Campus Lifeline

Counseling is key for students facing mental health problems.

For college students grappling with depression or anxiety, access to mental health counseling can mean the difference between failing and passing an exam — or between staying in school and dropping out.

When a recent audit found long waits at some UW System campuses for students who want counseling appointments, members of the board of regents responded with alarm. While students with the most urgent needs are prioritized at all schools, increased enrollment at some UW System campuses is making it difficult for counseling staff to keep up with overall demand. In fact, the number of staff has remained unchanged since 2002 across the system.

At one extreme is UW-Milwaukee, with just one counselor for every 4,289 students and where the wait for an appointment can be as long as four weeks during a semester's busiest times. However, UW-Madison — the only system school meeting the minimum staffing ratio established by the International Association of Counseling Services Standards — has one counselor for every 1,492 students and is able to provide a quicker response.

UW-Madison operates a twenty-four-hour crisis phone line, and students with the most urgent needs receive appointments the same day, or the following morning if they call after hours. Other students typically see a counselor the day after they call, says **Bob McGrath,** a clinical psychologist and director of counseling and consultation services for University Health Services (UHS).

"Student issues can be very transitional," McGrath says, explaining the need for prompt attention.

A spring 2007 survey by the American College Health Association found that more than 60 percent of college students reported feeling hopeless at times, 45 percent said they were depressed to the point of having trouble functioning, nearly 10 percent considered attempting suicide, and 1.6 percent had attempted suicide at least once during the past school year.

"A lot of mental illnesses emerge at this age," says **Sarah Van Orman,** UHS director. "So this is the place to have the resources."

An increased demand for the counseling services is expected as more veterans enroll in college, and because faculty, staff, and student awareness has grown following the tragedies at Northern Illinois and Virginia Tech in which troubled students went on shooting sprees. But, Van Orman says, violence is not the typical response from students who are struggling with depression or anxiety. "The most common outcome," she says, "is them dropping out of school or not doing well. If we know that we can get students in [for counseling] and get them into the right kinds of treatment, they're going to do better, and they're going to stay in school."

McGrath notes that his office already has one of the mechanisms recommended by the UW System report: a process to track students who are identified as high-risk once they are referred to off-campus providers for continued care and treatment. "If there's anyone that there's a concern about," he says, "we're not just going to make a referral. We're going to refer and follow up."

McGrath and Van Orman say UW-Madison won't seek to adopt some of the report's other recommendations — including using more group therapy, setting a strict limit on the number of counseling sessions per student, and charging fees to help cover costs. The university's counseling service offers a number of targeted support groups, but, in many cases, groups are not the right substitute for individual sessions, Van Orman says.

UW-Madison's guidelines include a maximum of 10 sessions per student — a limit not strictly enforced for those who need more help — but the average number of sessions is 4.5. Last, charging any access fees for counseling services would "put a barrier up for students at a time when we don't want to put barriers," Van Orman says.

The $150 segregated fee that each UW-Madison student pays per semester helps to cover counseling, plus medical and prevention services. The fees total about half of the $2.4 million budget for salaries and benefits for counseling staff, with the rest coming from state tax dollars.

The start of the fall semester in September was "intense" as usual for UW-Madison's counseling services, McGrath says, but he adds that the challenges of the work are outweighed by the rewards. "Now and then you get a letter from someone from five years ago that says, 'You helped me make it through.' "

— Jenny Price '96

37,000

The reduction per year — in tons — of UW-Madison's carbon dioxide emissions under We Conserve, a campus energy initiative launched in April 2006. Efforts include energy upgrades to buildings such as Chamberlin Hall, piloting a power-management system for computers, employing more efficient steam and chilled water production, and using more energy-efficient light bulbs.

Who needs help and why

- 9 percent of UW-Madison's 42,041 students seek counseling services.
- Two-thirds are female; just under half are seniors or graduate students.
- Most-common problems: depression and anxiety disorders

Data from 2007–08. Source: University Health Services

It Doesn't Add Up

We've all heard it, and many of us believe it: girls just aren't as good at math as boys are. But is it true?

After sifting through mountains of data, a team of scientists says the answer is no. Whether they looked at average performance, the scores of the most gifted children, or students' ability to solve complex math problems, they found that girls measured up to boys.

"There just aren't gender differences anymore in math performance," says **Janet Hyde,** a UW psychology professor who led the study. "Parents and teachers need to revise their thoughts about this."

Although girls today take just as many advanced high school math courses as boys do, and women earn 48 percent of all mathematics bachelor's degrees, the stereotype persists that girls struggle with math, says Hyde. Not only do many parents and teachers believe this, but scholars also use it to explain the dearth of female mathematicians, engineers, and physicists at the highest levels.

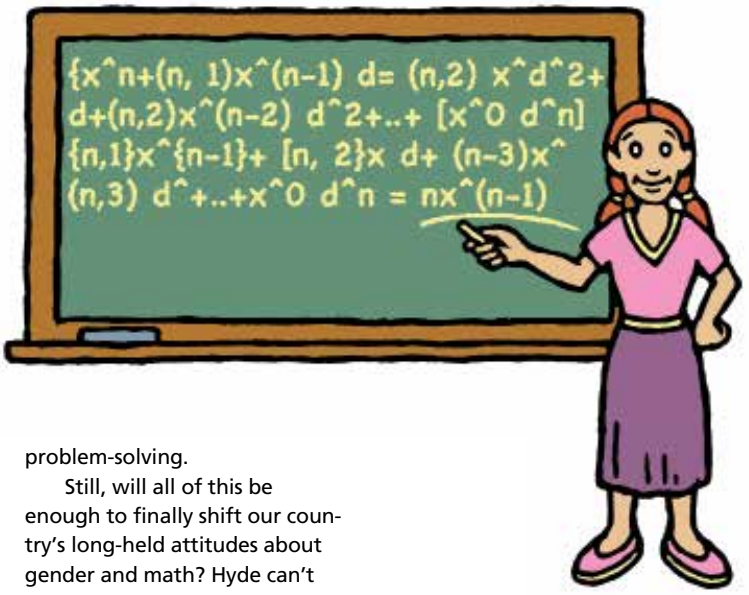
Cultural beliefs like this are "incredibly influential," Hyde says, making it critical to question them, "because if your mom or your teacher thinks you can't do math, that can have a big impact on your math self-concept."

To carry out its query, the team acquired math scores from the annual state exams that are now mandated under the No Child Left Behind Act, along with detailed statistics on test takers, including gender, grade level, and ethnicity, from ten states. Using data from more than 7 million students, they then calculated the "effect size," a statistic that reports the degree of difference between girls' and boys' average math scores in standardized units.

The effect sizes they found were very close to zero, indicating that average scores of girls and boys were the same.

"Boys did a teeny bit better in some states, and girls did a teeny bit better in others," says Hyde. "But when you average them all, you essentially get no difference."

Some critics argue, however, that even when average performance is equal, gender discrepancies may still exist at the highest levels of mathematical ability. So the team searched for those, as well. They compared, for example, the variability in boys' and girls' math scores — the idea being thatif more boys fell into the top scoring percentiles than girls, the variance in their scores would be greater. The effort again uncovered little difference, as did a comparison of how well boys and girls did on questions requiring complex problem-solving.



Still, will all of this be enough to finally shift our country's long-held attitudes about gender and math? Hyde can't say, but she remains determined to do her part.

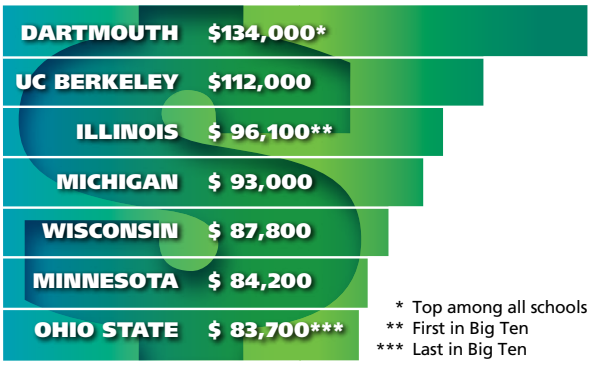
"Stereotypes are very, very resistant to change," she says, "but as a scientist, I have to challenge them with data."

— Madeline Fisher PhD'98

A Degree of Success

Earning a college diploma pays off in the long run, but it seems degrees from some universities net more than others. PayScale Inc., an online provider of global compensation data, recently surveyed 1.2 million people who attended one of three hundred schools, hold bachelor's degrees, and have a minimum of ten years of work experience. (The typical mid-career employee is defined as forty-two years old with fifteen and a half years of experience.) The survey excluded respondents with advanced degrees, including MBAs, MDs, and JDs.

UW-Madison graduates ranked fifth in the Big Ten for mid-career salaries. Here's how they stacked up among some other peer institutions.



* Top among all schools
** First in Big Ten
*** Last in Big Ten

Telling Tales

UW students introduce Wisconsin schoolchildren to African traditions.

During her childhood in Nigeria, **Mobolaji Falomo x'10** didn't spend family time in front of the television. At night, when the moon was out, her parents, aunts, uncles, and cousins gathered together to tell stories.

BRYCE RICHTER

Fourth-graders at Adams Friendship Elementary School in Adams, Wisconsin, take turns playing African instruments with UW students Ibukun Ogunmodede x'09, foreground, and Clementine Uwabera x'11, far right, during an African Storytellers on Wheels presentation.

Now an aspiring pediatrician majoring in child development, Falomo is sharing that tradition through African Storytelling on Wheels, a UW-Madison program that sends students of African origin into elementary schools in eastern and northern Wisconsin. The effort brings African culture, music, and languages to classrooms, with help from a three-year grant from the 2008 Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment.

"How many of you like stories? What's your favorite story?" Falomo asks fourth-graders in Arkdale, a rural community ninety miles north of Madison. She wears a vibrant orange long-sleeved tunic with a matching skirt and completes the traditional Nigerian outfit with a dark green head wrap.

The previous school Falomo visited with the program — located nearly five hours north of Madison — had just a handful of African-American students. "Those kids lit up," she says. "They don't see anybody that looks like them very often."

Moji Olaniyan, a UW assistant dean who first shared tales from her native Nigeria with her daughter's kindergarten class some years ago, launched African Storytelling on Wheels last spring. The program is operated out of the African Studies Program.

On this fall morning, Falomo teams up with **Beatrice Okelo MAx'10,** a native of Kenya who is seeking a degree in African languages, literature, and linguistics. The UW storytellers poll their young audience to find out how many students think Africa is a continent, and how many think it's a country — and in one fifth-grade class, students were split evenly on the question.

The university student storytellers are from Cameroon, Ethiopia, Ghana, Kenya, Liberia, and Nigeria, or they were born to parents who came to the United States from those countries. The geography lesson inevitably sparks questions about their homelands, giving the storytellers a chance to break down generalizations and misconceptions some of the children have about Africa and its people. In the fifth-grade classroom, students ask if most people in Africa are sick, if Nigeria has ever been hit by a tornado, and if Africans go fishing.

"Kids are very inquisitive. What's in their heads pops out," Falomo says.

The students also wonder which languages the women speak. Okelo answers by connecting her culture to American culture, asking if the students have heard the phrase *hakuna matata,* made famous by a song in the Disney film *The Lion King*. As the children raise their hands, Okelo explains that "*hakuna matata* is Swahili," one of four languages she speaks.

Falomo tells the story of a male tortoise that eats food meant for his wife, prepared by a doctor to help the female tortoise become pregnant. Falomo asks the fourth-graders about their favorite foods to engage them in the story. In this version, the turtle takes a trip from Madison to Texas to deliver lasagna, eats the lasagna on the way back home, and becomes pregnant instead of his wife. She then adds a song, playing a tall African drum and singing in Yoruba, and teaches the class a refrain to sing along with her.

The stories always have a moral, with the end result showing the danger of behaviors such as ingratitude or treating others poorly. But the children don't always catch on right away — as shown when Okelo tells the story of a hyena that falls in a pit and acts less than thankful for the help he gets from a cow. "I learned if I was a cow, I'd never trust a hyena," says one fifth-grade boy after hearing the tale.

Sometimes, the storytellers use questions to guide children toward the story's ultimate lesson, as when Okelo asks, "What would you do if someone helped you out of a pit?" The class responds correctly, "Say 'Thank you!' "

At the end of each presentation, the storytellers pass handmade African instruments around the room for students to shake, pound, and bang.

During a break in the teacher's lounge, as the storytellers wash down a snack of brownies and Rice Krispie bars with small cartons of milk, a third-grader peeks in and says, "You rock!"

— Jenny Price '96

Manly Display

Study investigates the development of secondary sex characteristics.

Birds do it. Bees do it. Even moose among the trees do it: they all develop flashy secondary sex characteristics that make males visibly different from females. The question of how males and females of the same species can end up looking so different — whether due to beards, antlers, or outlandish plumage — has long perplexed evolutionary scientists. But a study by UW researchers may have discovered the biological mechanism behind the process, as well as how that mechanism evolved.

In the August issue of *Cell,* genetics professor **Sean Carroll** and post-doctoral fellow **Thomas Williams** published the results of a study of fruit flies that examined how males develop dark-colored abdomens while females do not. That abdominal coloration is considered a secondary sex characteristic — that is, a developmental difference between males and females that has no direct connection to reproduction. Secondary sex characteristics present a problem because males and females have nearly identical genetic material and yet show such distinction, called dimorphism.

"Specifically," says Williams, "we wanted to find out how genetic expression can be limited to one sex and not the other."

What Carroll and Williams found was that dimorphism, at least among the fruit fly *Drosophila melanogaster,* is linked to a pair of genes called *bab-1* and *bab-2* — short for *bric-a-brac,* due to the way that it governs the flies' physiological decoration. Those genes produce a protein that appears to control the development of abdomen color, as well as other male-female differences within the flies.

The flies, they found, are all born with the genes that would give them colored abdomens, as well as genes that would repress that coloration. But males produce a protein that represses the repression mechanism.

"In evolutionary biology, you deal with a lot of double negatives," says Carroll. He notes that such complications arise out of the way that genes tend to stack characteristics, adding to and modifying a species' inheritance of genetic code. "That's pretty common in genetics — it's much easier to modify something that's already there than to add a new characteristic," he says.

Carroll's lab studied the protein in several different fruit fly species and concluded that it was active in the development of secondary sex characteristics in all of them. From this, they generalize that a similar process takes place in other species, leading to the development of the differences between bucks and does, cocks and hens, and men and women.

"This seems to have a deep influence in evolution," Carroll says. "It shows us a little about how genetics often adds bells and whistles to a species."

— John Allen

COLLECTION

Going Green(house)

With its northern climate, Wisconsin is known for hot summers and cold, snowy winters, which support a wide variety of vegetation — just not necessarily when UW classes are in session. But biology and horticulture students can get a good long look at all sorts of plants, thanks to the collections at the university's Botany Greenhouse.

Located at 430 Lincoln Drive, the greenhouse contains more than a thousand species of plants in eight thousand square feet of space divided into eight rooms. Overseen for the last quarter century by **Mohammad Mehdi Fayyaz MS'73, PhD'77,** the structure provides a tropical oasis, irrespective of the weather outside.

"The greenhouse's chief purpose is as an instructional tool," Fayyaz says. "We get botany and biology students who are studying morphology and physiology of various plants. But we also get art students who are looking for a tranquil space to draw."

While outdoor winter temperatures hover in the single digits, a Red Powderpuff plant flowers inside the Botany Greenhouse.

The greenhouse is open to the public weekdays from 8:00 a.m. to 4:00 p.m. The UW also has other greenhouse, the D.C. Smith Greenhouse on the west side of campus, which offers a conservatory and reflecting pond, and is open to the public during regular university building hours.

— J. A.

The sound of silence greeted fans at Camp Randall during the Badger football game against Ohio State in October, after the **UW Marching Band was suspended** for hazing activities. Complaints included humiliating and sexualized behavior as well as underage drinking. Director Mike Leckrone suspended the band for one game — the first time the band hadn't played at a home game in nearly forty years.

UW-Madison and UW-Milwaukee are joining forces in upper-level study of art and architecture. A **joint program** between the two universities will enable grad students from UW-Milwaukee — which doesn't have a doctoral program in art history — to take PhD-level courses from UW-Madison professors. Meanwhile students from UW-Madison — which doesn't have a school of architecture — can take architecture classes in Milwaukee.

Many student organizations are tightening their budget belts this year as the UW's General Student Services Fund Committee has increased restrictions on which campus organizations receive **student fees,** or "segregated fees." "There's been a conscious effort by committee members this year and last year to make sure funding stays at a reasonable level," committee chair Kurt Gosselin x'10 said in an interview with the *Wisconsin State Journal*. "The idea is we should be funding student services, not making a slush fund for [registered student organizations]." Among those groups denied funding were Vets for Vets, Engineers without Borders, the Legal Information Center, and the College of Agricultural and Life Sciences Student Council.

Double Trouble

A determined physician fights a battle against lung cancer and its stigma.

Tracey Weigel spends days from sunrise to sunset attacking tumors brought on by lung cancer, trying her best to be a "numerator doctor."

A thoracic surgical oncologist with the UW School of Medicine and Public Health, Weigel cannot bring herself to focus on the denominator of a disease that kills 160,000 Americans each year.

"I think there's a lot of nihilism about lung cancer," she says. "You have to focus on being that one person in ten."

Pessimism about this most fatal of all cancers has statistical grounding. Almost 85 percent of patients diagnosed with lung cancer die within five years. It kills more women than breast, ovarian, uterine, and cervical cancers combined. Yet its research funding pales in comparison. It received less than 5 percent of the National Cancer Institute's $4.8 billion budget in 2007. Weigel is quick to point to a reason for the disparity: the stigma from the connection between smoking and lung cancer, she says, contributes to poor research, late testing, and — eventually — death.

"It's treated like a 'dirty disease,' like you did it to yourself," Weigel says. "The thought never crossed my brain that someone ... deserved to get lung cancer."

About half the people who face lung cancer have stopped smoking by the time of their diagnosis, and 15 percent have never smoked. The biggest risk smokers face is cardiovascular disease, but Weigel does not see the same shame among those patients — or the same fatalism among their providers.

Just as Weigel fights tumors, she battles the pessimism about lung cancer. Her weapons of choice are better screening, improved cancer staging, and a multidisciplinary approach.

Survival rates improve dramatically if the cancer is caught early, yet only 16 percent of cases are diagnosed before the disease spreads from the lungs. Weigel sees this as sufficient cause to advocate for research into the efficacy of CT screening for lung cancer in high-risk patients.

Gayle Zinda, a patient and lung cancer survivor, credits Weigel for opening her mind to CT screening despite doubt among other doctors. "I'm so grateful that she was not afraid to be human and still be a great doctor," Zinda says.

Weigel also uses technology to gather critical information about the spread of cancer within and beyond the lungs. Then she works with a team: a thoracic surgeon, a medical oncologist, and a radiation oncologist review all patients coming to UW Hospital and Clinics with a suspicion or diagnosis of advanced lung cancer, then decide the best combination of surgery, radiation, and chemotherapy.

The approach, says UW oncologist **Minesh Mehta,** transforms the outlook for patients who may feel as though their lives are collapsing. "They hear a totally different message — 'There's a whole team working on me. They're going to work hard. It's not like my world is caving in on me,' " he says.

