

OnWisconsin

FOR UNIVERSITY OF WISCONSIN - MADISON ALUMNI AND FRIENDS FALL 2016

Family Ties

As students navigate college, parents play a supporting role.

Page 22



Vision

Ahoy and namaste, Badgers! Members of Outdoor UW practice their morning SUP yoga on Lake Mendota. Outdoor UW is the Union's "outlet to the outdoors" (it rents boats, holds classes, and hosts Hoofers), and *SUP* is short for *standup paddleboard*, which is something like a surfboard without the surf.

Photo by Jeff Miller







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OnWisconsin

Data and politics
meet in Elan
Kriegel's career.
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MICHAEL APPLETON

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Facebook, Twitter, and Instagram are part of everyday life. What happens when political candidates and their campaigns wade into the social media scrum? *By Gretchen Christensen MAx'17, Cara Lombardo '10, MAcc'11, MAx'16, and Lisa Speckhard MAx'16*

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Elan Kriegel '03 runs the data shop for the Clinton campaign. After the election, he and his team will use their algorithms and their passion to help other causes. *By John Allen*

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In an excerpt from his best-selling book *Evicted*, Matthew Desmond sheds new light on the harsh realities of housing and poverty. *By Matthew Desmond MS'04, PhD'10*

46 This Woman's Work

Kathryn Clarenbach '41, MA'42, PhD'46 is largely unknown, but her name belongs alongside those of Betty Friedan and Gloria Steinem in the history of modern feminism. *By Jenny Price '96*



See page 46.

UW ARCHIVES S05711

Cover

A mother and baby badger from the public sculpture *Four Lakes*, by Myklebust+SEARS, at Frances and State streets. Photo by Jeff Miller.



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“PC Mindlessness”

Just finished reading the article about an Islamic rights fighter [Summer 2016 *On Wisconsin*, “Unbowed”]. It included denouncement for people who are angry about the activities of Islamic terrorists — yet not one mention of this person’s denouncement of these terrorists. How about an article about some Islamic person who is taking these people to task for rape and murder and terrorist acts? UW is lost in PC mindlessness like virtually every other major university.

Steve Peck ’74

Richland, Washington

Kudos to Ms. Qureshi for her fine work — no one should shoulder blame for someone else’s acts of violence. I wonder, however, if she has ever advocated for the victims of Islamic terrorism? That would be even more remarkable and commendable.

Karl Bethke ’69, MS’73

Madison

In Defense of Lawn Chemicals

In the 2016 Summer Conversation, Paul Robbins discusses lawn chemical use. Did you know that a well-maintained lawn provides cushioned playing surfaces for your children, environmental cooling, better pollution remediation and retention, and reduced runoff?

In order to achieve many of these benefits, proper fertilization and periodic chemical application may be necessary, which can all happen at very low risk to us and the environment. Detection of pesticides in groundwater after proper application seldom occurs (Petrovic and Easton, 2005). ... While the water and pollutants are held by the soil, it gives the microbes a chance to break down pollutants into inert compounds.

Brad DeBels ’07, MS’10, PhD’13

Sun Prairie, Wisconsin

Suicide Terminology

“Greyson’s Anatomy” in the Summer 2016 issue (about Shana Martin Verstegen) indicated that Huntington’s Chorea, the disease Shana’s mother had, kills more than 90 percent of those who carry the gene, and most of the rest “commit suicide.” Would like to share that the current terminology is *die by suicide* (or *died by suicide* or *death by suicide*, depending on the tense of the sentence). Thanks for a great article.

Julia Salomon ’88, MS’96
Oshkosh, Wisconsin

Redesign Fan

Hello, all — I just read [the Summer 2016] issue today. Amazing from start to finish. Wow. Is this a new format? So readable. Great work, team!

