of endowing the Florence Blake Professorship has nearly been met. This professorship will help the

School of Nursing attract an outstanding teacher and researcher to carry on Florence Blake's legacy and to advance professional nursing care for all children.

At the UW-Madison, private gifts are at work for public good.

**For further information, please call 608-263-4545
or E-mail uwf@uwfoundation.wisc.edu.**





Which UW–Madison alum has helped cure global disease and alleviate human suffering for more than 80 years?

WARF, the nonprofit organization founded by UW alumni that supports the university's world-class research, and patents and licenses UW–Madison discoveries that improve lives around the world.

In 1925, nine visionary UW alumni created the world's first university technology transfer organization, the Wisconsin Alumni Research Foundation. Since then, WARF has helped support and advance some of the most important scientific and medical breakthroughs of the past century.

Nearly a century ago, WARF founder, UW alumnus and professor, Harry Steenbock, pioneered the use of Vitamin D that wiped out the childhood disease of rickets.

WARF has continued to support major new Vitamin D research and has helped UW–Madison scientists lead the search for treatments and cures for other diseases, such as juvenile diabetes, cancer, Alzheimer's, Parkinson's and heart disease.

Learn more about the 1,800 UW patents, 1,500 UW licensed technologies and \$915 million WARF has provided UW–Madison to support research, programs and initiatives at www.warf.org.





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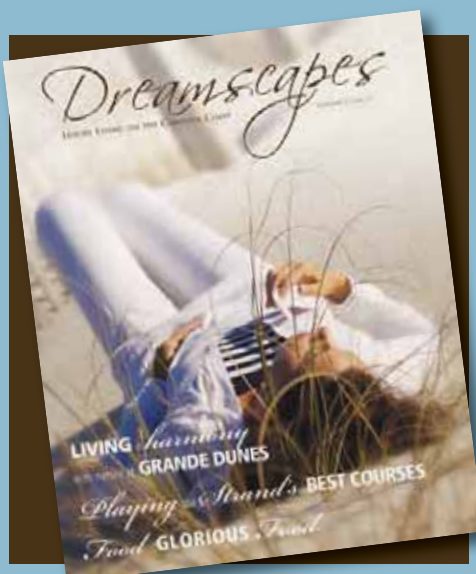
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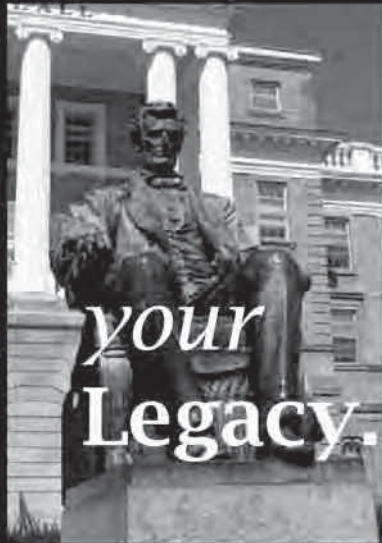
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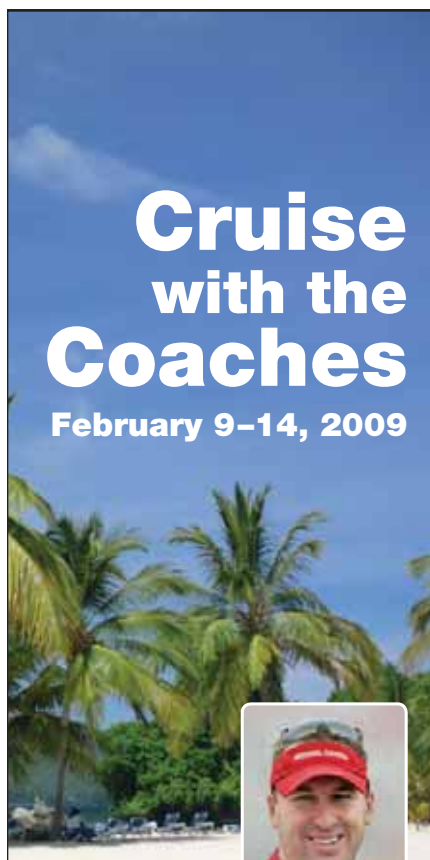
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Photo: Jeff Miller/UW-Madison University Communications

*“Just five schools, in fact, constitute the **Elite** of the technology transfer world. They are Berkeley, Caltech, Stanford, MIT, and **Wisconsin**. The list of universities reporting new discoveries changes from one year to the next, but each of these five schools consistently garners around 100 patents per year.”*

Inc. Magazine



University Research Park Office of Corporate Relations WARF

This “Elite” Tech Transfer Team works in partnership to utilize university research advances to develop new business and job opportunities in Wisconsin.