Lung cancer, admittedly, is personal for Weigel. Her mother, who faced the disease in 1990, was not referred to an oncologist upon diagnosis and died seven months later following a course of chemotherapy. It may well be, Weigel now says, that her mother's primary care doctor was right to doubt that treatment would extend her life. But, she adds, without a team to consider every angle of a case, a patient — and a family — will never really know.

Weigel remembers that her mother, a smoker who had long since quit, awoke at 2 a.m. just before her death, looked at Weigel's father, and said, "Bob, I killed myself."

Weigel's most important numerator simultaneously lost the battle against lung cancer and its stigma. In fighting both tumors and shame, her daughter seeks to win the war.

— Kathleen Bartzen Culver '88, MA'92, PhD'99

New Home for WSUM

When the student radio station WSUM moves into a brand new studio this winter, there are some things its staff won't miss about their old digs on State Street — beginning with the poor acoustics in the converted office space where the station has been since 1996.

WSUM's new home is part of the UW's 250,000-square-foot wing of the new University Square complex, located at Lake Street and University Avenue, which includes University Health Services, a student activity center, and offices for the registrar and financial services. The development also includes a food court, retail space, and apartments.

The radio station's new space — paid for mostly with student fees — is on the project's fourth floor and offers DJs and hosts a north-to-south view of the new East Campus Mall. Last May, then-Chancellor **John D. Wiley MS'65, PhD'68** designated $400,000 in unrestricted donor funds for state-of-the-art digital equipment. WSUM, which transmits at 91.7 FM in Madison, also has a new live recording studio that **David Black '93,** the station's manager, says will allow the station to bring in more bands for performances and recording, "instead of cramming them into a closet."

— Jenny Price '96

Nervous Once, Nervous Forever?

A study suggests that children may not outgrow shyness or anxiety.

How do you know when a monkey is nervous? It sounds like the lead-in to a joke, but worried monkeys are giving scientists some important clues about the brains of shy and anxious children and whether they'll be anxious or depressed as they grow up.

Ned Kalin, chair of the UW's Department of Psychiatry and co-director of the Health-Emotions Research Institute, this summer published findings of a study that found that adolescent monkeys that were more anxious than their peers tested that way again later in life.

Young rhesus monkeys have long been used as models for anxious behavior in children. And psychiatrists know that anxious temperament in children predicts a higher risk of developing into depression, anxiety, and substance abuse problems over time.

"The important point is that we need to identify people early in life who are at risk for [these problems]," Kalin says. "This work points to ideas about how early interventions might make a long-term difference for children at risk."

The study also showed that the brains of anxious rhesus monkeys were different from those of their calmer peers; in situations both stressful and serene, their brains showed a stronger stress response. In other words, their brains hit the panic button even when things were calm.

"The brain machinery underlying the stress response seems to be always on in these individuals,'' Kalin says, "even in situations that others perceive as safe and secure."

And when things are truly scary, the part of their brains that triggers the "flight or fight response" gets very active.

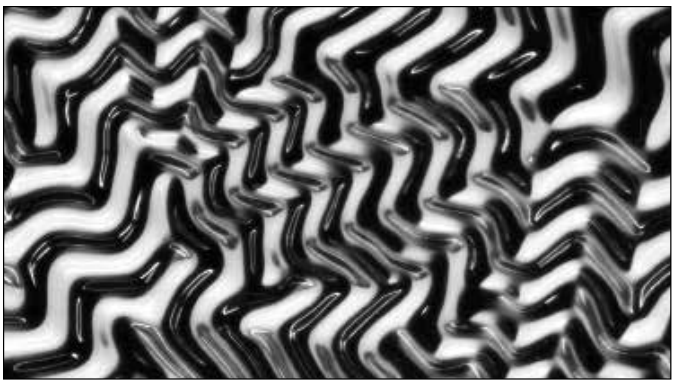
So how do you study worry and anxiety in a monkey? The researchers exposed both calm and worried monkeys to a variety of situations. One test took place in the cozy confines of their home, where they were housed with familiar cagemates. The second test occurred when they were separated from a partner while in an unfamiliar cage. And the most uncertain and potentially worrying situation was when the young monkey was confronted by an unfamiliar person who wouldn't make eye contact. When that happened, the most nervous monkeys froze and even stopped vocalizing — a response very similar to that of shy children in the presence of a stranger. Also, these anxious monkeys had higher levels of the stress hormone cortisol compared to the calmer animals, and their brain scans showed more activity in the area of the brain that responds to stress.

SPENCER WALTS

The monkeys were tested as adolescents and again, about a year and a half later, as they became adults. The monkeys who were nervous as youngsters were still more stressed out as adults, indicating that anxious temperament is a lifelong trait.

Kalin has a deep interest in how the brain influences mood, reactions to stress, and physical health, and is an advocate for screening children for mental health issues. This latest research suggests that extremely shy or anxious children aren't likely to grow out of their problems. So the anxious monkeys might be telling us that, from a medical perspective, we should be worried about anxious children — and make sure they get the help they need.

— Susan Lampert Smith '82



JENNA EUN

More than Squiggles

Melting Oreos? Not quite. This photo — taken under a microscope by Jenna Eun PhDx'10 — shows the pattern that developed when she grafted a small sheet of water-loving "hydrogel" onto another substance and added water. The image won second place in the 2008 Science and Engineering Visualization Challenge and appeared in *Science* magazine.

If traveling to Uranus this time of year, should you take a jacket? Astronomy researcher Lawrence Sromovsky can tell you. He led a study using the Keck II telescope and examined how **Uranian weather** changes over the planet's seasons.

The **UW Connections** program is growing. The plan opens UW-Madison's doors to more Wisconsin high school grads by enabling students to spend their freshman and sophomore years at one of the UW System's two-year UW Colleges campuses or at certain technical schools around the state, then transfer to UW-Madison as juniors. Now several of System's four-year campuses will join the program. UW-Green Bay began participating this fall, and Parkside, River Falls, Stevens Point, and Stout will join next fall. System officials estimate that 285 students will take part in the program next year and eventually graduate from UW-Madison.

Size matters, at least among doctors. A UW study discovered that **surgeons with smaller hands** are at a disadvantage in the operating room, where tools generally come in only one size. Peter Nichol, who conducted the study, hopes to convince medical instrument companies to produce OR tools in a variety of sizes.

Will *Red* be read? Sydney Burdick x'10 and Sarah Resimius x'10 launched a **new student magazine** called *Red* this fall. Using a $15,000 grant from the Office of the Chancellor, the two led a staff of about sixty students to produce the magazine, which gives an insider's views on college life in Madison — music, politics, style, and environment. Some 14,000 copies of *Red* were distributed free around campus.

Ballroom Basics

Students dance in their great-grandparents' footsteps.

Dancing is a Wisconsin tradition — its legs extend well beyond all the polkas, chicken dances, and jumping around that takes place at Camp Randall Stadium. In historic Lathrop Hall, thousands of stocking feet glide along the wood floors each year, as they have for decades, to the rhythms of the waltz, the tango, the fox trot, the cha cha, and the jitterbug.

If these floors could talk: Instructor Vivian Tomlinson (with back to camera) demonstrates some basic steps in the traditional Viennese waltz to a new generation of ballroom dancers.

Today, most students spend more time on their computers and less time moving their bodies, but little else has changed in the world of Dance 41: Ballroom Dancing, says instructor **Vivian Tomlinson.** He knows whereof he speaks: for the past thirty-two years, he has been teaching Madison-area adults and UW students how to boogie.

A native of Cape Town, South Africa, Tomlinson grew up in a household full of music and dance. With help from a scholarship, he went to the University of Cape Town to study ballet. He spent fifteen years with the university's ballet troupe, until a friend convinced him to move to Madison to join the Wisconsin Ballet Company. When the company closed in the 1970s, Tomlinson taught noncredit, continuing education classes, instructing ballet and ballroom dancers of all ages and abilities. In 1975, he joined a dance program at UW-Madison that eighty years ago had become the first degree-granting program of its kind in the country.

In the course's heyday, UW-Madison offered seventeen sections of ballroom dancing, but tighter budgets in recent years have forced the university to cut it down to five sections today. Still, it remains a perennial favorite. Since most ballroom or partner-style dances require some knowledge and practice, they have dipped in popularity among the general public in recent decades, though interest could be on the rise again because of television shows such as *Dancing with the Stars.*

In competitive ballroom, dancers are judged by their connection, frame, posture, speed, timing, alignment, and proper use of feet. They wear traditional gowns and tuxedos — or if they're performing Latin-style ballroom dances such as the samba, rumba, or paso doble, women dress in short skirts and men in tight-fitting shirts and pants to emphasize their leg action and body movement.

But in Lathrop Hall, dancers are decked out in shorts and T-shirts. If their jeans are dragging on the floor, Tomlinson gently admonishes them to cuff their pant legs. This is a movement class, after all.

Tomlinson feeds off his busy teaching schedule with the discipline and stamina of a professional performer. His biggest challenge with the beginners in his course is inadequate time to practice outside of class. During the semester, the students are required to attend four dances sponsored by organizations such as the UW Ballroom Dance Association, which offers weekly soirees at Union South or Memorial Union.

When students arrive for the one-credit course, they take off their shoes in the hallway and sit along the mirrored walls surrounding the studio. Before class begins, one dancer helps another catch up on steps missed during the previous session. The room gradually fills with about forty students, women slightly outnumbering men. This has been the case in nearly every class during Tomlinson's tenure, he says.

After a brief warm-up of head rolls and arm circles to

a Beach Boys or Cher CD, the beginning dancers pair up to work on the waltz. Throughout the class, students dance to recorded music, though occasionally Tomlinson accompanies them on the piano.

The slow or hesitation waltz is the first dance the class is learning. In week three, they have nearly mastered the whole sequence: the basic steps and then in the conversation position, forward six steps, walk around nine, recover for three, and then balancé, balancé turning, and cuddle wheel.

As they move around the room in pairs, Tomlinson chimes in with lighthearted directives: "Don't pull or push your partner. Step lightly. Make your first and second steps longer. Keep your focus out. Be careful of your upper arm. Relax your ankles."

Concentration gives way to giggles and spontaneous laughter. "Don't forget to breathe," Tomlinson adds, "and smile — you're not in pain." After ten minutes, he instructs the dancers to switch partners and as they're doing so, to "look at each other — and look interested!"

Trading partners is difficult for **Michael Chay x'08,** a math education major, who's taking ballroom dancing as an elective. "A lot hinges on my ability to communicate with my partner through subtle cues and body language, and that can be difficult with someone I don't know," he says.

Chay registered for the course before, but had to drop it when it didn't work out with his schedule. "I've always wanted to fit this in," he says. "I've always been amazed by ballroom dancing."

In his last semester at UW-Madison, **Peter Hudack x'08,** an atmospheric and oceanic sciences major and member of the naval ROTC, says he hopes to gain some "basic knowledge that will help me at the balls held by ROTC."

BRYCE RICHTER (2)

Michael Chay x'08 discovers it's no easy feat to be graceful and elegant while learning new moves and adjusting to a new waltzing partner.

Melissa Geiwitz x'08 is also hoping to use her new dance skills at weddings — and indeed, more than one romance has blossomed in Lathrop Hall, says Tomlinson.

A consumer affairs and business major, Geiwitz has danced before: jazz, ballet, and hip-hop. "But this is totally different, dancing with someone else," she says. "I would recommend this class to someone and if I were here longer, I'd take the second level. The professor is knowledgeable, and the class is really fun."

Teaching these students is easy because they want to be here, Tomlinson says, adding, "I tell them to be serious, but not take themselves too seriously."

He enjoys teaching beginners and seeing them progress. "In the first class, they learn to walk. Then, they walk to music," Tomlinson explains. "For many students, this is a release from stress and the only movement they have all day."

— Karen Roach '82

Class Note

Russian Roulette

History 418: Imperial Russia, 1801–1914

During its summer 2008 military intervention in Georgia, Russia provoked cries of imperialism from newspapers across Europe and North America. But fears that Russia is driving for dominance in the Caucasus and northern Asia is nothing new to **David McDonald**'s students. They've seen the world's reaction to Russian expansion over the last two hundred years.

Actually, the UW's class on imperial Russia isn't quite as old as the tsars. Created in the 1950s by legendary history professor **Michael Petrovich,** the course once gave generations of Madison undergrads a glimpse of how Russia became the world's largest state. The class begins with the 1801 accession of Alexander I, the tsar who defeated Napoleon, and proceeds to the First World War, when Russia collapsed into revolution, giving rise to the Soviet Union. But as different as these regimes are, McDonald, the Alice Mortenson/Michael Petrovich professor of history, stresses that there's a great deal of continuity.

"We really look at Russia as an empire rather than a nation-state," he says. "We take into account that Russia's elite were drawn from all sorts of groups. German-speaking nobles, Polish princes, Cossack hetmans, Tatar *mirzas* — they were all part of the class that governed Russia."

McDonald has taught the class since the 1980s, and says it's undergone a variety of alterations over the years, changing to match an evolving understanding of Russia's history.

"The central problem we're trying to work through is how Russia looks at the world and society," says McDonald. "However different their view is from ours, it's still plausible in their eyes."

— John Allen


NATIONAL PARK SERVICE

MARTIN KLIMEK

Capitan Courageous

When Yosemite park ranger Eric Gabriel was called to aid distressed climbers on El Capitan, his story became a real cliffhanger.

By John Allen

Up or down?

As Eric Gabriel '88 dangled on a strand of rope less than half an inch thick, he wondered which way to plot his course: up or down?

He was three-quarters of the way up the granite monolith known as El Capitan — the Captain, to rock climbers, the iconic cliff at the heart of California's Yosemite National Park. Above him were 800 feet of stone, often sheer, occasionally broken. Below were 2,400 feet of the same. Before him was a ledge called the Glowering Spot, which is about the size of an office desk and was occupied by two men in obvious distress. Behind him, the September sun was setting.

Up or down? Gabriel, a ranger working search and rescue at Yosemite, knew he couldn't stay put. Though one of the two men was in fair condition and could survive a night on the cliff face, the other could not. With both legs broken, and the bones from one of those fractures protruding through his skin, climber Miguel Jimenez Morante's condition was looking dicey, and the falling temperature of the coming night might mean his end.

"He was heading into shock, and distally, he was shot," says Gabriel, who is also trained as an emergency medical technician. "His limbs were cold, and I could tell that his sensory and circulatory function had diminished. He was likely, at least, to lose a limb."

Had it been daytime, Gabriel might have called in a helicopter to fly the men off the ledge. But helicopters aren't allowed in Yosemite after dark — navigating among the cliffs and peaks is too dangerous. And so Jimenez would have to be removed by human effort alone, using ropes and pulleys.

Up or down? Up would be safer — it was a shorter distance and, since Gabriel had rappelled down from the cliff top, he'd recently covered that ground. But there was limited help there for Jimenez. There were more rangers, sure, but they were armed only with the first-aid equipment they could pack into a field kit. The trails down to find a road were rough and steep. If Gabriel took Jimenez upward, he'd have to spend the night there in the rangers' care, rather

EARL MADDEN

El Capitan, the largest mass of granite in the world, has been a challenge to rock climbers for half a century. Though there are dozens of different routes up the cliff face, the most popular is called the Nose, shown just right of center in this photo. The Nose is a vertical ridge that divides the cliff's east and west faces.

than a surgeon's, and he'd definitely lose a limb.

Down meant quick access to a road, and thus an ambulance, and a good chance of getting Jimenez to the operating room he so badly needed. But down had dangers, too. Half a mile of vertical granite threatened many opportunities for accidents — a slip or tumble, the rope snagged in a crack or maybe severed on a sharp spur of rock.

As for advice, the two men were little help. Jimenez was heading into shock, and his climbing partner, Jose Maria Villapalo Brasazo, was near panic. Further, both were from Spain and spoke very little English, while Gabriel's linguistic capacity was nearing overload.

"I don't speak Spanish all that well to begin with," he says. "And in classes, they never teach you the important phrases, like the names of various pieces of climbing gear, or 'Are you allergic to morphine?' "

Ultimately, Gabriel decided that the risk of death was better than the certainty of crippling. "At the top," Gabriel says, "the patient probably wouldn't have died, but he would certainly have lost one leg, probably both. If I took him down, at least we had a chance of getting him to an OR."

And so down it was. The decision launched him on a daring nighttime descent of the Captain, and, ultimately, earned him the Department of the Interior's highest award for valor.

"ADD at Heart"

"Yosemite attracts some strange people," says Gabriel, and though he may not realize it, he's one of them.

A native of Sheboygan, Wisconsin, Gabriel ought to have been more at home on flat Midwestern prairies than among California's mountains and valleys. "But," he says, "I've felt all my life that I was born in the wrong spot." From his earliest years, he looked for ways to live on the edge — or over it.

"Eric was always something of a thrill-seeker," says Gabriel's brother Paul '82, JD'86. "I have a clear memory of him when we were kids. I was at the breakfast table, and I looked up, and he came flying by the window. He'd jumped off of the second story of the house using a homemade parachute. I think he broke his collarbone."

Paul says that Eric "takes his risks in more measured doses now," but one of the ways he pursues them is through rock climbing, a hobby he took up as a teenager. When he enrolled at the UW,

GETTY IMAGES/DON SMITH

Eric Gabriel joined the Union's Hoofers outdoor adventure club. With them, he went climbing at Devil's Lake State Park north of Madison, but when they couldn't get there, or to any other location with natural cliffs, he and his friends would scale buildings on campus instead.

"The Red Gym was particularly good," Gabriel says. "And so was Science Hall. They both had rhyolite [stone] for the first eight or ten feet, and then brick, which offered pretty good handholds."

Although he earned his degree in secondary education, Gabriel never sought a career in teaching, preferring instead to pursue professions that wouldn't interfere with climbing. He trained as a carpenter and as an emergency medical technician — jobs that were universal enough that he could do them anywhere in the country, and for which employers wouldn't mind a spotty resume for those times when he'd decide that the climbing was better somewhere else.

"I've read that a leisure class exists at both ends of the financial scale," Gabriel says. "I was enjoying exploring the lower end."

In 1990, he finally connected climbing with a career when he took on a seasonal position as a ranger at Yosemite National Park. Over the following years, as he scaled the cliffs — including the Captain, five times — he also climbed the ladder at the National Park Service, from seasonal to permanent, working at a variety of the country's large parks: Grand Canyon, Grand Teton, Rocky Mountain, and others, eventually returning to Yosemite.

National Park Service rangers come in a variety of types — the most familiar are interpretive rangers, who, dressed in the green-and-gray uniform and Smokey-the-Bear hat, help visitors understand and enjoy federal parks, monuments, and other service areas. But there is a wide variety of professionals who perform a park's business — firefighters, maintenance and administrative workers, dispatchers, business and revenue managers, and search-and-rescue (SAR) personnel. Gabriel became a visitor and resource protection ranger (law enforcement). Carrying a gun and badge (number 187), he's responsible for seeing that visitors enjoy the park in its intended state while protecting its resources and other visitors.

Since 2003, Gabriel has been one of Yosemite's supervising rangers. Under the direction of the park's chief ranger, Steve Shackleton, Gabriel is responsible for the more than four hundred square miles of the Mather District of Yosemite Valley, and at the height of tourist season, as many as fifty rangers and volunteers report to him. His duties cover all aspects of the ranger job description. "That's the great thing about rangering for me," he says. "I think I'm a little ADD at heart."

El Capitan is considered the best rock climb in the world, but all its routes are 'huge, exposed, and terrifying.'