Wendy Gaskill MS’88
Minneapolis

Editors’ Note: *The redesigned On Wisconsin debuted with the Fall 2015 issue. Thanks for noticing, and we’re glad you like it!*

Posthumous Degrees

There was an error in “PhD in Heroism” [Summer 2016 On Campus]. A PhD in chemical engineering was awarded in 1975 to Jeffrey James Wanner, who died of cancer on December 16, 1974. There is a plaque that commemorates this in the engineering building. Jeff took his oral exam in writing because he had lost the ability to speak. He was one of the brightest people I have ever met. He fought a four-month battle against cancer with great courage. I just do not want to see his degree forgotten.

Pat Valley Kappeler ’70
Pleasant Prairie, Wisconsin

Correction

The article “Love Is Not a Mystery” should have stated that John Gottman MA’67, PhD’71 and his wife, Julie, have been married for 30 years, not 40 years.

ELECTION 2016

This issue of *On Wisconsin* explores how social media use has transformed politics. (See “Social Strategy,” page 28).



MARGOLD_88/ISTOCK

Ahead of the first scheduled presidential debate, join us for a live online video chat about Election 2016 with UW–Madison experts.

**Tuesday, September 20
7 to 8 p.m.**

To participate, visit
go.wisc.edu/onwischat

Submit questions via Twitter to @OnWisMag ahead of — or during — the event using the hashtag #OnWisChat

Meet the experts



Barry Burden

is a professor of political science and director of the UW Elections Research Center.

His research and teaching focus on U.S. elections, public opinion, representation, and Congress.



Michael W. Wagner is

an associate professor in the UW School of Journalism and Mass Communication who is affiliated with the political science department. His research and teaching center on how well democracy works.



Michael Xenos

is a professor of communication science and chair of the UW Department of Communication Arts. His research

and teaching focus on how the Internet and social media may help people learn about political issues, form opinions, and participate in politics.

SARAH MORTON
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION

MICHAEL TREVIS

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Fall 2016

CO-EDITORS

Niki Denison, Wisconsin Alumni Association
Jenny Price '96, University Communications

PUBLISHER

Wisconsin Alumni Association
650 N. Lake Street, Madison, WI 53706
Voice: 608-262-2551
Toll-free: 888-WIS-ALUM (947-2586)
Email: onwisconsin@uwalumni.com
Web: onwisconsin.uwalumni.com

ASSOCIATE PUBLISHER

John Allen, Wisconsin Alumni Association

ART DIRECTOR

Nancy Rinehart, University Marketing

PRODUCTION EDITOR

Eileen Fitzgerald '79, University Marketing

DESIGN, LAYOUT, AND PRODUCTION

Toni Good '76, MA'89, Kent Hamele '78,
Danielle Lawry, Preston Schmitt '14,
University Marketing

PHOTOGRAPHERS

Jeff Miller and Bryce Richter, University
Communications

CLASS NOTES/DIVERSIONS EDITOR

Paula Apfelbach '83, Wisconsin Alumni
Association

EDITORIAL INTERN

Riley Vetterkind x'17

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MICHAEL KIENTZ

On Wisconsin decided to excerpt the book *Evicted* even before it was chosen for Go Big Read, UW-Madison's common-reading program. Harvard sociologist Matthew Desmond MS'04, PhD'10's landmark ethnography has shed new light on poverty, so we were gratified to learn that the university's entire freshman class will be exposed to this compelling work, which one reviewer says should be mandatory reading for everyone. "Decent and affordable housing should be a basic right in this country," Desmond said at a talk on campus last March, "because without stable shelter, everything else falls apart."

Desmond has not only brought unprecedented clarity to the problem — he's also offered solutions, such as expanding the housing voucher program and providing tenants in eviction court with representation. He and his wife have started a website, justshelter.org, for those who want to help, and he has used profits from his book to set up a foundation that has helped the families he featured move to safer neighborhoods, pay off debts, and better their lives.

Desmond says that his subjects have also made a difference in his life by showing him "how powerfully and gracefully they refused to be reduced to their hardships; even when faced with huge, huge obstacles and adversity, they still displayed punk, brilliance, [and] humor."