Tech Transfer initiatives include:

- Developing long-range technology transfer strategy, including facilities, processes and people
- Creating environmental support of faculty, students and staff committed to technology transfer
- Increasing funding for research ideas leading to technology transfer
- Extending UW technology transfer connections regionally and globally
- Providing opportunities that encourage high-tech businesses and employees to locate in Wisconsin
- Linking business with technology initiatives

Learn more about University Research Park and the other Tech Transfer partners by visiting uwmadisontechtransfer.org





On Wisconsin Magazine welcomes letters and reserves the right to edit them for length or clarity. E-mail comments to WAA@uwalumni.com; mail to *On Wisconsin*, 650 North Lake Street, Madison, WI 53706; or fax them to (608) 265-8771. We regret that we don't have room to publish all the letters we receive, but we do appreciate hearing from you.

E-Mail on E-lectorate

At the beginning of her article, "e-lectorate," [Winter 2007 *On Wisconsin*], author Jenny Price asks, "Will the Web sites, video debates, blogs, twittering, or any other media tools get the vote out?"

Well, it may or it may not. One thing that these media tools will not do is counteract the nefarious effect of the voter ID laws that have been enacted in several states. These laws, while preventing the infinitesimally small instances of voter fraud, will have the same effect as the poll tax; they will disenfranchise many among the poor and minorities.

That, and the use of electronic voting machines, which are vulnerable to manipulation and hacking, is what worries me.

William Bunge
New Berlin, Wisconsin

This is a bit of fan mail for writer Jenny Price from Chuck Jones (MS'56, PhD'60, and UW-Madison Hawkins Professor of Political Science, 1988–1997). What a fine feature article on e-campaigning. Were I still teaching, I would definitely use it in the Presidency course I taught. The piece was informative, balanced, and full of references.

I also loved the quote from your central character, Katie Harbath: "I don't know what my next job will be, because I don't think it exists yet." That statement so beautifully projects the dynamic quality of the whole enterprise. My only problem in teaching from the article would be my own ignorance of the range of techniques and fumble-fingered approach to the e-world.

I also liked the article on the University Club ["Keepers of the Club"], where I lived in the summer of 1956.

Chuck Jones
Roseland, Virginia

The Perils of Predicting

The "Time Travel" article [Winter 2007] was very interesting and well done. It should help people become more aware of the ubiquity of forecasts in modern life and the techniques and limitations of forecasting. Based on my thirty-five-year career making predictions in the public and private sectors, I offer two thoughts about the business of forecasting.

First, no forecaster should be taken seriously unless the forecast methodology is adequately described and forecast skill is verified using objective, consistent, and relevant metrics, and the results are published.

Second, even though a correct, timely forecast is provided to a decision-maker, it may be ignored or distorted due to an aggressive disbelief arising from political pressures, lack of trust, or simple incompetence on the part of the user.

The public should have a healthy skepticism about forecasts until fully informed of the above factors.

Peter Havanac MS'70 (Meteorology)
Minneapolis, Minnesota

U Club Memories

Thanks for the great piece on the University Club ["Keepers of the Club," Winter 2007].

During my senior year in law school (1968–1969), I dated a guy who lived there. If I came to pick him up (I had a car; he didn't), they chased me out of the main reading room and made me wait in the Ladies' Lounge — but I didn't really mind, because they had copies of *House and Garden* magazine (which, alas, has just ceased publication), which was full of rooms furnished in a manner that an impoverished student could barely dream of. By the way, the University Club served the best Yankee pot roast I've ever eaten.

It was also tear-gassed during a riot — a consequence of its location in the heart of the campus. I can't imagine how all those wizened old retired professors who lived there coped with that!

Ellen Kozak JD'69
Milwaukee, Wisconsin

High-Flying Readers

Just thought you might like to know that people are bringing *On Wisconsin* Magazine on the plane with them. I flew home from Newport News, Virginia, to Boston, and there was your alumni magazine. As a fellow alumni magazine editor, I enjoyed reading your publication. I guess we never know where an alumni magazine will end up.

Melissa Pinaro
Editor, William & Mary
Alumni Magazine
Williamsburg, Virginia

More Applause for Admissions Article

I enjoyed your article "Getting In: The Not-So-Secret Admissions Process" in the Fall 2007 *On Wisconsin*. As one who has been teaching in higher education for years, I applaud your staff for explaining the process at Madison. I wish some other universities would do the same in outlining their admission procedures. I think such explanations would alleviate some of the confusion among parents and high school students. The author is to be commended for his research and writing.

Lamar Bridges MS'63
Commerce, Texas

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