One of the areas Gabriel is involved in is the park's search-and-rescue operation, where his climbing skill and EMT training are highly valued. The SAR personnel aid park visitors who are injured, lost, or suffer an accident anywhere within Yosemite's territory. They aid victims of auto and boating accidents, find hikers lost in the wilderness, and seek climbers who fall or become trapped. The SAR group takes half a dozen or more calls daily, and in the course of a year, runs fifty missions on El Capitan. Most end well, though there are, on average, twelve deaths a year in the park.

Keith Lober, the park's SAR coordinator, is grateful for Gabriel's help. "The guy's a search-and-rescue stud," Lober says. "He's one of the top guys in the park as far as authority, but he's also one of the troops, in the trenches, and he's being dragged kicking and screaming into upper management."

The Captain

If Yosemite attracts strange people, climbers are among the strangest. From around the world, people such as Jimenez and Villapalo go there to scale the park's steep heights.

Among the most popular of these is El Capitan. At 3,593 feet from floor to peak, the rock is more than twice as tall as the Sears Tower from street level to the top of its antenna.

There are more than seventy distinct routes to scale El Capitan, and the names climbers have given those routes reflect their culture of humor and machismo: Magic Mushroom, Tangerine Trip, Lurking Fear, Iron Hawk, Realm of Flying Monkeys. Jimenez and Villapalo were attempting a route called the Nose, which follows the vertical ridge that divides the cliff's east and west faces.

The Nose was the route taken by the first climbers to scale El Capitan. Over the course of eighteen months in 1957 and 1958, they spent forty-five days on the cliff, slowly creeping up its face and pounding bolts and rivets into the rock to secure their ropes. Because those climbers left their bolts behind, the Nose has since become by far the most popular route on the Captain. the authoritative topographic climbing guide to the park, describes it as "the best rock climb in the world." Though its authors rank the route as "technically easy," they note that, "like all El Cap routes, [it] is huge, exposed, and terrifying." The record for speediest ascent up El Capitan — two hours and forty-three minutes – was set on the Nose in the summer of 2008.

But those were elite climbers, and according to Gabriel, it typically takes a good climber three to four days to scale the Captain's Nose — days spent hauling up dozens of pounds of equipment, as well as diminishing supplies of food and water and an increasing burden of waste. There are no garbage cans or toilets on the Captain's nearly vertical face, and

JON GLEASON

Don't look down: Yosemite SAR personnel Ed Visnovske and George Paiva show what it's like going "over the edge" on El Cap. The two were conducting a rescue of a fallen climber in 2005 on a route not far from the one taken by Eric Gabriel.

climbers cannot simply drop their refuse for fear of hitting those lower on the cliff.

On September 16, 2007, Jimenez and Villapalo had made it three-quarters of the way through that journey before Jimenez slipped, slid, and tumbled partway down the cliff face, shattering both of his ankles.

They had come prepared, however, and used a cell phone to call for help. In the mountainous wilderness of Yosemite, cell reception is spotty, but they eventually raised Jimenez's wife, who was located about an hour away, in the northeast part of the park. She relayed the call to SAR headquarters at 2:33 that afternoon. But with the language barrier adding to confusion, the SAR team lost precious time converging in the wrong direction. Had they known that Jimenez was on El Capitan, they might have, in the remaining daylight, used their helicopter to pluck him off — a dangerous maneuver called a short haul, though less dangerous than rappelling all the way down.

But it took hours to discover the true location and nature of the accident. Once SAR coordinator Keith Lober had all the information, he determined that he'd have to call on Gabriel to perform the rescue. "There are things in Eric's experience and background that other [rangers] haven't

developed yet," Lober says. "His medical training and the experience of having climbed El Cap several times meant that he was the only guy for the job."

"The Dope on the Rope"

But Lober mobilized far more than just Gabriel. Some thirty rangers performing various functions became involved in the operation that would become known as the Morante SAR (due to confusion over Spanish naming conventions).

First sent to the scene was John Dill, a ranger with thirty-eight years of climbing experience in Yosemite. Dill took up station on the floor of Yosemite Valley, a mile from the cliff's base, where he served as the rescue's spotter.

"It was my job to find a vantage point and use eyeballs, binoculars, a telescope, whatever, to figure out where the victims were," Dill says. "Then I had to talk to the team on top to give them the path to lower Eric down."

At the top of the cliff, connected by radio to both Dill and Gabriel, was a team of edge attendants — thirteen SAR rangers whose job it was to manage the rope and its passage over the side of the cliff.

"The most dangerous places on a descent are anywhere that rope runs over rock," says Dill. "That's where you get friction, and friction has the potential to cause all sorts of problems."

A rope could be severed by a sharp spur or jar free a loose stone, and either could lead the rescue to a fatal conclusion. And so the edge attendants climbed out around the top edge of the cliff to protect the rope with rollers and pads, and they monitored the line to ensure that it remained securely fixed at the top and passed freely over the side.

"There are really a lot of people involved in any rescue," says Gabriel. "My position was really just what we call 'the dope on the rope.' I was the guy who was dumb enough to go down. There were twelve strong men and a woman at the top who did the real lifting."

Gabriel began his descent at 6:40 that evening, and with Dill's direction, he picked a path down the Captain's face for more than eight hundred feet until he could see for himself the clues that would lead him directly to Jimenez and Villapalo — a ten-foot-long blood smear pointed directly to the Glowering Spot, the small ledge on which they had landed.

Still, it took half an hour to lower Gabriel from the cliff top to the ledge. "It was a pretty standard fall-in," says Dill. "Getting Eric down there wasn't wild-ass crazy dangerous or anything."

But from there down, it would get much more difficult. With the coming of evening, Dill could no longer assist. "In the dark, I couldn't see enough to direct him," Dill says. "I couldn't even be a spectator."

As well as he could, Gabriel informed Villapalo that he'd have to spend the night on the cliff, then be hauled up to the top after dawn.

The best stretches of the descent were when the cliff was vertical or sloped inward, back away from Gabriel. "At those times, you're basically the fall line," he says. "You just go where the rope dangles you." Though Gabriel had no contact with the rock and couldn't direct their progress, they were at least marginally safer. Dangling meant that their line was passing through open air and free from potential snares. A lack of contact with the cliff also meant a slightly more comfortable ride for Jimenez.

"With the morphine, he was pretty much out of it," Gabriel says. "But whenever we hit the cliff, he'd still scream."

And yet it wasn't an empty world. At night, as the air on El Capitan cools, the wind stills and voices can carry over hundreds of yards. And as September is one of the most popular climbing seasons in Yosemite, the Captain had many other groups bivouacking for the night.

"At a thousand feet above the deck, I started seeing the individual lights of the people working on the ground. … I got this warm feeling. Once I could see the folks working below me, I realized this was really going to work. We were going to make it."

"He didn't like it much," says Gabriel, "but he didn't really have a choice."

Gabriel injected Jimenez with morphine, splinted his legs, and strapped him onto a stretcher. Then the two dropped off the ledge and into the dark.

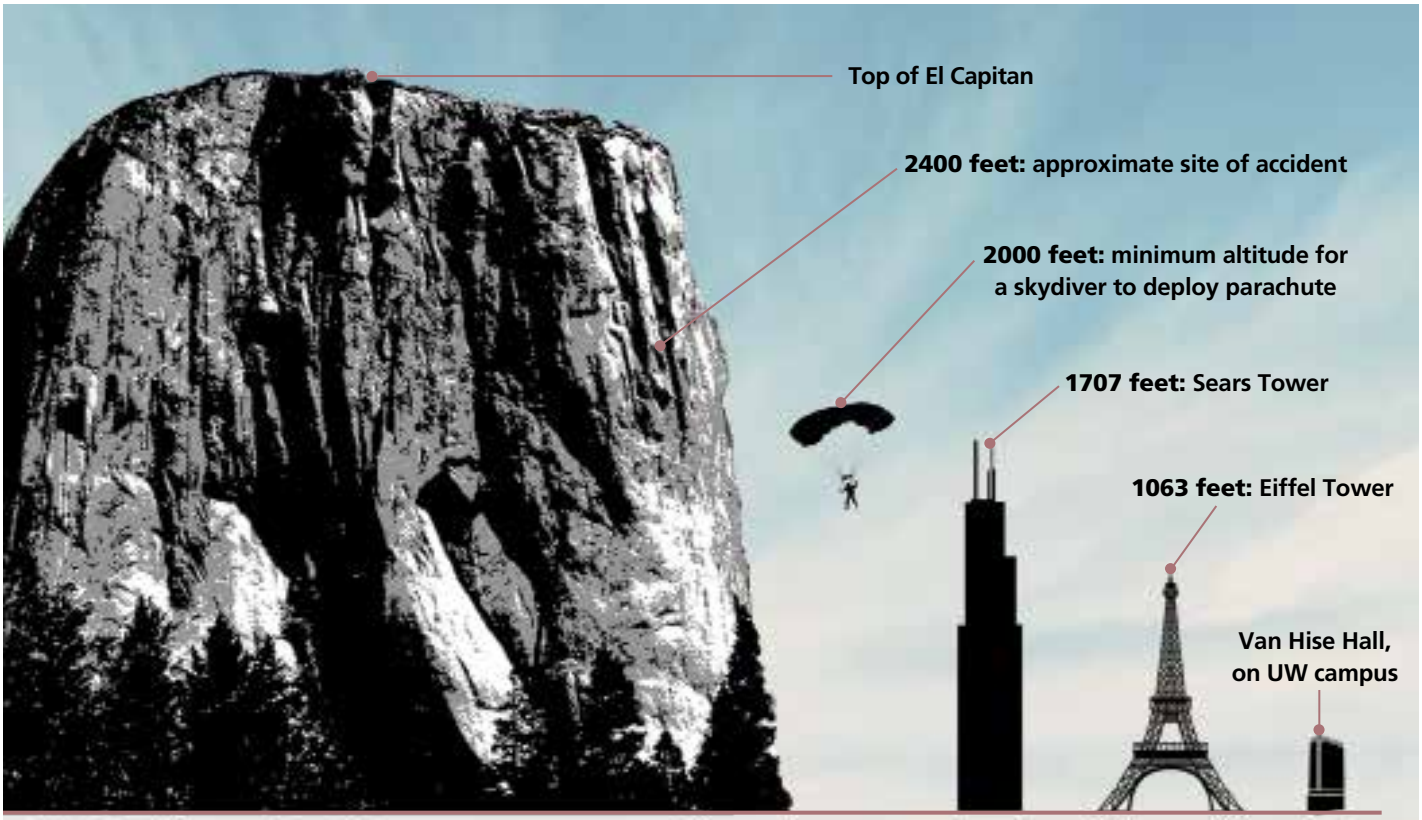
Gravity Is the Most Feared

As Gabriel and his nearly unconscious cargo slipped downward from the Glowering Spot, their world was reduced from three dimensions to two: left, right, up and down. Before them was impenetrable rock, and behind them, empty darkness. Even the vertical plane they inhabited was limited to the area illuminated by Gabriel's helmet lamp — a radius of about a hundred feet.

As he dropped onto a long ledge called the Great Roof, Gabriel ran into a climbing party. "I said to them," he says. "They were pretty cool about seeing us pass."

Friendly though they were, climbers were another obstacle — people and equipment that could become entangled with Gabriel's line. Below the Great Roof, the cliff sloped toward Gabriel again, and he decided to kick off to the right, east along the cliff's face, away from the Nose and its climbers.

But as they fell below the level of the Great Roof, the danger grew more acute for Gabriel and Jimenez. They



EARL MADDEN

How far down did Eric Gabriel have to go? Take a look at El Capitan compared to other precipitous descents.

were now 1,200 feet below the top of the cliff. The SAR team's ropes are 1,200 feet long — nearly ten times the length of typical climbing ropes, but still just a third of the length down the Captain. At the top, the edge attendants would have to knot Gabriel's line onto a second, and then a third rope to get him to the bottom. Each of those knots provided a new obstacle, a tumor in the line, far more liable to catch in a crack or hang up on a flake. If that happened, there was nothing but jagged rock between Gabriel, his patient, and the valley floor.

"Climbing is basically all about physics, about forces," Gabriel says, "and gravity is the most feared."

On and on they crept, yard by yard, Jimenez's screams beating out the irregular rhythm of the descent. From the Great Roof to the valley floor, they had to travel more than 2,000 feet, past four camp sites and twenty-two belaying stations — ledges on which climbers might have tied off their equipment — all the while avoiding dozens of cracks, stone spurs, and knobs, and the bolts left behind by previous climbers.

At an area called the Gray Bands, Gabriel found that he was heading into trouble. "We were going more or less to the east, to the right, with the rope skidding along the rock," he says. Then he noticed they were heading into a major dihedral, an inward-facing corner, and a particular danger for a long rope. The angled walls of the rock could funnel the line in toward the tighter part of the corner, until it became stuck.

"You never want your rope to catch in a crack," says Gabriel. "It'll get pinched or cut — something like that would definitely catch a knot."

So Gabriel kicked off the cliff as hard as he could, angling back to the west, Jimenez screaming out as they pounded back against the granite. But that was the worst moment on the descent. Soon after, as they reached a ledge 1,300 feet above the valley, Gabriel received a boost from his colleagues. A searchlight came on, flooding the cliff face with light. Three hundred feet farther on, they reached a spot called Dolt Tower, and he saw something even more heartening.

"At a thousand feet above the deck, I started seeing the individual lights of the people working on the ground," he says. "I got this warm feeling. Once I could see the folks working below me, I realized this was really going to work. We were going to make it. I stopped for a moment, just to gaze at them and appreciate it. Then I gave the patient another shot of morphine so we could finish the descent."

When they reached the ground, it was 10:40 p.m., eight hours after the accident. A team of SAR rangers was waiting to assist, but it still took nearly an hour to carry Jimenez over the broken ground at the cliff's foot to get him to the

valley road. From there, an ambulance drove Jimenez and Gabriel to Craneflat Helibase, where a helicopter was waiting to fly them to a hospital in Modesto. At around 1:00 in the morning, Jimenez went into surgery, and though his legs required several operations, he still had both feet when he returned to Spain.

Gabriel hasn't seen or spoken to him since — which is not unusual, though almost every other aspect of the Morante SAR was: the darkness, the descent, the language barrier. For his actions that night, Gabriel received the U.S. Department of the Interior's valor award — a gold medal ("It feels like gold," he says; "anyway, it's heavy") inscribed with his name and the department's seal. That and the time-and-a-quarter hazard pay were his only reward for the nighttime descent on the Captain.

"You can't really do this job for the money," Gabriel says. "You've got to do it because you love it. To this day, I can still hear certain people saying, 'Federal employees — what do they do for their paychecks? Nothing!' But the folks who wear the ranger uniform — they absolutely bleed green and gray."

On Wisconsin senior editor John Allen is proud to state that he did not fall off of a cliff or anything else while researching this story.

Climbing the Walls

Spider-Man isn't an alumnus of the UW, but if you were a student in Madison between the late 1940s and mid-1990s, you can be forgiven for thinking that he was. During those years, it was common to see people scaling the walls of campus buildings. But those were no super heroes — they were just Hoofers.

The UW's Hoofers have been sending climbers up steep slopes since 1949, when Don Orth x'53 and Wally Green '52, MS'53, PhD'60 organized a mountaineering club. They made their first ascents on the cliffs and rocks of Devil's Lake State Park near Baraboo, north of Madison, where the Hoofers still make regular expeditions. But sometimes, when the weather was too poor for climbing, or Baraboo was too far to go, those early Hoofers got a bit restless and tried their skills closer to home.

"We used to do a little bit of climbing [west of] the [Memorial Union] Terrace, near the Hoofers office," says Green. "And we'd try climbing around the inside walls of the office to see how far we could get without touching the floor."

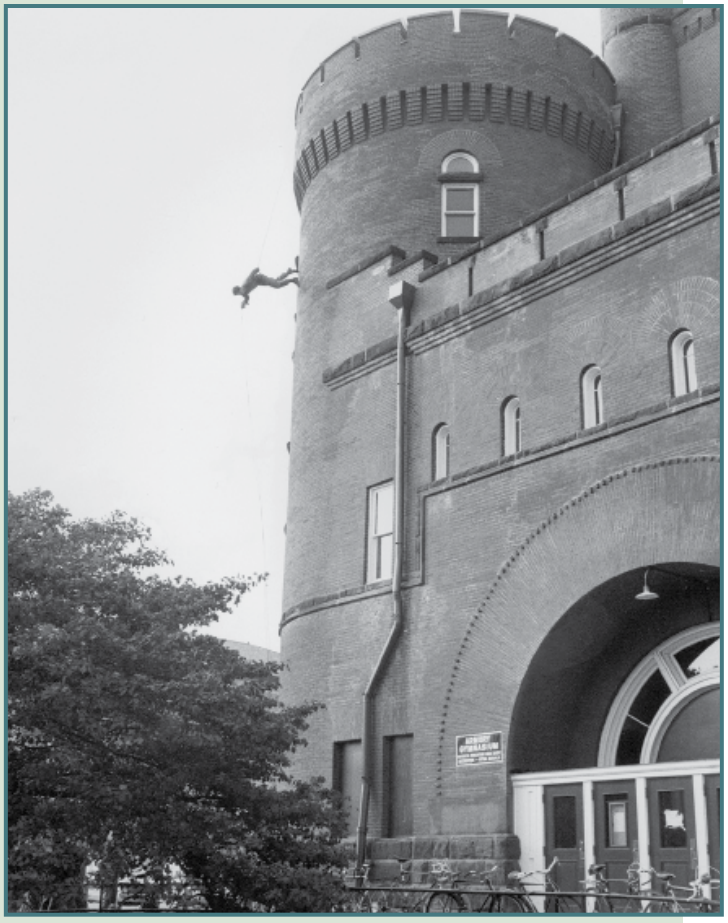
Over time, the challenges grew more extreme, with club members scaling other buildings, including the outside of Science Hall and the Alumni Center, and both the exterior and interior of the Armory.

"We'd epoxy little rocks on the [gymnasium] wall and use them as climbing holds," says Eric Gabriel '88. "Often the UW's gymnasts were practicing in there at the same time. I think they were amused by us."

According to Jim Rogers, the Hoofers' adviser, the rules for on-campus climbing were relatively few. "They weren't supposed to climb buildings during office hours," he says, "because it didn't seem polite to have their crotches spread across windows."

In the mid-1990s, however, the practice began to change. The Alumni Center was remodeled, gaining a new concrete face that was resistant to climbing. The Hoofers migrated to indoor climbing walls, such as the one at Boulders, a climbing gym on Madison's east side.

UW–MADISON ARCHIVES



As if finals weren't hard enough: a student scales his way down the walls of the Red Gym in this undated photo from UW-Madison Archives. Climbing on campus buildings — an activity called "buildering" — was once a favorite activity of the UW's Hoofers mountaineering club.

In the future, the Hoofers mountaineering club hopes to return to practicing on campus — though not quite in Spider-Man style. They've proposed that a climbing wall be added when Union South is rebuilt in 2011.

— *J.A.*

Lean on me

Behind every successful airing of is chief booker Cindy Mori and a team of Badgers.

BY JENNY PRICE '96

You wouldn't think anyone would say "no" to Oprah, would you? At first blush, any outsider, including me, would assume booking guests for the top-rated daytime talk show would be a breeze.

But Cindy Goldberg Mori '89 finds otherwise when she scrambles to line up guests for the annual post-Academy Awards broadcast of *The Oprah Winfrey Show* in front of a live audience of six thousand people at the Kodak Theatre, where the Oscar ceremony is also held. It seems the nominees and their publicists are fearful of somehow jinxing their chances to win by committing before the envelope is opened — and that makes the job of Mori, the show's chief booker, more than a little interesting.

"I go out to L.A., I have no idea who's going to win," she says. "I have no idea who's going to be on the show, but I have a live show in twelve hours and I have to have people in the chair and they have to have won an Oscar."

Despite the pressure, the job's a blast for Mori, one of eleven UW-Madison alumni who are part of the large production team working on one of the most influential shows on television. As *On Wisconsin* took a peek behind the scenes — thanks to help from some of these alumni — a certain aspect was clear: although the show carries only one name, it's much bigger than one person.

PHOTO COMPOSITE. ORIGINAL PHOTOS BY BRYCE RICHTER

The Oprah Winfrey Show airs 140 new episodes every season, but it's hard to put a number on how many ideas are floating around before some of them become shows. Ideas are a driving force at Harpo Studios — the show's Chicago home — and with the program now in its twenty-third season, bringing Winfrey and her viewers something new and surprising is a top priority, and an exciting challenge.

The show's season premiere, which featured 176 U.S. Olympians — and reigning American Idol David Cook — on one stage in Chicago's Millennium Park, demonstrated the lengths to which her staff will go to meet that challenge.

No detail for a potential show is overlooked. Each one of the thousands of e-mails sent to the show is read. That's how producers first heard about the now-famous pregnant man, who contacted the show through its Web site and ended up being featured in one of its highest-rated episodes last season.

And then there's Mori's booking team: seven people who keep a close eye on what's hot in entertainment and the news, and pass on possible topics and guests to the teams of producers who put each show together. At any given time, the booking team handles hundreds of pitches about books, movies, music, and news stories. And as Mori perches at her desk, she keeps tabs on breaking stories via a small TV mounted near her computer that's tuned to a cable news channel. "We're TV addicts," she says.

During an ideas meeting, the group sits at the end of a large conference table, and each person gets seven minutes to pitch as many topics as she can. When time is up, someone hits a button that emits the twangy tagline from TV commercials for Yahoo, the popular Web portal. There's no guarantee that any of these ideas will ever become part of the show.

"We have to have this timer because people get so passionate about their stories when they're pitching," Mori explains before the first team member takes a turn.

The session kicks off with a pitch about a study revealing that living in a dangerous area can be detrimental to your health. Suggested title: "Stress and the City." Mori agrees it's a great title for a show, but she reminds the team that viewers need some kind of take-away message. Since people can't necessarily afford to move, she points out, the show would need to offer tips about how people could reduce stress and improve their health right where they live.

The Yahoo buzzer goes off and pitches continue around the table, from homelessness among the middle class — prompted by a series of stories about people living in their cars after losing their homes — to the critically acclaimed cable drama *Mad Men*, to one booker's self-declared obsession with somehow getting *Star Search* back on the air. "I know I should let this go, along with Richard Simmons," she says.

Another team member says she spotted a photo of a s'more in a magazine the night before and wondered, "What if we had Oprah and Gayle go on a camping trip?" She notes that during past shows, Winfrey and her best friend, Gayle King, went on a road trip across the country and toughed it out at the location of the PBS reality show *Colonial House*.

"I don't think they're going on a camping trip, I gotta say," Mori says, as the group chuckles about the misadventures the pair had during the previous trips.

Mori still has the rejection letter from the first time she applied to work at *The Oprah Winfrey Show*. She was a booker for ABC's *Good Morning America*, spending three years based in New York and another three in Los Angeles. Along the way, she chased down some of the biggest stories of the 1990s: O.J. Simpson's civil trial, JonBenet Ramsey, and the Columbine High School shootings. Eventually, she had some contacts at the *Oprah* show and sent her resume again in 1999, this time landing an interview and an offer to work as an associate producer.

"I felt on the first day like I feel now … like a kid in the candy store," Mori says.

And now she does her best to help UW graduates who eagerly seek her out, reliving the dream that she once had — and pursued for so many years — to work on the show.

"When I think about Wisconsin and giving back and the journalism school and what I can do … it's not just about giving money, it's about trying to be a good mentor and be a good role model, trying to help fellow Badgers," she says.

Not everyone who connects with Mori ends up getting a job — it's competitive, after all — but the Badger connection did make a difference for three alumni who now work as research coordinators for the show. "It makes me really proud that they have done so well, so fast," Mori says.

Chelsea Carey '07 first met Mori when she and two classmates presented a project to the School of Journalism and Mass Communication's board of visitors. Before the meeting, Carey looked over the list of board members and thought her eyes would pop out of her head when she spotted Mori's name and her Harpo e-mail address. The answer to the question, "Does she work at *Oprah*?" was the one Carey was hoping for. The two talked, and Mori offered Carey the chance to shadow her on the job for a couple of hours. The connection led to a summer internship for Carey, followed by a full-time position.

Wendy Corenblum '05 was equally motivated when she learned Mori would be attending the journalism school's centennial luncheon in April 2005. She arranged to sit with Mori, getting a foot in the door that eventually led to a job.

And in summer 2007, during a chance encounter on the Memorial Union Terrace with mutual friends from their sorority, Jill Salama '06 was prompted to call Corenblum and get right to the point. "Wendy, I haven't talked to you for a while," Salama told her. "I heard you work at Harpo. It's my dream job — tell me about it." Within a month, Salama had a job at the show, a goal she'd set in freshman year after experiencing a taping as an audience member.

What a production: With only a few days' notice, the booking team for *The Oprah Winfrey Show* juggled 176 travel schedules, bringing U.S. Olympic medalists to join Oprah — here, front and center — to tape the show's season opener at Chicago's Millennium Park in September.

Today the three women are part of a team that handles an array of responsibilities. They read the thousands of e-mails sent by viewers, flagging their favorites and trying to persuade producers that they might lead to a good guest or a strong topic for a show. They track down information and provide producers with a binder chock-full of details for each program. They check the facts included in scripts. Every day brings something different — especially when a breaking news story sends them springing into action to assist the show's producers.

"We work such long hours, but the people we work with are not even like our co-workers anymore," Corenblum says. "You truly find your friends here."

"You have to pinch yourself when you can say, 'I love my first job out of college,' " says Salama, adding that many of her friends are miserable in their current jobs. "The time really does go by fast when you're here from 9 a.m. to 10 p.m. on some days on a night before a show, and it's crazy, but you still love what you're doing and you get such a rush. That is really lucky."

Carey, Corenblum, and Salama all laugh when asked whether friends and family regularly bug them for tickets to be part of the show's studio audience. That's pretty much a given, Salama says, adding that sometimes people she doesn't know well track her down via Facebook to make such requests.

The three also say that when someone finds out where they work, a conversation like this usually follows:
Question: "Have you met her and what is she like?"
Answer: "Yes. She's very nice."

Question: "Can you get us tickets for the 'Favorite Things' show?"
Answer: "No, I can't."

Question: "Can you get us tickets for any show?"
Answer: "Maybe, but I have a waiting list about this long, so talk to me in three years."

If there's one thing the show has, it's reach. Every week, it's seen by an estimated 44 million viewers in the United States and distributed to another 140 countries, ranging from Abu Dhabi to Zimbabwe.

Mori sums up the experience of being an Oprah guest quite simply. "It's going to be transformative," she says.

Pinch-Yourself Moments

Working for *The Oprah Winfrey Show* offers experiences and brushes with celebrity most of us can't fathom. "Sometimes you leave this job and you can't believe what you did that day," says Chelsea Carey '07, a research coordinator. Here are highlights from some of Oprah's Badgers.

Surrounded by celebrity: Oprah Winfrey with, left to right, Jamie Foxx, Hilary Swank, and Chris Rock.

The Piano Man

During her first season on the show, Carey worked on an episode that featured rocker Billy Joel. The night before the show taped, she attended rehearsal and got to watch him perform "Only the Good Die Young" in an intimate performance for the production team putting the show together. "I grew up on Billy Joel, and my dad loves him," she says, "and so I just thought, 'What did I just do tonight?' "

Mom and Julia

Wendy Corenblum '05, also a research coordinator, had an inside source to help producers working on a show featuring stars Tom Hanks and Julia Roberts. Corenblum's mother, who had been Roberts' sixth-grade teacher, provided old yearbooks and photos — and even ended up appearing on the show to reunite with the actress. "My mom had actually been more than a teacher; she had gone to the opening of *Steel Magnolias* … then [she and Julia] had just lost touch, so that was a really cool experience," says Corenblum.

Hanging with Hilary

Cindy Mori booked actress Hilary Swank to talk about her performance in the movie *Million Dollar Baby*. Two days before she came to the show, Swank was nominated for a best actress Oscar — which she went on to win. Mori, who met Swank in the green room before the taping, says she will never forget what Swank said: "You know, obviously it's a big honor to get an Oscar nomination, but being on the *Oprah* show for the first time is so much cooler than that!" Although Mori hesitates to name favorite guests, a framed photo of herself with Swank sits on her desk. — *J.P.*

Authors who appear on the show see their books climb the bestseller lists. Products that are featured during the program sell out quickly. So it's not really a surprise, as I drive toward Harpo Studios in Chicago's West Loop on a summer day, to notice that a motivational speaker has purchased a billboard one block from the studio to hype his new book. The same tactic worked for a Pennsylvania animal shelter, which bought a billboard as part of its ongoing crusade against puppy mills. *Oprah* producers saw the message and pursued a hidden-camera report.

The UW alumni who work for the show see its influence firsthand.

For example, Corenblum did research for two shows on health care in the United States, which included talking with filmmaker Michael Moore, who made the Oscar-nominated documentary *Sicko*. As part of those broadcasts, show correspondent Lisa Ling investigated insurance companies for viewers who were struggling to get coverage. After the show aired, insurers for some of the viewers featured "called them back and said, 'We're going to cover you now,' " Corenblum says.

"It was just a really powerful show and very moving to work on," she adds, "and to meet the people that we helped was really amazing."

Mori saw how the show could change a life after she read an article about a young black playwright who once was homeless and sleeping in his car. The man, who had struggled to produce his plays, saw his career take off once he addressed his unresolved issues, including an abusive father. Mori booked him for a show, and after it aired, Tyler Perry experienced phenomenal success in theater and eventually on the big screen, including with *Madea's Family Reunion*, a movie he directed.

"In some ways," Mori says, "he credits me with bringing him here the first time and having the opportunity to meet Oprah and have that experience. I'm so excited to see his success and feel — in some small way — [my] stumbling across this article changed the trajectory of his life."

Mori has worked on hundreds of shows, but some of the more serious sub-

jects stick out most in her memory. As an associate producer, she was part of a team that put together "Islam 101," a show that aired after the 9/11 attacks in 2001. The goal was to break down stereotypes and inform viewers about the religion.

"That was a lot of responsibility for us," Mori says. "What I learned about that religion in the two weeks or ten days that we had to prep for it was amazing, because I didn't really know much about the religion — and I'm not sure anyone I was working with on that show knew. But we had to do an hour for our audience that really broke it down in simple terms that would teach them, that would educate, and hopefully make them think about Muslim people and the religion of Islam in maybe a different way than they had right after 9/11."

The studio where Winfrey tapes her show looks smaller in person than it does when you're watching from home. But it's still impressive, with a breathtaking canopy of spotlights hanging down from the ceiling and rows of chairs waiting to be filled with ebullient fans. On a typical day, the stage is set up for an interview, with two armchairs — one for Winfrey and one for her guest. But overnight, crews can transform the space. For a show featuring dancers and contestants from the ABC reality show *Dancing with the Stars,* they converted the studio into a ballroom, complete with a parquet dance floor.

People who work on *Oprah* think big. After all, this is the show that once gave a car to everyone in the studio audience. "Nothing's too big. We're only limited by the size of the TV screen," Mori says.

That scope includes 125 Osmonds. Carey worked on the team that put together a reunion show featuring the entire Osmond family, including the brother-and-sister duo of Donny and Marie. As it turned out, keeping track of who belonged to which part of the family wasn't easy.

"It was down to even making a spreadsheet in Excel of 'Okay, this is Donny. His wife's name is this. They have three kids,' " Carey says. "The nine Osmonds had fifty-eight kids, and those fifty-eight had forty-two kids. So, it was like putting together the family tree."

Getting the entire clan to Chicago involved chartering a plane and buses, and when they all began arriving at the studio early the day of the show, Carey was there to greet them.

"It was nuts, but it was really cool seeing [them]," she says. "And they all look alike."

The show took it to a whole new level for its season premiere in September, when the staff pulled off a homecoming party for Team USA in just nine days. Mori's crew worked the telephones and sent e-mails "all hours of the day and night" to book athletes for the show, she says. The United States had 262 medalists in Beijing; the goal was to get as many as possible to appear on *Oprah*.

On the research side, it was Salama's job to double-check everything about the Olympians, including their hometowns, the number of medals won, and any other facts the producers might want to know. "Up until the end, people were RSVPing," Salama says. "It just kept getting bigger and bigger. … It was exciting to be part of it — and lucky."

Not every athlete could attend — for example, one baseball player had to cancel at the last minute because he got called up to the major leagues. As the big day loomed, though, *Oprah* staffers finalized travel arrangements to bring 176 athletes to Chicago from sixty cities and thirty states. The final group included Olympic sensations Nastia Liukin and eight-time gold-medalist swimmer Michael Phelps, as well as Kobe Bryant and other NBA players from the men's basketball team.

"I learned that anything is possible in any amount of time. … If you can dream it, you can make it happen," Mori says. "The way that we all felt when Michael Phelps touched the wall — that's how I felt times 176. With the confetti going, and Oprah on stage, and six thousand people on hand to watch, I just cried tears of pure joy."

When looking around the table at the ideas meeting or reading the closing credits of the *Oprah* show, one fact is inescapable: there are a lot of women on the staff. Mori's team is all female, save for one member who introduces himself as "the new guy." Given those odds, Mori still marvels that she actually met her husband, a senior producer for the show with whom she has two young sons, at work.

"Oprah once said about my husband, 'Well, he's worked here forever, he's about 70 percent woman. … He's got a little girlfriend in him,' " Mori says.

Although the work schedule can be grueling, Mori says it's inspiring to work in an environment where so many other women are balancing marriage, family, and career every day — just as she is.

"There's no glass ceiling at *The Oprah Winfrey Show*," she says. "Women have many, many, many of the top jobs … and have from the beginning."

Mori briefly left the show after the birth of her first son, now five, and found that she "missed it desperately." She returned on a freelance basis, helping out in different departments until she filled a position booking celebrities. Now that she is manager of booking relations, her team does most of the traveling and knocking on doors that she used to do.

"I wasn't sure I could [make the change]," she says, "but they were extremely accommodating in finding something that really fit my talents, but that also contributes in a big way to the show. So, for me, it's worked out great. You know, there's a lot of girl power there."

On Wisconsin writer Jenny Price had the thrill of appearing on the Oprah show in 1995 as one of ten audience members selected to receive a Hollywood makeover. She has failed to replicate the fabulous results on her own.

Shaped by History

Why do our states look the way they do? Mark Stein dug into America's past to find answers.

By Jenny Price '96

During seventh grade geography class, Mark Stein '73 spent a lot of time studying a map of his home state of Maryland. One question always nagged him: why do we have Delaware?

To Stein, it looked more like Maryland's missing piece than a separate state. He continued to ponder the mystery of state borders well past junior high school. During his years on the UW-Madison campus — where he earned degrees in English and psychology — the sight of Michigan's Upper Peninsula connected to Wisconsin's northern border made him wonder, "How'd Michigan get *that*?"

Stein went on to make his living as a playwright, with works produced Off Broadway and at theaters around the country, and as a screenwriter, with films including *Housesitter*, which starred Steve Martin and Goldie Hawn. But a break in his movie career finally gave him the chance — and the push — to pursue the answers to those persistent questions about the shapes of states.

"I actually did pretty well in Hollywood, but not well enough to just retire," Stein says, "so at some point it came together for me, 'Why don't I just pursue this thing that I've been so interested in — if nothing else, as a labor of love?' And the more I looked … the more I discovered that, 'Oh my god, you can even say something about Hawaii?' "

Stein's book, fittingly titled *How the States Got Their Shapes*, explores why all fifty states and the District of Columbia look the way they do, often revealing some surprising answers (see facing page). "The further I got in, the more I was amazed to discover there was this splendid logic, and it was integral to what was happening in American history," Stein says.

He had a secret weapon in his hunt for information: his wife, Arlene Balkansky '74, who works for the Library of Congress. "She'd point me to areas, and then she was terrific if I found something that was in a book [there]," he says. "She had borrowing privileges, and I wouldn't have to go in; she could bring books home, which was a great time-saver."

Still, it was an arduous search. Stein devoted about four years to researching and writing the book, while continuing to work in theater. He started with basic histories of each state and followed up on any clues he found, leading to everything from surveyors' notebooks to the personal diaries of John Quincy Adams. "A lot of times, it was detective work like that — just to find a name or a specific reference, and then chase that down," he says.

Would establishing state boundaries be handled differently today? Stein doesn't think so. Although the issues might be different, one aspect hasn't changed. "Power is power," he says, "and it will manifest itself whenever resources are at stake."

Minnesota— Equality was a driving force in the development of state borders after the unequally shaped thirteen colonies became states — and one of the reasons so many of the states out West look like rectangles. But being equal applied not only to divvying up land, but also to ensuring access to resources. When the Great Lakes became avenues of commerce with the completion of the Erie Canal in 1825, states in the region could be considered equal only if Minnesota was given access to the lakes, something Wisconsin already had. So instead of Wisconsin's western border continuing to follow the Mississippi River, it follows the St. Croix River and then continues straight north to Lake Superior, connecting Minnesota to the lake's western shore.

The Upper Peninsula—
The Upper Peninsula might be Wisconsin's most puzzling loss of land, given that it's not connected to the rest of the state of Michigan. "The UP," as it's usually called, was a gift to the state from Congress, something Stein calls a "consolation prize" for land Michigan lost to Ohio and Indiana. "Hardly any settlers were living there to complain," he notes in his book. In addition, Wisconsin had no case to make when the move ended the Toledo War, a conflict that started when Michigan sent its militia to seize the disputed land back from Ohio. "Geographically, there's no logic," Stein says. "The logic is all political."

Wisconsin

would not be shaped like a mitten if history had gone a different way. Mark Stein's book uncovers the reasons why it looks the way it does today. In a foursome including Ohio, Illinois, and Indiana, Wisconsin was the last to have a population that was large enough to merit statehood — a fact that had a significant impact on its borders. But, Stein quickly points out, the Badger State fared far better than some others. "I don't think it's as egregious as what they did to Utah," he says. The federal government, he notes, distrusted the Mormons who founded that territory, so "every time a resource was found in the western part of the Utah Territory, Congress would slice another degree of longitude off the

Illinois—
The Packers and the Bears playing in the same state? That could have happened if Wisconsin had not lost sixty miles — including what became Chicago and Rockford — to Illinois when it earned statehood in 1818. Congress voted to allow the annexation after Illinois's founders argued that it was important for their state to be connected to New York (via the Great Lakes and the Erie Canal) to keep the commerce from becoming dependent on the slave-holding Southern states via the Mississippi River. The concerns were present before transcontinental railroads were built. "Illinois had the muscle and the hot button issue of the day — the fear that the country might one day break apart," Stein says.

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Remaking

As mayor of Medellín, Colombia, Sergio Fajardo has helped transform one of the world's most violent cities by bringing beauty and culture to its meanest streets.

"Let me show you," Raúl tells me, pointing with his left index finger down a street in Medellín, Colombia. "In that corner, I received a bullet in my head and lost sight in my left eye during an ambush by left-wing guerrillas while I was in a paramilitary group. … A few blocks from here, I had a motorbike accident while I was escaping after shooting somebody in the head when I was a triggerman for a big drug lord, and now I can't use my right arm."

Medellín

By Andres Schipani

SCOTT DALTON/THE NEW YORK TIMES/REDUX (2)

Sergio Fajardo visits residents of Santo Domingo Savio, which was one of the most violent barrios in Medellín, Colombia, before he became mayor. In keeping with his plan to "change the skin of the city," Fajardo built a library here that included a day care center and an art gallery, and he installed cable cars to link the neighborhood with jobs in the downtown area.

While scrambling through the streets of the city of Medellín, before arriving at a square full of the chubby statues by world-renowned artist Fernando Botero, Raúl told me his story. After living for almost fifteen years on the margins of the law, he is now following a recovery program, working as an intern at the mayor's office, and considering enrolling at a university.

"This place was hell, hell on earth, I can assure you," he adds, nodding his head, "but things have changed, things have changed for good, and I think we now have one of the most beautiful cities in Latin America … and this is all thanks to Fajardo."

"Fajardo" is Sergio Fajardo MA'81, PhD'84, the recently retired mayor of Medellín, Colombia's second-largest city. A native of Colombia, he says he came to UW-Madison to get his doctorate in math "because it had the best program in mathematical logic in the whole world."

After Fajardo returned to his home country, he became a lecturer in mathematics and a researcher at the University of Los Andes in Bogotá, while also working as a newspaper columnist, until he decided to run for mayor of Medellín.

As decades of violence rocked Colombia, Medellín became synonymous with kidnappings, murders, and drug trafficking. During the nineties, there were about 300 homicides per 100,000 inhabitants a year. However, Fajardo did not get the memo. In 2004, a year after he took office, the city saw its least violent year in two decades, with 57 homicides per 100,000; by 2007, the number had dropped to 26.

He owes his very particular vision to his father, Raúl, a renowned architect who gave the younger Fajardo a keen sense of the role that architecture can play in society.

"We have had to struggle with the label of the most violent city in the world, the city of the [cocaine] cartels, of the paramilitaries. … Medellín was inherently associated with violence," explains Fajardo, pushing back his unruly curls. In 2002 there was a strong intervention by the central government that started to make things a bit better, but that was not enough for Fajardo. The key issue that he sensed everywhere, on every corner, in every shop, was that the city had "lost its self-esteem … [It] was then a city without a path, without an identity."

Then, a group of "friends" from various professions — business owners, scientists, members of civic organizations — started to push for more changes. "We always ended up being frustrated," Fajardo explains. "The challenges coming from the traditional political sectors were very tough." Fed up with the status quo and tired of hearing excuses from politicians that things were too difficult to change, they stepped in with the attitude that nothing was too difficult, and to their surprise, they found out that people were

PHOTO COURTESY OF CITY HALL OF MEDELLÍN

The recently renovated Botanical Gardens Orquidea, also known as the Orquideorama (above), features a stunning sustainable design that collects rainwater in the petals of the flower-shaped structures. The Spain Library-Park Cardona (facing page) is one of several "park-libraries" that Fajardo constructed in the city's poorest neighborhoods to provide residents with access to cultural activities and services.

supporting them. It was a gamble that paid off, especially when Fajardo sought and won the office of mayor as an independent candidate.

But paramilitary groups provided another major obstacle. Immediately after taking office in 2003, Fajardo and his team sought to orchestrate the re-insertion of these group members into society in an effort to decrease the violence. "The [previous] government was the one doing secret settlements and arrangements in dark rooms, and we were never part of those," he says. "We always acted transparently, and from the start, we made it very clear to the paramilitaries what the rules of the game were."

Fajardo's openness was seen as a novelty, and that transparency gained the people's confidence. So, what was once a hot spot for skirmishes between right-wing paramilitary groups and left-wing guerrillas is now, after his four years in office, a place of artfully designed buildings where a host of cultural, social, and educational projects are mushrooming in the old battlefields.

"To the poorest people, the most beautiful buildings," he says with a smile. He owes that very particular vision to his father, Raúl, a renowned architect who gave the younger Fajardo a keen sense of the role that architecture can play in society.

Fajardo and his highly enthusiastic team have made a large investment in something that, for him, has been crucial for Medellín. He describes it as "changing the skin of the city."

Being a pragmatic mathematician with a well-rooted social consciousness, he is convincing when he talks about the changes the city has seen. "When you have gone through many years of violence, then public spaces begin to represent that violence — somebody was killed here in this corner; three years ago, four people were killed in this field. Every corner in this city holds a message saying, 'There was violence here,' and that is what people remember," he explains, echoing what my unofficial tour guide Raúl had told me earlier.

"Changing the skin" means that the mayoral administration has built an impressive social urban transformation in those places that are generally the most humble spots in the city. Where there used to be violence, Fajardo put up the kinds of buildings that most of the residents of Medellín had never had before, including what he calls "park-libraries."

"We use those words because this is a novel concept," he says. "There are no words to describe what they are — it is place where we can get together, a park where everybody can be there and get there."

The park-libraries are indeed a novelty. Directly opposite a crowded women's prison, a stunning yellow-and-grey structure rises from the edge of a green

PHOTO COURTESY OF CITY HALL OF MEDELLIN (2)

hill. A metal-and-concrete work of art that would amaze many— even if it were to appear on the streets of Paris — faces a slum.

"That is the idea," Fajardo claims. "The worst places are now something beautiful with the highest standards."

Marina, an eighteen-year-old social worker who works part time at this park-library, shows me around as we pass a young, working-class mother carrying her child in one arm and a book by French writer Emile Zola in the other.

"Inside here, you will find an auditorium, books, films, a micro-credit loan office, and an office for entrepreneurialism," Marina explains. "So what people find here are not just access to culture or a place to hang out — what they find are opportunities."

Knowledge and culture seem to be behind many of Fajardo's projects, as he has increased city spending on education, bringing it to 40 percent of the annual budget. "We have built the greatest schools in places where the poorest child in Medellín goes to a school as good as the private one where the rich kid goes," he says. Fajardo expects that the effects of his spending will resonate beyond the classroom.

However, the former mayor is not without his detractors. Some in Medellín feel he has been wasting their money. At one of the arteries of the city, staring at a boulevard where trees grow from colorful pyramids, Miguel, a local small-business owner, asks, "Why did we let him spend so much money on his useless and pretty projects? We are a very Latin American city — why do we want to be like an American or European one? We might look a bit alike on the surface now, but we will never be one — be sure of that. What this city needs are stronger and more experienced politicians, not a fashionable one."

Yet Fajardo seems to be learning fast. About five years ago, while campaigning, he crisscrossed the city on foot, talking to people. Until recently, he was crisscrossing the country as the main star of a radio show, trying to understand the realities of other Colombian communities — and gauging whether he feels ready to run in the next presidential race, probably against the incumbent, Alvaro Uribe.

"He would probably be the strongest candidate the center-left has," according to Adam Isacson, director of programs at the Center for International Policy's Colombia Program in Washington, D.C. Fajardo is "a very skilled politician, very charismatic, not corrupt, and seems to have a vision for how to govern. On the other hand, he does have a hyper-inflated opinion of himself — the same 'arrogance' argument the [Republicans] have used against Obama."

Isacson adds that some of the credit for transforming his troubled city is shared with Uribe, who increased its security force. Indeed, Uribe is very popular and could be re-elected if the constitution is amended to allow him to seek another term, according to Hernando Rojas, a UW-Madison assistant professor of life sciences communication with a focus on Latin American politics. "I think [Fajardo] will continue to play a very important leadership role in Colombia for years to come, even if he doesn't get elected," Rojas says. "Fajardo is very

young, and he probably has many years and many elections to come."

The politician's youth has also contributed to a rapport with young people that began at Wisconsin, where he was a math teaching assistant. Remarkably, this academic with no prior political affiliation has evolved into a political symbol, especially for young people, his most loyal fans. They have even created more than forty Fajardo groups on Facebook, the social networking Web site.

"I come from the academic world, so my relationship with youngsters is something natural," he says. "Somehow I became a symbol of youth, without being one, as they felt confident simply because I was close to them."

He points at his Levis and casual shirt, saying, "I dress up like this all the time, this is the real me, somebody that will never put distance."

Reaching out to youth has been central to the transformation of the city. "For years and years, the youngsters of Medellín had violence as the only option in life," Fajardo says. Determined to change that bleak scenario, his team of specialists employed a broad formula tailored for each young person that combined psychological attention with educational and vocational training. Since then, many youths have seen that positive things were happening in their communities and that, as one of Fajardo's slogans says, "Being good pays good."

"Violence was our pain, our tumor, and we needed to do something for our community so the youngsters were able to realize the magnitude of the problem. … Helping them find their own talents was a good idea, helping them to grow as musicians, mathematicians, waiters … because when you are young is when you build the way toward a prosperous life," Fajardo says.

He believes that Medellín's younger generation needs to develop its own talent — talent that will have nothing to do with crime and violence. "If you have people that have a wall in front of them," he says, "you need to help them to build doors in that wall."

And some did build those doors. At the business office of a sports shop close to Barrio Triste, Yuli, a twenty-year-old single mother of a paraplegic child, talks with me over a cup of sublime Colombian coffee.

"I come from a humble family," she says. "My mother abandoned me when I was twelve, and I used to live with my sick uncle in what used to be a very dangerous neighborhood. I gave birth three years ago, and at the beginning [that] was very hard for me, to raise a kid and support myself. I wanted to study, but my family was pressuring me not to do it.

"I thought there was no way out, no future," she tells me, adding with a growing smile, "but now, after attending one of the courses the mayor's office started to offer, I've got an internship here [at the shop], and now they've offered me a full-time position. I am now attending another course and I feel I am growing. I see a future now, for my kid and me. I see a future for this city. And if Medellín and I now have a future, it is because of Sergio Fajardo."

Andres Schipani is an Argentine-born Latin America correspondent for the BBC. Educated at Oxford, Cardiff, and London, he also writes regularly on Latin American issues for newspapers such as *The Guardian, The Observer, The Independent,* and the *Financial Times.*

Top left: The Explora Science and Technology Park, which includes interactive museum exhibits and an aquarium, is one of many new avant-garde structures initiated by Fajardo.

Left: Riding on the tails of his successful term as mayor, Sergio Fajardo is now planning to run for president of Colombia. Here he campaigns in the city of Barranquilla.

Odd Wisconsin Odd UW

From John Muir's wake-up contraption to the queen of bootleggers, some of the state's most unusual tales have university ties.

BY ERIKA JANIK MA'04, MA'06

The Wisconsin Idea — the venerable concept that extends the borders of knowledge beyond the university — also, apparently, extends the bounds of oddity. Wisconsin's past is full of crazy characters, bizarre events, and surprising schemes that didn't make it into the state's official history. And many of these offbeat stories have University of Wisconsin connections.

Odd Wisconsin: Amusing, Perplexing, and Unlikely Stories from Wisconsin's Past, published by the Wisconsin Historical Society Press, brings these stories to light, revealing the state with all the bumps, bruises, and perplexities that make a place more than just a location on a map, an entry in an encyclopedia, or the home of a university.

The idea of telling the state's peculiar stories began as a way to share the funny articles, books, manuscripts, and photos found in the society's collections that were simply too good to put aside in the name of serious research. So, in 2004, "Odd Wisconsin" debuted as a blog on the organization's Web site, and a year or so later, the *Wisconsin State Journal* began running entries as a weekly feature. In 2007, the blog's content was recast as a book, bringing together some of the best tales and a bunch of new ones — including this sampling of stories with UW connections.

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Buying the Farm

The phrase "buying the farm" took a literal turn in the early twentieth century when realtor, banker, land developer, and UW regent Benjamin Faast organized the Wisconsin Colonization Co. in northern Wisconsin. In 1917, Faast purchased about fifty thousand acres of land devastated by logging in Sawyer County and began offering parcels of it to immigrants as ready-equipped farms. It was not Faast's first development scheme in the state's northern region; he had earlier convinced the regents to help new farmers by locating an agricultural demonstration station on his own land in Rusk County. But his plans for Sawyer County were scaled to a whole new level of magnitude, both in amenities offered to settlers and in his longer-term vision.

The Peculiar Birth of Paul Bunyan

Paul Bunyan is America's best-known folk hero, the subject of stories told and retold in lumber camps from Michigan to California. Known for his size and strength, Bunyan supposedly cleared North Dakota of its forests, created Minnesota's ten thousand lakes from his footsteps, and carved the Grand Canyon from the trail of his dragging axe. From the 1880s through 1910, Bunyan stories were often improvised aloud by groups of veteran lumberjacks to test the gullibility of new recruits. Some were also intended to intimidate the novice loggers, who were mostly teenagers fresh from the farm or the city, by exaggerating the dangers of extreme winter conditions or mythical forest beasts.

But as oral tales, these Bunyan stories might have easily disappeared along with the lumber camps that sustained them, were it not for the efforts of a UW student named K. Bernice Stewart '16. The daughter of an Antigo timber cruiser — someone who estimated the value of timber in a forest — Stewart had spent several winters of her childhood in logging camps, hearing Bunyan accounts directly from loggers. Under the guidance of her UW English professor, Homer A. Watt, she began interviewing and carefully collecting these stories from Wisconsin sources around 1912. With Watt's help, she published her research in 1916.

WISCONSIN HISTORICAL SOCIETY IMAGE 55611

Her careful efforts to preserve and interpret the tall tales helped to launch a tradition of scholarly study of folk tales that continues to this day. And because of Stewart, Bunyan himself lives on, memorialized on countless restaurant menus, in songs, and at tourist attractions and festivals from Bangor, Maine, to Portland, Oregon.

Each farm came with land, an "attractive house and barn, a cow, 2 pigs and 6 chickens, a set of clearing tools, and clover and timothy seed." An expert in close touch with the College of Agriculture provided free farming advice. Houses came in four styles and were "attractively painted in striking contrast with the average tar paper shack and log cabin of the pioneer." Faast, who strongly believed that the happiness of the townspeople was directly tied to aesthetic beauty, provided seeds and garden plans, and encouraged settlers to contribute to the overall appearance of the community by growing flowers and vegetables.

The farm sites were only the beginning of Faast's grand plan. He also mapped out what he hoped would become the centerpiece of the colony, a prosperous city he named Ojibwa and described as "the first planned and carefully thought out rural town in the whole Chippewa Valley, if not in all Wisconsin." In his mind, Ojibwa included a zoo, parks, streets with sidewalks, a restaurant, a large general store, and neighborhoods that took "advantage of the natural beauty spots."

Unfortunately, Faast's dream began to bottom out soon after it began, and the Wisconsin Colonization Co. went bankrupt in 1929.

WISCONSIN HISTORICAL SOCIETY IMAGE 10983

Morning Wake-Up Call

For those who struggle to get out of bed in the morning, consider this solution from former UW student and famed naturalist John Muir x1863 — a bed that does it for you.

In a letter written years after she first visited Muir's dorm room in North Hall in the early 1860s, Grace Lindsley recalled a combination alarm clock/bed that tipped him onto the floor at the appointed time each morning. While Muir was being unceremoniously dumped out of bed, another mechanism struck a match and lit a candle at the foot of the bed.

In fact, Muir's room was full of innovative gadgets to help him maximize his college experience, many of which could still prove quite useful today. One invention, a bookstand that revolved after a preset time spent studying, led Lindsley's mother to remark, "He ought to have so arranged it that if he hadn't properly learned the lesson, a hand would come up and bop his ears." Muir's creative bookstand is displayed in the lobby of the Wisconsin Historical Society.

Continued on page 62

Continued from page 43

WISCONSIN HISTORICAL SOCIETY IMAGE 9426

A "Gibraltar of the Wets"

Though known as the Dairy State, Wisconsin might just as easily have been known as the Brewski State, since beer-making was a tradition in many of its German-American communities. When national prohibition went into effect in 1920, Wisconsinites begrudgingly went along with it for a while, but in 1926, they overwhelmingly voted to support an exemption for "near beer," a beverage with 2.75 percent alcohol. Three years later, voters endorsed a second measure that called for an end to prosecution of prohibition violators.

By then federal officials were afoot in Wisconsin to assess conditions. Investigator Frank Buckley found that the state was "commonly regarded as a Gibraltar of the wets — sort of a Utopia where everyone drinks their fill and John Barleycorn still holds forth in splendor." After ten years of prohibition, he found that in Madison, "The section of the city known as the Bush is made up of Sicilian Italians of the worst sort, most of whom are bootleggers. ... The queen of bootleggers, an attractive young Italian girl, caters exclusively to a fraternity-house clientele." While in Madison, Buckley visited the local chapter of his national fraternity, Delta Kappa Epsilon, one morning about nine o'clock. He observed quite a commotion — the result of an attempt to induce two of the brethren, who had apparently imbibed well, but not wisely, the night before, to get up for morning classes.

Other cities were worse. At the opposite end of the state, Buckley wrote, Hurley "tucked away up in the wild lumber and iron section of northern Wisconsin, right on the Michigan State line, has the distinction of being the worst community in the State. Conditions in Hurley are not unlike those of settlements like Dawson City, Cripple Creek, El Dorado, Borger, and other boom communities. Gambling, prostitution, bootlegging, and dope are about the chief occupations of the place. Saloons there function with barmaids who serve the dual capacity of soda dispenser and prostitute."

A Plate Full of Patriotism

Live without dairy products, wheat, beef, pork, or sugar? While they may sound like fightin' words in a dairy and agricultural state, during World War I, Wisconsin residents were encouraged to do just that — and the Women Students' War Work Council and the UW Home Economics Department produced a recipe booklet to show them how.

Although most people associate food rationing with World War II, these state and federal programs were first implemented as a show of home-front patriotism during WW I. And Wisconsin was actually at the forefront, pioneering many of the programs that formed the foundation for federal Food and Drug Administration policies under Herbert Hoover.

Wisconsin became the first state to organize both state- and county-level councils of defense, which helped to educate citizens about wartime sacrifices. Wisconsin's State Council of Defense was particularly interested in the national food crisis that developed once the United States entered the war in 1917. Council chairman Magnus Swenson 1880, a UW regent, began vigorously promoting food conservation through the cultivation of home gardens and the institution of meatless and wheatless days.


WHAT YOU CAN DO TO HELP WIN THIS WAR

Wheatless Recipes

WISCONSIN HISTORICAL SOCIETY IMAGE 61587

Anyone for some steamed barley pudding or scalloped cheese?

"Names and dates matter, but the stories are what make history fun, important, and relevant," says Erika Janik MA'04, MA'06, who wrote about WHA Radio's *Homemakers' Program,* another gem in Wisconsin's history, for *On Wisconsin* in Spring 2007.

TEAM PLAYER

Moritz Baumann

Five things you should know about tennis player **Moritz Baumann x'10:**

- While growing up in Germany, Baumann played tennis and soccer until he was forced to pick one sport because of scheduling conflicts (and too much driving for his mother).
- His hometown of Inzlingen in southwest Germany is much quieter than Madison, he says. And with a campus apartment near State Street, he sees Madison at its busiest.
- Baumann was the Badgers' top-ranked singles player during his sophomore year, and he was the first Badger since 2002 to play in the NCAA singles draw. A two-time All-Big Ten selection, he was the second UW player ever named to the All-Big Ten team as a freshman.
- His decision to play for the Badgers was based on academics and athletics. "I have the opportunity to get a good education and can still practice every day to improve my game," he says. "In Germany, this wouldn't be possible, because there are no sports in college."
- A communication arts major, Baumann hopes to make the pro circuit after college.

Body Building

Nutritionists work to keep Badgers fed, but healthy.

Badger fans get to see a wide variety of bodies in motion — muscular football players, compact wrestlers, speedy basketball players. What they don't see is the work that goes into *keeping* those bodies in motion. Feeding athletes an optimal diet — one that will make them properly muscular, compact, or speedy — requires both science and salesmanship.

"It used to be that athletes tried to rely on genetics and working really hard in the weight room and at practice to become champions, and a good diet was the last thing on their minds. But in the past several years, they have realized that adequate nutrition should be number one on the list," explains UW Health nutritionist **Sarah Mattison,** who oversees what Badger athletes eat. "Many schools now have a dietician on staff to help serve in developing meal plans and make sure that players are eating healthy. This was not nearly this huge ten years ago. Most professional sports teams are hiring dieticians and nutritionists as well."

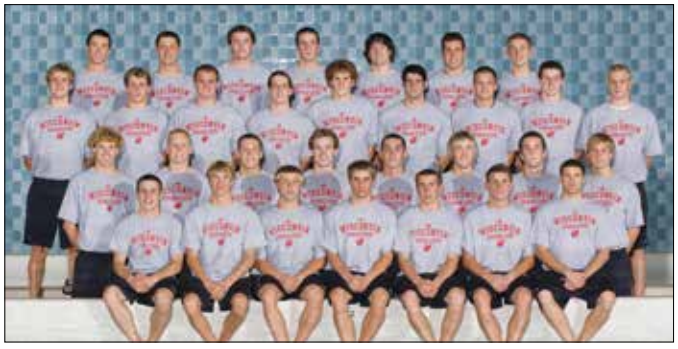
Although not all athletes follow a strict nutritional plan, Mattison hopes they learn the benefits of a healthy diet, not only for its on-field effects, but also for the lifelong benefits. "I don't only want to help [athletes] with nutrition for the now, but also for the later, so that when [they] get older, all of these healthy food habits carry over," she says.

Inadequate nutrition can lead to obesity and heart disease, and Mattison must convince athletes that their level of exercise cannot fully compensate for poor nutrition. Though she can control the food they eat at the training table — the meal that they get while preparing for practice or competition — most of their diet is outside of her control.

Jeremy Isensee '00, another athletic department nutritionist, says the players receive clear advice about how to build a proper meal. "Athletes should eat a very healthy and balanced diet that will help them refuel after hard games and practices," he says. "We developed a nutrition card labeling system for all the foods we serve and that they should eat. So if we're not there, they have a good idea of what to pick."

The cards feature green, yellow, and red borders. "Green, you can eat as much as you want," Isensee says. "Yellow, a little bit more caution, but a lot of foods actually are yellow. And then we have a red border for things that aren't good for you. Not all the guys really care — some just want to get their food, but some of the guys really are conscious of it."

The nutritionists' advice meets with a mixed reception from athletes, according to Mattison. "I work with all sports, and some take nutrition very seriously, [but] some teams do better than others, and some players — for instance, a lineman versus a receiver — have very different bodies that require different nutritional needs," she says.



SPORTS INFORMATION (2)

Men's Swimming

Circle the dates: December 4–6, the Badgers travel to Austin for the Texas Invitational. This will be the first shot for the Badger swimmers to qualify for the NCAA Championships in March 2009.

Keep an eye on: **Nick Fulton x'09.** After participating in the Olympic Time Trials with co-captain **Kyle Sorensen x'09** in summer 2008, Fulton now looks to lead the Badgers to a successful season. This three-time letter winner is no stranger to a leadership role. When not in the pool, Fulton fulfills his duties as the Big Ten's student athlete representative on the NCAA's Student Athlete Advisory Committee, speaking on behalf of both UW and Big Ten student athletes.

Think about this: In addition to seven returning sophomores from last year's squad, the Badgers' incoming freshman class brings two Olympic Time Trial competitors and was ranked ninth in the nation by collegeswimming.com. The balanced roster includes 14 upperclassmen, laying the foundation for a bright future, which head coach **Eric Hansen** hopes begins with the team breaking into the top 20 this season.

Badger running back **P.J. Hill x'10** says that, while the department's plans don't govern his diet, they do affect the decisions he makes. "Keeping it real, I eat whatever I want, actually whatever is convenient and I can afford," he says. "It is too expensive to go and buy what's on the nutritional plans, but I keep in mind that whatever I eat might hinder me during the next workout."

Former basketball center **Brian Butch '07, MS'08,** however, adheres to his nutritional plan much more strictly. "I tend to do my own thing when it comes to a bite to eat during the off-season, but I always make sure I follow the plan," he says. Now that his Badger playing days are over, he hopes to continue his basketball career professionally. "I have to eat really, really good during the season, though, because I know that my body can run much better when I am putting the best fuel into it," he acknowledges. "Because of that, I eat a balanced portion of fruits, vegetables, lean meats, and good carbs [as] suggested by the meal plan."

The temptation for an athlete to blow off a diet can be very strong, explains **John Dettman,** a strength-and-conditioning coach for the football team. "Not only is [there] a lack of time, resources, and sometimes commitment that makes eating right hard, but a place like Madison sets students up for failure," he says. "Everywhere you turn, there are cheese curds, fast-food joints, and bars on every corner. Wisconsin as a state is obese anyway, and a town like this is a reflection of why. If you don't have the time and the money, then you are stuck with very limited options."

Nutritionists must convince athletes that, though they may be able to work off their calories now, an unhealthy diet will eventually catch up to them, especially when their playing days are over. Later in life, many athletes find themselves overweight because their metabolism doesn't keep up with their eating habits.

BRYCE RICHTER (2)

Yellow means caution: color-coded borders tell athletes how much of a particular food they may eat. The twice-baked potatoes that this student is passing by are to be eaten sparingly — but are less trouble than the red-bordered chicken cordon bleu he's taking.

Ben Herbert '02, a former Badger football player, now coaches strength and conditioning for the Badgers and controls dietary supplements. Because of the environment he is in, he's forced to stay in shape, which helps him relay a clear message to others about nutrition. "I see a lot of guys that I used to play with get really huge once football [is] over for them," he says. "Most likely it is because they are continuing to eat really calorie-rich diets that they had in their playing days — when they would work out forty hours a week — to now having those same diets, but only working out one or two days a week or not at all. It just doesn't work that way. After your metabolism slows down, you need the willpower to discipline yourself to stay active and healthy."

— Chris Pressley x'09

Big Red is going green. This year's Homecoming game — October 25, against Illinois — was designated the Big Ten's first **"carbon neutral" football game.** The goal, according to new UW chancellor Carolyn "Biddy" Martin, was to stimulate awareness of environmental issues. The UW worked to reduce emissions of carbon dioxide — a greenhouse gas — generated by activities directly surrounding the game. Further, the project involved planting thousands of trees — which absorb carbon dioxide from the atmosphere — at Arlington Tree Farm near Cambridge, Wisconsin.

The UW's University Ridge was ranked the **top collegiate golf course in the nation,** according to a survey in *Golf World* magazine. The publication announced its 2009 Reader Choice Awards in October, including the results of a reader poll on public courses. University Ridge scored 8 or higher (on a 10 point scale) for quality and condition of course, reputation, pro shop, and off-course activities. It was ranked among the top thirty public courses in the country overall and received the highest score of any collegiate course.

With plans in motion to give the Kohl Center a new basketball floor, the old one is now up for sale. Fans can **buy pieces of the old floor** from the UW's SWAP surplus program. Most sections are priced between $150 and $200, but fifteen sections with special significance — including the freethrow lines and the spot where Jolene Anderson set the UW career scoring record — are being auctioned off. Visit SWAP's Web site (www.bussvc.wisc.edu/swap/swap.html) before December 8 to place a bid. The floor has been part of the Kohl Center since 1998.

For the Love of Television

By Elana Levine MA'97, PhD'02

Family lore tells of me happily tearing and chewing on the TV listings book delivered with the local newspaper during my 1970s babyhood. As a preschooler, I started the day by asking when The Flintstones and Mister Rogers' Neighborhood would be on; as a grade-schooler, I enacted episodes of Wonder Woman, Charlie's Angels, and The Love Boat with my friends; and as a teenager, I papered my bedroom walls with images lovingly cut out of soap opera fan magazines.

My TV-obsessed youth proved remarkably prescient, as my master's and PhD degrees in communication arts have literally made me a doctor of television. My training in media and cultural studies prepared me for a career of research and teaching about popular culture of all kinds, but my scholarship consistently focuses on TV. I am indeed one of those people who can claim their time in front of the tube as work.

Even while television is my vocation, it is still my pleasure, something that I am most eager to experience during the infrequent leisure time of a conventional adulthood full of the pressures of career, parenting, and home ownership.

Television is a pleasure I share with many others. Despite the proliferation of screens — computer, iPod, cell phone — that now fill so many Americans' days, market research has found that the hours we spend watching television have actually increased over the years, and our time spent with TV content is also magnified when we factor in programming watched online.

The vastness and democracy of television's reach is one of the reasons I find it so compelling. Regardless of what we are watching, many of us across the country, as well as around the globe, spend substantial time in front of a TV screen nearly every day. And even while our viewing is fragmented across the wide range of choices now available, we still join with millions of others in consuming stories and images.

We may be different from one another in innumerable ways — and those differences surely carry over to how we react to what we watch — but we have that watching in common. This commonality inspires me not only intellectually, but also personally. When I find myself in unfamiliar surroundings, it's often comforting to know that surely some of the folks around me also voted for David Cook during last season's American Idol.

As the millions of my fellow Cook voters might attest, another of the pleasures I find in TV is rooted in the characters that we can know there, characters we can follow through weeks and months and years, their stories unfolding before us.

These characters can be real people — reality show contestants, athletes, news anchors — or they can be fictional creations — the Tony Sopranos, Erica Kanes, and Bart Simpsons of the world — but we easily think of them all as friends. Television introduces us to these characters in bits and pieces, slowly revealing their strengths and weaknesses, and their idiosyncrasies, and invites us to invest in their fortunes. As we watch a television story play out, ongoing character traits rise to the narrative fore, affirming our intimate knowledge. Whether I am watching 30 Rock's Liz Lemon stave off perpetual singledom or Six Feet Under's Nate Fisher struggle against the forces of death and loss, my investment of time is repaid with the satisfaction of recognition.

As a historian and critic of this medium I love, I explore questions ranging from TV's representation of social groups, to the maneuverings of the television industry, to the social ramifications of this persuasive force. And the answers I find do not necessarily place television in the most flattering light. But always motivating such questions is my love, my belief that this kind of interrogation is inherently worthwhile because television itself has held — and continues to hold — such a prominent place in my life.

Of course, the cultural experiences television offers are much broader than those of any individual viewer. But my TV friends may very well be your pals, too, and, for that, television has won my unflagging devotion.

We may be different from one another in innumerable ways — and those differences surely carry over to how we react to what we watch — but we have that watching in common.

Elana Levine MA'97, PhD'02 is an associate professor of journalism and mass communication at UW-Milwaukee and author of a book about the sexual culture of 1970s American TV. Her next book will explore the history of soap operas.

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@uwalumni.com.

Biddy Gets Down to Business

Kohl Center event officially welcomes Chancellor Martin.

In October, the Wisconsin Alumni Association helped introduce the UW community to its new top administrator. On the eve of Homecoming, nearly two thousand alumni, faculty, staff, and students turned out at the Kohl Center for a reception to honor incoming chancellor **Carolyn "Biddy" Martin PhD'85.**

The event, called "On, Wisconsin! A Great University and Its Friends Welcome Chancellor Martin," marked Martin's first official appearance since she became chancellor in September, when predecessor **John D. Wiley MS'65, PhD'68** stepped down. It was made possible by support from the UW Foundation, WAA, the Wisconsin Alumni Research Foundation, the Division of Intercollegiate Athletics, University Communications, the UW Libraries, and UW Archives.

"We're very excited about Chancellor Martin's arrival," says WAA president and CEO **Paula Bonner MS'78,** who chaired the event's planning committee. "She brings a new, outside view to the university, and so it was important to us to introduce her to the alumni community as well as to help our colleagues introduce her to campus and to Madison."

BRYCE RICHTER

WAA helped plan an event to introduce the campus and alumni community to UW-Madison's new chancellor, Carolyn "Biddy" Martin.

Martin received her doctorate from the UW, but spent most of her career at Cornell University in New York, rising to the post of provost before accepting the UW-Madison chancellorship earlier this year. She is the university's first chancellor hired from outside its faculty since **Donna Shalala** accepted the post in 1988. Martin is only the fifth chancellor appointed from outside the faculty in the last century.

During the event, Martin laid out her goals for UW-Madison. Describing the university as "one of the world's liveliest, most publicly minded, most accomplished institutions," she said that she aims to improve accessibility and affordability for students, recruit and retain top faculty and staff, maintain excellence in research and undergraduate education, improve diversity, and invigorate the Wisconsin Idea.

For more about the event, including a link to video of Martin's speech, visit uwalumni.com/chancellorwelcome.

In the ensuing weeks, WAA continued to introduce Martin to alumni with events in Green Bay, Milwaukee, and Chicago.

— John Allen

BRENT NICASTRO

From left: Ted Kellner '69, Wisconsin Governor Jim Doyle '67, and Lynn '62 and Foster '62 Friess enjoy the 2008 Brittingham Viking Organization (BVO) Convention. Held every five years in Madison and hosted in partnership with WAA, the annual event gathers Brittingham Vikings past and present and their family and friends for a weekend of business, dinner, and dancing. Since its founding in 1953 by Thomas E. Brittingham, Jr., BVO, a WAA affiliate organization, has been providing scholarships to UW-Madison students to study in Scandinavia.

Brain Gain

Bringing alumni back to Wisconsin could help state economy.

A recent survey of UW graduates reveals that offering the right kinds of jobs in Wisconsin could turn "brain drain" into "brain gain" by bringing Badger alumni back to the state to live and work.

With this potential economic boost in mind, the Wisconsin Alumni Association and the economic-development group Competitive Wisconsin, Inc. (CWI) are partnering to connect Wisconsin-based businesses with UW graduates who would consider returning to the state.

"Many grads say they moved to other states because they didn't find the right career opportunities in Wisconsin," says **Paula Bonner MS'78,** WAA's president and CEO. "But as we see more Wisconsin businesses begin to offer high-level, high-wage jobs, we're ready to help UW alumni make career moves that are right for them."

In an August 2008 survey of UW alumni in Chicago, Minneapolis and St. Paul, New York, San Francisco, and Washington, D.C., half of survey respondents said they initially left the state after college to pursue a new job or to continue their education. But today, 58 percent say they would consider moving back to Wisconsin.

"Our research clearly demonstrated an interest among a significant number of out-of-state UW alumni to come back to Wisconsin for the right opportunity," says **Bill McCoshen '87,** CWI executive director and a member of the WAA board of directors.

The partnership, funded in part by a $25,000 grant from the state Department of Commerce, includes holding Badger Career Expos in cities around the Midwest. The first, held in October, brought Wisconsin-area employers to Minneapolis to connect with UW alumni who were interested in relocating. Future career expos in other U.S. cities are possible. Alumni and employers can find more information at uwalumni.com/careers.

Both UW-Madison and its 368,000 alumni are important to Wisconsin's economic growth, Bonner says. For example, she notes, state businesses and industries benefit from connections with the 228,000 Badger graduates who live outside Wisconsin, both across the United States and around the world. At the same time, university research and spin-off businesses are creating the kinds of high-level jobs that could keep many UW alumni in the state, instead of sending them to pursue careers beyond its borders.

"Badger alumni like Wisconsin's quality of life, and for some, a move back to the state would bring them closer to friends and family," Bonner says. "For grads who do wish to return to Wisconsin, this partnership is a way we can welcome them home."

— Kate Dixon '01, MA'07

The Shirt That's Giving Back

ANDY MANIS

Andrew Berns '91, MS'93, right, led an effort to sell the Red Shirts to his executive MBA class at Grainger Hall this semester.

UW-Madison alumni, students, and fans kicked off the fall season with style by wearing The Red Shirt℠, designed by WAA and created to reflect the UW tradition of spirit and giving back.

Proceeds from the shirt benefit scholarships and programming under WAA's mission to serve UW-Madison alumni and students. WAA also encourages student groups to partner with it to sell Red Shirts at their events, with a portion of the proceeds going to benefit student organizations.

"This unique shirt has been a wonderful opportunity for our student groups on campus to generate funds," says **Jessika Kasten '01,** WAA director of marketing. "By wearing the first edition of The Red Shirt, students, grads, and friends all over the world are part of an exciting new program."

Nearly a dozen student groups have partnered with WAA to raise funds so far, including the International Business Student Association, Mu Kappa Tau, and the Public Relations Student Society of America.

For ordering information, visit uwalumni.com/TheRedShirt.

— Ben Wischnewski '05

Sprechen Sie Deutsch?

Alumni learners explore Wisconsin's rich German heritage.

From its tiny house on the west edge of campus, the Max Kade Institute has been promoting German language and culture for a quarter century. This fall, the institute is working with Wisconsin Alumni Lifelong Learning to host a series of three lectures on German-American heritage.

Max Kade emigrated from Germany to America in 1905 and made his fortune in the pharmaceutical business, leaving a foundation that has since promoted German-American studies around the country. UW-Madison added its own Max Kade Institute in 1983 to explore Wisconsin's rich German heritage.

Cora Lee Kluge, professor of German and the institute's director, presented the first German-American heritage lecture, on immigration, in October. Scheduled for November were **Joe Salmons,** director of the Center for the Study of Upper Midwestern Culture, with a lecture on German language; and **Jim Leary,** professor and director of the UW's Folklore Program, with a presentation about Wisconsin's folk music traditions and their German roots. Wisconsin Alumni Lifelong Learning plans to make the lecture series available online next spring.

Nearly ninety learners have signed up for the free series. **Carol Claybaker '60** of Janesville, Wisconsin, says she is "hoping to pick up something I may have missed in my [genealogy] studies and to be with people who have my same interests." Claybaker's great-grandparents emigrated from Germany in the mid-1800s.

"I've always wanted to know why my grandfather, Alfred Arendt, said 'tink' instead of 'think,' " says **Pamela O'Donnell MA'02, MA'03.** "I'm hoping to take away a better understanding and appreciation of my ancestors' contributions to Wisconsin history." Besides, she adds, "there's nothing better than a good polka."

— Karen Roach '82

A Winter's Tale

WAA is seeking UW grads' tales of wintertime campus life for its membership magazine, *Badger Insider.* Cold weather plays a large role in the Wisconsin experience, whether students face scaling an icy Bascom Hill or finding ways to keep warm in under-insulated apartments. *Badger Insider* wants to hear — and share — those stories.

Badger Insider is a quarterly magazine published for members of WAA. Each issue includes reader-submitted stories about some aspect of campus life. To share your tale of cold comfort or icy resolve, send it to Insider@uwalumni.com.

If you're not currently receiving *Badger Insider* and would like to, go to uwalumni.com/join to become a member of WAA.

What's the News?

Please share your recent accomplishments, transitions, and other significant life happenings with us by e-mailing the (brief, please) details to papfelbach@waastaff.com; mailing them to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or faxing them to (608) 265-8771. Our submissions far exceed our space to publish them, but we love to hear from you anyway.

Please e-mail death notices and all address, name, 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 quarterly publication for its members.*

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

Compiled by Paula Wagner Apfelbach '83

early years

We learned about the lives of brothers **Robert '33** and **Harry (Henry) '33, LLB'36 Hutchison** from UW emeritus professor **Richard Merelman** of Madison. Robert, an agricultural chemistry major, did postgraduate work with former UW President **Conrad Elvehjem.** During World War II, Robert was a nutrition fitness officer in the Army Air Forces (AAF), and Harry served in the AAF as a photo-topologist. After the war, Robert founded a lumber company in Dubuque, Iowa, where he still resides. Harry spent his career with the Veterans Administration and lives in Mineral Point, Wisconsin.

Congratulations to **Irving '35** and **Carlyn Strauss '35 Ungar** of Chicago, who celebrated their seventieth wedding anniversary this spring, and to **Harold Fennema '38,** who shared this *double* news: it was three score and ten years ago that he graduated from the UW and married his wife. "Two seventieth anniversaries in one year is an accomplishment to be proud of," says the New Brighton, Minnesota, resident.

40s–50s

A half-century spent at the University of Virginia in Charlottesville made **Raymond Bice, Jr. '40, MPh'42, PhD'54** quite a celebrity on the campus. His "Bice devices" — household items that he tinkered with to illustrate difficult concepts — and storytelling skills, employed during his packed, five-hundred-seat lecture class in psychology, were legendary, as was his service as the assistant to the president, secretary to the board of visitors, and the school's history officer. His many friends gathered to toast his ninetieth birthday in July.

"Pivotal studies on thermal radiation, propulsion, combustion, and energy systems; directing government studies; founding a university department and energy center; and training future leaders": all of these were attributed to **Stanford Penner MS'43, PhD'46** when he earned the National Academy of Engineering's 2007 Founders Award. Penner is a distinguished professor emeritus at the University of California-San Diego.

Eileen Martinson Lavine '45 of Bethesda, Maryland, has become — in her "retirement" — an associate editor of *Moment* magazine, a Washington, D.C.-based publication about Jewish politics, culture, and religion. During a recent interview with **Anthony Shadid '90,** a Pulitzer Prize-winning Middle East correspondent for the *Washington Post*, the pair reminisced about their work at the *Daily Cardinal*, which Lavine edited in 1944–45.

The staff and readers of the *Idaho State Journal* in Pocatello will miss **Joy South Morrison '46**: she's retired after more than sixty years, many of which she spent as the community editor. "She's a local institution," says the *Journal*'s editor. "There's probably not another newspaper in the country that has someone with that much time in the trenches."

This summer the Colonial Williamsburg Foundation received a most generous gift: a collection of rare, nineteenth-century folk art and antiques valued at nearly $2 million. The donors were Winnetka, Illinois, residents **Juli (Mildred) Plant '48** and **David '50 Grainger** and their Grainger Foundation. Several of the objects filled long-standing holes in the collection, and will become part of the Abby Aldrich Rockefeller Folk Art Museum.

Paul Athan '49, MS'50 of Poway, California, sent us a summary of his broad life experiences titled "My Testimonial." It begins, "More than two careers were made possible by graduating from the University of Wisconsin, and new innovations in thinking about our society were created and implemented with this knowledge and these skills." It ends with advice on how to live to be 112 — the age at which one of Athan's ancestors died. At 83, he's on his way!

Poetic English translations of Slovak folk-song lyrics by **Milan Maliarik '52** were published recently as part of a trilingual songbook — in Latin, Slovak, and English — called *Resonantia Tatrae* (Bolchazy-Carducci Publishers). Maliarik, of Lake Forest, Illinois, says that this endeavor is quite a departure from his physical-sciences background.

Roger Axtell '53 has been pretty much everywhere; he's written the *Do's and Taboos* book series about how to behave when traveling or working abroad; and he's given countless presentations. But even he had to admit to a few jitters before speaking to U.S. Olympic hopefuls about their summer trip to Beijing. His advice? Do some homework about the culture; be aware and respectful; and go with the flow. Axtell is a retired Parker Pen executive who lives in Janesville, Wisconsin.

Henry Schwarz '54, MA'58, PhD'63 offered us an unusual submission: news that President Nambaryn Enkhbayar of Mongolia had awarded him the Order of the Polar Star — one of that nation's highest honors. Schwarz is a professor emeritus of East Asian Studies at Western Washington University in Bellingham.

60s

The Minnesota Speech-Language-Hearing Association

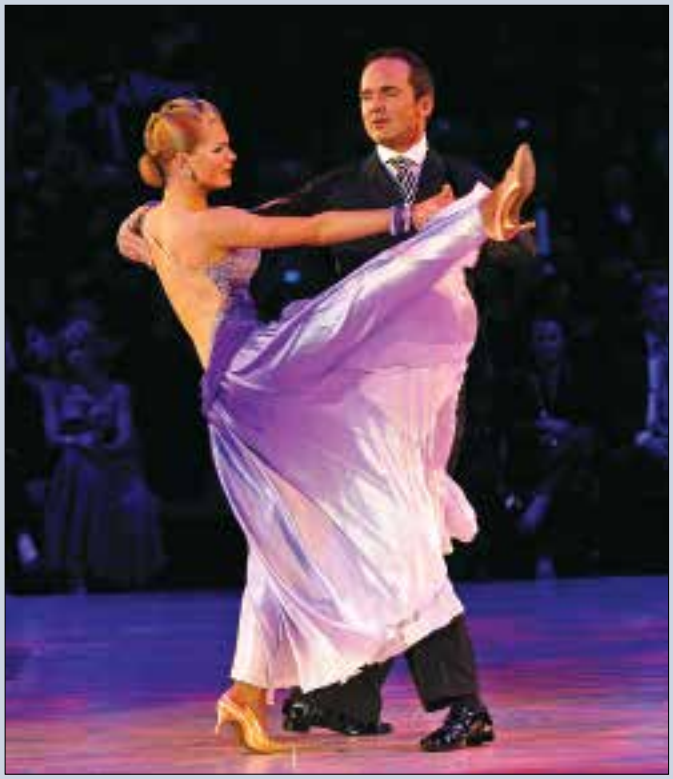
A Minister Who Dances — and Vice Versa

Jeff Nehrbass '89 has many loves in his life: a love for his wife, **Cindy Lehew-Nehrbass '89,** and their two children, Jacob and Sarah Grace; a love for his work as a Lutheran minister, which he's practiced for fourteen years; and a love for dance, which he has learned, taught, and competed in since getting involved with the pastime at UW-Madison.

Nehrbass enrolled in a recreational dance class not long after arriving on campus — persuaded by a female student who would date a suitor only on the condition that he knew his way around a dance floor. The girl didn't work out; the classes did.

"Something happened to me," says Nehrbass, a multi-award-winning professional dancer and 2005 world champion. "I walked into my first [dance] class at the UW, and in a class of sixteen, I was the only boy. So my social horizons had improved considerably. And eventually I realized that I was actually pretty good, so it was sealed."

After graduation, Nehrbass moved with Cindy — a fellow dancer whom he'd met as an undergraduate — to St. Paul, Minnesota, to attend Luther Seminary, graduating in 1994. Faced with two aspirations he cared deeply about, Nehrbass chose to explore both.



Jeff Nehrbass leads confidently while competing in PBS's pro-am competition, *America's Ballroom Challenge*.

In 1994, as he embarked on a career in Urban Center Ministry — connecting the Bible's messages to issues of transition, poverty, and urban renewal in cities — the couple opened On Your Toes dance studio. During the last fourteen years, they've grown the staff to seventeen instructors, who teach more than five hundred students in ballet, tap, jazz, modern, hip-hop, and ballroom dance.

Over the years, Nehrbass has developed a particular niche in competitive ballroom dancing. In 2006, he participated in PBS's professional-amateur competition *America's Ballroom Challenge* with former student Adrienne Brown. Shortly after, they were crowned world champions in American Smooth, one of four styles of competitive ballroom dance.

As a minister and professional dancer, Nehrbass is quick to note the similarities between the two vocations, and the important role of each in his life. The most enjoyable aspects, he says, lie in teaching and giving people the tools to achieve something that they couldn't accomplish before.

"I would go crazy being a full-time pastor, and I'd go crazy if I had to be a full-time business owner," says Nehrbass. "It's a perfect fit for me in what I call a bi-vocational aspiration. I really consider who I am to be a function of two callings."

— Ben Wischnewski '05

has given its Lifetime Achievement Award to **Diane Barber Sineps '60** in recognition of her forty-five years as a speech language pathologist in university, hospital, and private-practice settings. The St. Paul resident has recently retired, and is president of the board of the Minnesota Speech and Hearing Foundation.

Frederick Fosdal '61, MD'64 recently received the 2008 State Bar of Wisconsin President Award and a commendation from Wisconsin Governor **Jim Doyle '67** for his forensic psychiatric service to the state. He's a longtime fellow of both the American Psychiatric Association and the American College of Forensic Psychiatry. Fosdal, of Middleton, has performed many criminal- and civil-law forensic evaluations, and has testified on numerous occasions.

In June, the American Nurses Association bestowed its Curtis Award on **Mary Bryant Behrens '64** for her contributions to nursing practice and health policy through political and legislative activity. She's served as the mayor of her home community of Casper, Wyoming, and in county and state roles — always advocating for the nursing profession and health care issues.

We bet you'll chuckle all the way through *I'll Never Be French (No Matter What I Do): Living in a Small Village in Brittany* (Free Press), a charming tale by **Mark Greenside '66, MA'68.** The book shares how a reluctant visit to France turned into a semi-permanent stay and "celebrates the joys and adventures of living a double life." That double life includes time in Alameda, California — where Greenside writes, teaches, and is politically active — and in Brittany, where he says he "still can't do anything without asking for help."

Michael Grow '66, MA'68 writes that he "still vividly recalls the feeling of inner terror that swept through him" during his 1968 oral master's comprehensive exam when he was asked to identify the factors that led the U.S. to overthrow Latin American governments. Four decades later, he's written a book about his answer: *U.S. Presidents and Latin American Interventions: Pursuing Regime Change in the Cold War* (University Press of Kansas). Grow, of Scotland, Connecticut, recently retired from Ohio University, where he

taught and directed the Contemporary History Institute.

Donald Zillman '66, JD'69 has been reappointed as president of the University of Maine at Presque Isle. He's co-authored *Strategic Legal Writing* (Cambridge University Press), and is an author and the lead editor of *Beyond the Carbon Economy* (Oxford University Press).

Bettelheim: Living and Dying (Rodopi Publishers) is the fourth book by Los Angeles-based psychoanalyst and psychotherapist **David James Fisher '68, PhD'73.** The work explores the life and writings of Bruno Bettelheim, who, after Freud, was the most widely read psychoanalytic public intellectual. Fisher was a student of the late UW history professor **George Mosse.**

When the space shuttle *Discovery* lifted off on a two-week mission to the International Space Station in May, the group of distinguished onlookers included **Brewster Shaw, Jr. '68, MS'69,** the VP and general manager of Boeing Space Exploration in Houston. He was a member of NASA's first shuttle-astronaut class in 1978, which had gathered for a thirty-year reunion. Shaw flew three missions as a pilot and commander in the 1980s.

In light of this fall's financial meltdown, *Macroeconomic Policies for Stable Growth* (World Scientific) by **Dan (Delano) Villanueva MS'68, PhD'70** could hardly be more timely. The book is a collection of his papers, written over the last two decades during his tenure at the International Monetary Fund, the South East Asian Central Banks Research and Training Center, and Singapore Management University. Villanueva, of Fairfax Station, Virginia, is now a special consultant with the Central Bank of the Philippines.

Claudia Orde Bartz '69 is the coordinator of the International Classification for Nursing Practice, a program of the International Council of Nurses. She's also a retired colonel of the U.S. Army Nurse Corps and a clinical associate professor of nursing at UW-Milwaukee.

Definitely in the Running

Stephanie Herbst-Lucke '88, MBA'89*executive* — *Sarah Barker*

HAROLD DANIELS

After a 20-year absence from running, Stephanie Herbst-Lucke is poised to set master's records in events from the 5K to marathons.

70s

Felicitations to **John Burd MS'70, PhD'75**! He's received the American Association of Clinical Chemistry's 2008 Ullman Award, which recognizes contributions to the clinical-chemistry field through new or adapted technologies or analytical methods. Burd is currently a co-founder and general partner of San Diego's Sabur Technology — which develops innovative medical testing products — but he's also founded and run numerous other companies.

Job's Daughters International — an organization of females aged ten to twenty who are related to Master

Masons — elected **Janine Albee Coley '70, MS'80** of Mukwonago, Wisconsin, as its supreme guardian last year. Since then she's been traveling the world, representing the group as its top adult leader. Coley's friend **Karen Cigale '86** of Madison shares that Coley has been "teaching the chicken dance every chance she gets" during her travels.

Cary Herz '70 has earned a first-place award for the best non-fiction book on religion in the National Federation of Press Women's annual communications contest for *New Mexico's Crypto-Jews: Image and Memory* (University of New Mexico Press). Herz, of Albuquerque, is a professional photographer whose work has appeared in national media and at the Smithsonian Institution.

A note from **Bill Stark MA'70, PhD'73,** a professor of biology at Saint Louis [Missouri] University, had a definite air of contentment about it. He writes that he's developed a Web site for his research and teaching; has celebrated his thirty-ninth anniversary; and is pleased to have two happily married sons and three grandchildren, with another on the way. He adds, "September [marked] my thirty-second year of not missing a day of running at least a mile."

Peter Weil '70, JD'74 was the center of attention this summer when he received the 2008 Community Service Award from the Los Angeles chapter of the American Jewish Committee. Weil is a senior partner and real estate specialist in the L.A. law firm of Christensen, Glaser, Fink, Jacobs, Weil & Shapiro, as well as a longtime supporter of the UW's Center for Jewish Studies and the UW's Hillel.

Interviews with people aged thirty-five to ninety-two formed the foundation of *My Word Is My Bond: Voices from Inside the Chicago Board of Trade* (John Wiley and Sons) and a Telly Award-winning documentary by Chicagoan **Arlene Michlin Bronstein '71.** Both celebrate the board's 160 years as a leading financial institution and preserve its history. Two of the interviewees were **Keith Bronstein '71** of Chicago and **Burt Gutterman '71** of suburban Glencoe.

Speaking of Chicago, Mayor Richard Daley recently presented **Caroline Orzac Shoenberger '71** with a Sage Award as part of the city's Women's History Month. She's an attorney specializing in immigration and guardianship law who joined the nonprofit Chicago Legal Clinic after retiring from a quarter-century in city, county, and state government, including a city-cabinet post as commissioner of consumer services. She also lectures at Harold Washington College.

How can job seekers find meaningful, desirable work, even in tough economic times? **Sue Taylor Swenson '71** and co-author Joe "The Job Search Guy" Turner tell how to do it in *Paycheck 911: Don't Panic … Power Your Job Search!* (OPA Publishing). Swenson was a recruiter in the semiconductor industry who's now a writer in Phoenix.

Avid runner **Jay Jacob Wind '71** was only the twenty-ninth person in fifty-one years to join the Arlington [Virginia] Sports Hall of Fame when he was inducted in May. Wind has completed 118 marathons and thousands of shorter races, directs track meets and longer races, coaches youth and adults, and writes a weekly sports column. And when he's not doing all of that? Wind is a statistician who manages the cost-accounting project for the 2010 Decennial Census.

A Badger attorney is one of the Fifty Most Influential Minority Lawyers in America, according to the *National Law Journal*. He's **John Daniels, Jr. MS'72** — chair of the firm at Quarles & Brady in Milwaukee, the only Wisconsin attorney to receive the distinction, and one of the first African-Americans to lead a top U.S. law firm.

Peter Holsten '72 is a force for change in Chicago as president of Holsten Real Estate Development Corporation. His firm renovates old buildings using green building practices and creates mixed-income properties that include community and green spaces. Holsten's latest major project has been the renaissance of Cabrini Green, now called North Town Village. You can view a video clip about it at http://64.224.12.86/HOLSTEN/movie/north_town.html.

We have a photo of the world's largest smile — on the face of **Sharon Fredricks Wallace MS'72** as she received the Birkner Leadership Award for her "inspiration, enthusiasm, and mentorship" in her home community of Sedona, Arizona. To top it off, Governor Janet Napolitano praised Wallace for her vision, knowledge, and focus on education.

Among the authors accepted into the Madison-based Wisconsin Book Festival this fall was **Kendall Hale '73.** She said it was "a great honor" to return to the scene that opens her memoir, *Radical Passions: A Memoir of Revolution and Healing* (iUniverse). That opening also takes readers back forty years, to 1968 — the year that set in motion Hale's lifetime of discovery about herself and the world.

A thwarted, Columbine-like plot to attack Green Bay [Wisconsin] East High School in September 2006 thrust school superintendent **Dan Nerad '73, MS'75** into the national spotlight. Many said that his leadership after the crisis was a highlight of his tenure, but he's also been praised for his emphases on listening, outreach, communication, and accessibility. Now Nerad has

Bookmark

"Ellen Butterby had never before seen a dead body." So begins *Black & White and Dead All Over* (Knopf) — a satirical, intelligent, and wry mystery by John Darnton '67. And so begins Butterby's morning one rainy September day as she arrives at her office at the *New York Globe* and finds her boss — who had always been regarded with fear and loathing by the staffers — lying dead, with an old-time editor's spike driven into his chest.

Among the problems for the young, ambitious detective assigned to the case, along with the rebellious *Globe* reporter with whom she teams up, are that there's plenty of internal scandal to complicate the situation, and far too many suspects — until the field begins to narrow as more bodies turn up.

This newspaper setting is very familiar turf for Darnton, a Pulitzer Prize-winning reporter whose work for the *New York Times* since 1966 has kept him grounded in New York, but has also taken him to Lagos, Nairobi, Warsaw, Madrid, and London. He's served as the *Times*'s metro editor and culture editor as well, and is currently the editorial director of special projects. Darnton is also the author of *Neanderthal* and *The Darwin Conspiracy*.

Bookmark

If you've ever wondered how the mega-rich live, just read *The Official Filthy Rich Handbook* (Workman Publishing) by New Yorker **Christopher Tennant '00** — an "ethnographer of the fabulously wealthy" who spent eighteen months tracking down insider information and compiling directories of those who cater to the privileged in order to create a guide for the rest of us.

Like inhabitants of other subcultures, members of this one — which Tennant defines as those with more than $30 million in liquid assets — have a language, secret codes, and ways of dressing. But why find out such things? "There's just endless room for comedy," he explains, and there's also altruism: Tennant wants to help the *nouveaux riches* to avoid ghastly gaffes.

If you withdraw $11.95 from your own vault to buy a copy, expect graphics-rich offerings on how to identify plutocrat subspecies, administer your wealth, hire wait staff, buy an island, design the interior of your private jet, choose boarding schools, and pronounce words you simply *must* know.

Tennant has worked at *New York* magazine, *Talk* magazine, and the *New York Post*'s *Page Six*. In 2003, he co-founded *Radar* magazine, where he's now a contributing editor.

moved south to become the Madison Metropolitan School District's new superintendent.

The Society for Technical Communication (STC) named **Thea Teich MS'73** of Cincinnati a new fellow this summer in recognition of her thirty-plus years of work in industry, government, nonprofits, and research institutions. In 1995, she founded Teich Technical and Marketing Communications, and has been heavily involved in STC leadership.

Tom DeCotiis PhD'74 has penned *Make It Glow: How to Build a Company Reputation for Human Goodness, Flawless Execution, and Being Best-in-Class* (Greenleaf Book Group). The author is the CEO of CorVirtus, a firm specializing in enterprise-growth solutions in Colorado Springs, Colorado.

The UW-River Falls College of Agriculture, Food, and Environmental Science has honored **Michael Kaltenberg '75, MS'76, PhD'83** with its 2008 Outstanding Faculty Teaching Award. He's a professor of forestry and environmental education who also manages the UW-River Falls School Forests, and is an expert forestry witness and consultant, a certified tree farmer, the owner of a large tree farm, and a wildfire-suppression trainer.

If you ever visit the Stanley Lambert winery in Australia's Barossa Valley, tell owner **Jim Lambert '75, MS'76** that you're from Wisconsin — he'll probably give you a VIP tour of his twenty-thousand-case-per-year boutique-winery operation. Lambert is also the founder of a California data-storage company called Dot Hill, but he stepped down in 2006 — after twenty years as its CEO — to move Down Under.

An unusual hobby has led to a book for **Barbara Boehm '76, '81.** For the past fifteen years, she's been making teddy bears, costumes, and props, and photographing them to use in calendars and greeting cards. Now HNB Publishing has compiled her often-amusing images in *Bears I'd Like to Meet! A Bear's-Eye View of 101 Notable Figures in History*. Boehm is also a nurse at Madison's Meriter Hospital.

(Margaret) Ellen Birkett Lindeen '76 and other college educators used their Fulbright-Hays fellowship this summer to learn about — and live — the legacy of Mahatma Gandhi in contemporary India. Lindeen, an assistant professor of English at Waubonsee Community College in Sugar Grove, Illinois, says the experience furthered her goal to introduce peace studies to community colleges in her state.

For "exemplifying outstanding citizenship and serving as excellent role models," **Joseph Marinelli PhD'76** and his spouse, Rebekah, have earned the 2008 Distinguished Citizen Awards from the Finger Lakes [New York] Council of the Boy Scouts of America. Joseph is the district superintendent of the Wayne-Finger Lakes Board of Cooperative Educational Services, and the couple lives in Macedon, New York.

A Madison team won the 2008 United States Men's Club National Curling Championship in March, and **Richard Maskel '76** was part of it. He also finished third at this year's U.S. Mixed National Championship, and ninth at the 2008 U.S. Men's National Championship, marking the first time that an American curler has qualified for three separate national championships in a single year.

Taking the reins in the new role of chief operating officer at the American Humane Association in Denver is **Dale Austin '77, MA'86.** He was previously senior VP and COO for the Dallas-based Federation of State Medical Boards of the U.S. Austin's new employer is the only national organization dedicated to protecting both children and animals.

CarolAnn Garratt '77 of Ocala, Florida, spent twenty-five years in industrial manufacturing, but her passion is flying. The evidence? In 2003, she flew a single-engine plane around the world, and in December, she plans to improve on that: Garratt and a co-pilot hope to break a world record by flying around the globe in seven days — and to raise money for ALS (Lou Gehrig's Disease) research in the process. Stay tuned to the fearless duo's progress at alsworldflight.com.

Robert Lebel MS'77, MD'82 has been the senior clinical geneticist at the Greenwood [South Carolina] Genetic Center for the last five years, but this summer he joined the faculty of the State University of New York Medical Center in Syracuse. There he's chief of the medical-genetics section, a lecturer in bioethics, and a professor of pediatrics, internal medicine, obstetrics and gynecology, and pathology.

This spring, **Larry Wert '78** of Riverside, Illinois, was promoted to president of the central and western regions of NBC Local Media. He now oversees five NBC-owned television stations in San Francisco, Los Angeles, San Diego, Dallas, and Chicago. Wert most recently served as president and general manager of Chicago's WMAQ.

The UW-Extension has welcomed **Christine Quinn '79, MS'82** as its new provost and vice chancellor. Her background includes service at UW-Stout, New Mexico State, and the University of Minnesota, and most recently, as the associate VP for academic affairs at Winona [Minnesota] State University.

The list of Badgers who are leading colleges and universities just keeps growing. The latest is **Patrick Schloss PhD'79,** who was named president of Valdosta [Georgia] State University in June. Formerly, he was president of Northern

State University in Aberdeen, South Dakota, where the strategic planning process that he initiated was highly lauded.

In March, **Karolee Hogden Church Sowle MS'79** became CEO of Desert Regional Medical Center — a 394-bed tertiary trauma center in Palm Springs, California. She's also won her second Circle of Excellence Award from Tenet Healthcare.

80s

Paul Gibbons '80 first registered at the UW as a fifteen-year-old special student in 1976, earned several degrees elsewhere, and has now re-enrolled at the UW to earn a doctorate. The chair of management-consulting firm Future Considerations, Gibbons has just returned to Madison after twenty-seven years in London and was recently featured in *CEO Magazine* as one of the world's "CEO super coaches."

Radio and film historian **Clair Schulz MA'80** of Muskego, Wisconsin, has created *Fibber McGee and Molly: On the Air 1935–1959* (BearManor Media), a comprehensive guide to the nine-hundred-plus episodes that made the show such a broadcasting triumph. Schulz has been a teacher, librarian, bookseller, and the archives director at Chicago's Museum of Broadcast Communications.

When the faculty honors were bestowed this summer at UW-Stevens Point, **Emmet Judziewicz '81, MS'85, PhD'87** took home the University Scholar Award. He's an associate professor of biology, the curator of UW-SP's Freckmann Herbarium, and one of the world's authorities on bamboos and grasses. Last year he was named a three-year honorary research associate with the U.S. National Herbarium at the Smithsonian Institution.

"I've recently switched careers from the film industry to the nonprofit world," says **Megan Vidis '81, MA'83,** speaking of her new role as senior director of marketing and communications at the Respiratory Health Association of Metropolitan Chicago. Her previous work includes producing advocacy media and serving as the deputy managing director of the Illinois Film Office.

The online store Bag Borrow or Steal — of which **Mike Smith '83** is the Seattle-based CEO — got some big-time publicity during the May release of the *Sex and the City* movie. Smith's company rents luxury accessories such as designer purses, jewelry, and sunglasses, which were, natch, a topic of conversation for the film's Carrie Bradshaw.

In *Your Child's Strengths: Discover Them, Develop Them, Use Them* (Viking), **Jenifer Fox '84** describes "a girl who almost didn't graduate from high school, but somehow got into the UW." That girl is Fox, who learned to fly on her strengths — wisdom that fueled three degrees, a career in education, and founding an international educational-reform initiative called the Strengths Movement in Schools. Fox also runs the Purnell School, a high school for girls with learning differences, in Pottersville, New Jersey.

The Happy Soul Industry (Inkwater Press) by **Steffan Postaer '84** sets up a most intriguing situation: the CEO of L.A.'s hippest ad agency takes on a troubled new client — God — who laments that in this "hip-hop age of Internet porn and reality TV, who has time for *goodness*?" The book is being promoted through a blog (How-Are-You.net) and a national advertising-design contest. Postaer is chair and chief creative officer at advertising giant Euro RSCG Chicago.

The Family Sabbatical Handbook: The Budget Guide to Living Abroad with Your Family (The Intrepid Traveler) has been named a silver-award winner in *ForeWord* Magazine's 2007 Book of the Year competition, and it's the pride of **Elisa Bernick '86.** The St. Paul, Minnesota, author is also a journalist who's worked in radio and TV.

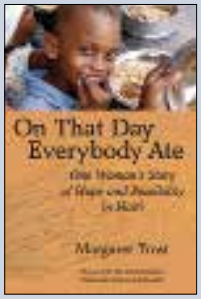
Gladys Hart DeClouet MBA'86 is a pioneer. Beginning her career as a reservoir and production engineer for Conoco, she acknowledges that being an African-American woman in a white, male-dominated field was tough, but she persevered, moving on to British Petroleum Oil Company and then into fast food with Jack in the Box. She's now Burger King's senior VP of North America Company Operations, overseeing the restaurant chain's re-imaging efforts from Miami.

Who's adding a new hat to the two he already wears at Dean Foods Company in Dallas? It's **Steven Kemps '86, JD'91.** He's been promoted to executive VP, but retains his general-counsel and corporate-secretary duties. He was previously with Kimberly-Clark.

Author **Patricia Cumbie '87, '88** of Minneapolis began her recovery from a sexual assault years later, as she delved into the subject of her first novel, *Where People Like Us Live* (HarperTeen). The young-adult book explores the friendship between two girls, and what would happen if someone did something about an act of sexual violence. Cumbie hopes that shedding light on this disturbing subject will help society to see, discuss, and end sexual violence.

Marine Corps Reserve Lieutenant Colonel **Roderick Arrington MS'88** has returned from a month-long deployment to Latin America through Partnership for Americas 2008. The deployment included humanitarian work in San Clemente, Peru, in the wake of a 2007 earthquake.

Bookmark



Margaret Trost MA'87 of Berkeley, California, turned personal tragedy into a way to help others when she began visiting Haiti in 2000. She was trying to regain some meaning in her life after the sudden death of her spouse, **Richard Tanaka '82,** from an asthma attack.

In Port-au-Prince, Trost saw a chance to help Reverend Gerard Jean-Juste create a lunch program to feed the many hungry children who inhabit this poorest nation in the western hemisphere. She raised $5,000 to launch it, and then set up the What If? Foundation (whatiffoundation.org) to provide ongoing support. The program now serves more than six thousand meals weekly.

Making this dream a reality is only one element of Trost's new book, *On That Day Everybody Ate: One Woman's Story of Hope and Possibility in Haiti* (Koa Books). She also explains how factors such as international pressures, market forces, the indifference of prosperous nations, and local corruption all crash down on the smallest of citizens.

Despite witnessing governmental turmoil, arrests of Jean-Juste, kidnappings, and batterings by hurricanes, Trost's work has taught her to trust in optimism. As Jean-Juste says in Creole, "Piti piti na rive," or "Little by little, we will arrive."

Lamont Colucci '88, MA'89, MS'98 is a former U.S. State Department diplomat who's now an assistant professor of politics and government at Ripon [Wisconsin] College, as well as the coordinator of its new national security studies program. Colucci's new book is *Crusading Realism: The Bush Doctrine and American Core Values after 9/11* (University Press of America).

The capital and real estate transformation practice of Deloitte Consulting has welcomed **Kurt Ochalla '88** to its Boston office. He lives in Needham, Massachusetts.

If you don't know anyone who has a mite species named after him or her, then meet **Kier Klepzig MS'89, PhD'94** — an entomologist, plant pathologist, and the newly promoted assistant director of research at the USDA Forest Service's Southern Research Station in Pineville, Louisiana. Research entomologist emeritus John Moser, who recently discovered two new mite species, named the *Caesarodispus klepzigi* after Klepzig in honor of his contributions to understanding the symbiosis among insects, fungi, and mites.

90s

The University of California-Santa Barbara's Institute for Energy Efficiency has a new executive director: **Daniel Colbert PhD'90.** Previously, he was the chief technology officer and a principal at NGEN Partners, a venture-capital firm focusing on "cleantech" investments, as well as a founder of Carbon Nanotechnologies with Nobel laureate Rick Smalley.

If you've visited the Grand Canyon lately, chances are excellent that you saw the work of **Todd Berger '91.** In April, he was promoted from managing editor to director of publishing for the Grand Canyon Association, overseeing its books, visitor newspaper, brochures, and more. In November, Berger also became president of the Publishers Association of the West.

People studying English as a non-native language can now learn through a textbook created by **Mary Ward '91, MA'95** called *What I Believe: Listening and Speaking about What Really Matters* (Pearson-Longman). The author is a TESOL (Teachers of English to Speakers of Other Languages) instructor at the Institute for European Design in Rome, Italy, and at New York's Columbia University. Her spouse, **Luca de Caprariis PhD'98,** is a professor of history at John Cabot University in Rome. Thanks to Ward's mother, **Marion Benson Ward '88** of Lake Mills, Wisconsin, for letting us know.

Have you ever seen a visitor to Madison searching a map — fruitlessly — for a road called "the Beltline"? A new online business, City Dictionary (citydictionary.com), aims to explain similar mysteries across the nation by asking users to contribute entries about their cities' landmarks, slang, attractions, and quirks. It's the brainchild of the spouse team of **Colleen Gatterman '92** and **John '95 Carmona,** plus John's brother, **Thomas Carmona '04** — all Madisonians.

Who's in charge of men's hoops at Wingate [North Carolina] University? It's **Brian Good '93,** the Bulldogs' new head basketball coach. He's held the same post for the last four seasons at Queens University of Charlotte [North Carolina]. Good was a four-year letter winner at the UW and a Big Ten free-throw champion.

An award of $700,000 in research funding over five years is going to **Jeffrey Henderson '94,** one of sixteen scientists to receive a national Burroughs Wellcome Fund award for medical scientists. Henderson studies bacteria that cause urinary-tract infections and is an instructor of medicine at Washington University in St. Louis, Missouri.

The new program director in the communication sciences and disorders graduate program at Boston's MGH Institute of Health Professions is **Gregory Lof PhD'94.** He's been with the institute since 1997, focusing on childhood speech sound disorders.

Way to go, **Vishy (Viswanath) Poosala MS'94, PhD'97**! He's made the move from his position as the chief technology officer at Geopepper — an Alcatel-Lucent venture based in New Jersey — to become the new head of Bell Labs' research and ventures division in Bangalore, India.

It's been a good year for **Kevin Christy '95**: the Casualty Actuary Society (CAS) has bestowed its highest credential of fellow upon him, and he's been promoted to vice president and chief actuary at Western National Insurance Group in Edina, Minnesota. He's the company's first CAS fellow.

Three '90s grads shared word of their new advanced degrees: **Amy Seif Hattan MA'95** has graduated from Harvard University's Kennedy School of Government with a master's of public administration and a focus on climate change and energy policy. **Jennifer Rider Stark '97** has received a doctorate in epidemiology from Harvard's School of Public Health and is now a post-doctoral research fellow at Harvard and at Brigham and Women's Hospital's Channing Laboratory. And, **Rachel Gavelek Konkle '98** has completed her second master's — in management — through Cardinal Stritch University, while working full time as an information scientist for Abbott in North Chicago, Illinois.

If *The Last Days of Old Beijing: Life in the Vanishing Backstreets of a City Transformed* (Walker & Company) sounds familiar, perhaps it's because its author, **Michael Meyer '95,** was interviewed about the book on NPR's *All Things Considered* in August. The work is based on Meyer's observations — first as a Peace Corps member after graduation, and then over the last three years while volunteering as an English teacher in a public school — of how Beijing's oldest neighborhood is being destroyed by relentless modernization.

The Doorpost Film Project is an international, online, short-film-making contest aimed at nurturing visionary filmmakers who can inspire and influence, rather than simply entertain. When round one of the inaugural project ended this summer, L.A. filmmaker **Bragi Schut, Jr. '96** was one of its fifteen finalists, for his film *Scarecrow Joe*. He then received $10,000 to produce a final-round short film based on the topic of hope, which he called *Charlie Thistle*. In the end, Schut won third place and $20,000.

It's estimated that more than 10 percent of children have some form of sensory-processing disorder, which is often misdiagnosed. Now **Tara McCaghey Delaney MS'97** has written *The Sensory Processing Disorder Answer Book: Practical Answers to the Top 250 Questions Parents Ask* (Sourcebooks) to clear away the confusion. Delaney, of Granite Bay, California, is a pediatric occupational therapist and the founder of BabySteps, a pediatric-therapy and educational-services company.

In 2003, Marine Reservist **Jodi Miller Maroney '97** was the first pilot to fly the CH-53 Super Stallion — the U.S. military's largest and most powerful helicopter — into Iraq during Operation Iraqi Freedom. In June, she landed the

thirty-three-thousand-pound craft at the Dane County airport while helping to move the fleet. Major Maroney is based in San Diego, California.

Vincent Purpero '97 is a post-doc researcher at the University of Minnesota; **Betsy (Elizabeth) Maloney MS'06** is an academic adviser for Capella University; and as of May, they're spouses as well. Though they live in Minneapolis, she swears that they'll "always be avid Badger fans."

2000s

Generating power from wind using large kites: that's the vision of **Rob Creighton '00, MBA'07** — an inventor and the founder of Windlift, a firm that's working to perfect kite-powered systems to replace diesel-engine-powered irrigation systems in developing nations. Creighton's initial invention took second place in the 2007 Burrill Technology Business Plan competition at UW-Madison, and he's since moved to Durham, North Carolina, to tap into steadier winds.

Liz Lance '00 of San Francisco is using her Fulbright fellowship to complete a Web-based radio, photo, and print documentary project about how the mass media influence body image in young Nepali women. And she made the most of her UW experiences to prepare — participating in the UW's College Year in Nepal program, studying the Nepali language, writing for the *Badger Herald*, and serving as the news director of the UW's student-run radio station, WSUM.

In July, L.A.-based filmmaker **Dave O'Brien '00** wrote about what a crazy — crazy *good* — month it had been. First, he received the Outstanding Emerging Talent Award at Outfest 2008, one of the world's largest LGBT film festivals, for his feature documentary, *Equality U*. Then the *L.A. Times* publicized the innovative HIV-prevention campaign that O'Brien is working on, including what it terms his "racy Web show" — a gay, online soap opera with a serious message called *In the Moment*.

A "clean, domestic, and economical energy future": sounds great, doesn't it? **Ben Cipiti MS'03, PhD'04** has outlined his plan for this very thing in his new book, *The Energy Construct* (BookSurge Publishing), which he hopes will help us to "find realistic solutions and develop a path forward." Cipiti is a nuclear engineer and researcher at Sandia National Laboratories in Albuquerque, New Mexico.

Jenny Green's KILLER Junior Year (Simon Pulse) — a new, young-adult work co-authored by **Jacob Osborn '03** of Los Angeles — hit bookstores this fall. Osborn describes it as a "dark comedy about a spoiled teenage girl who goes to boarding school in Montréal and kills all the boys who mistreat her, one by one."

Folks in Des Moines, Iowa, will never forget the flooding there this summer, nor will they soon forget the leadership demonstrated by **Bill Stowe PDE'03.** As the city's director of public works for the last ten years, he got plenty of TV time as he advised citizens on what to expect next. Said one city-council member, "Bill is the most competent person I know. He's like the Jedi knight: just teach me your ways."

Brian Faudree '07 of Madison celebrated a promotion in May at JP Morgan Chase, advancing from sales and service associate to personal banker. His promotion came exactly one year after the date of his UW graduation.

Alumni News compiler Paula Wagner Apfelbach '83 is the mother of a first-year Badger. What a time warp.