Perhaps Desmond's most important point is that this harsh reality of sudden homelessness is unnecessary. Imagine if we turned away most of the people who applied for food stamps and let them go hungry, he says, and yet this is how we treat most poor families seeking shelter. "This cold denial of basic needs, this endorsement of pointless suffering — by no American value is this situation justified," he writes. "No moral code or ethical principle, no piece of scripture or holy teaching, can be summoned to defend what we have allowed our country to become."

Niki Denison

Co-editor

Matt Desmond, right, the author of *Evicted*, visits with his friend Officer Woo. They lived together for a time in Milwaukee while Desmond conducted his research.




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COURTESY OF THE GRISWOLD FAMILY

Along with thousands of others, Milton Griswold received a UW degree in May, but sadly, he couldn't pick up his diploma in person. He died 62 years ago.

Griswold left school after his junior year to help train navy fighter pilots to fly biplanes in the skies over Europe during World War I. After the war ended, he figured that he'd receive a bachelor's degree, knowing that the regents had decided to grant diplomas to students who had earned 90 credits before joining the war effort.

But Griswold was told he hadn't earned a degree. Despite several appeals, he never became a UW graduate. It was a bitter disappointment for a man who married the sweetheart he met on Madison's campus, raised a family, and worked as an engineer in the oil exploration industry in California before dying of a heart attack at 56.

His granddaughter Loralee Kendall reviewed his college records while working on her master's thesis about her grandparents' years at the UW. Sure enough, he'd earned enough credits. She contacted university officials, and they agreed to award a mechanical engineering degree posthumously.

"We knew as children that my grandfather was upset that he didn't receive the diploma he earned — and was promised when the navy asked him to leave school before his senior year to teach pilots during World War I," says Kendall, who lives in North Carolina. Although she couldn't attend the College of Engineering graduation ceremony at the Kohl Center, her cousin Jack Griswold traveled to Madison from his California home to do the honors. Milton Griswold's photo was projected as the audience learned of his improbable 97-year wait to graduate.

"There was quite a roar from the crowd. I high-fived several people on my way back to my seat," says Jack Griswold. "It was quite a proud moment for me to step in his shoes and walk across the stage."

MEG JONES '84

THAT'S RUFF

Apart from being quadrupedal, furry, and commonly found on your couch, cats and dogs have little in common. But the two species share one more — much less fortunate — trait: both can contract canine influenza.

Sandra Newbury DVM'03, clinical assistant professor and director of the UW School of Veterinary Medicine's Shelter Medicine Program, confirmed earlier this year that the virus — previously confined to dogs in the Midwest — had started to spread to cats. The outbreak in canines began in the Chicago area in 2015, and it was later found in several shelter cats in Indiana. It also became clear that the virus could be passed between cats.

The effects of the virus are mainly limited to upper respiratory symptoms in cats: runny nose, congestion, and excessive salivation. The symptoms are similar in dogs, but they also include a fever. Most dogs can be treated with the H3N2 vaccine, but there is currently no vaccine available for cats. In the spring, Newbury said that all infected cats had been quarantined, and that the shelter would continue monitoring for other outbreaks.

CHELSEA SCHLECHT '13

"It was quite a proud moment for me to step in his shoes and walk across the stage," says Jack Griswold, who accepted a UW diploma on behalf of his grandfather Milton Griswold (above left).



EEL TONY/ISTOCK

Focus, People!

*It might be the motto of the contact-lens industry: what you get is what you see. While lenses are small, light, soft, and flexible, they have limitations. For instance, a lens has only one power of magnification. For many — think of the bifocal-wearing crowd — this is a deal-breaker. They need lenses that will magnify at different levels. Now **Hongrui Jiang**, a UW professor of electrical and computer engineering, is leading an effort to develop “accommodative contact lenses,” which would rely on tiny electronics to automatically focus a liquid lens. Such a lens could, he believes, “ensure comfortable vision at any distance.”*



Eat Your Vegetables

For farmers who sell vegetables directly to consumers, disease resistance and high yield are often the top priorities when choosing varieties, but a UW program is shifting the focus to tastier traits.

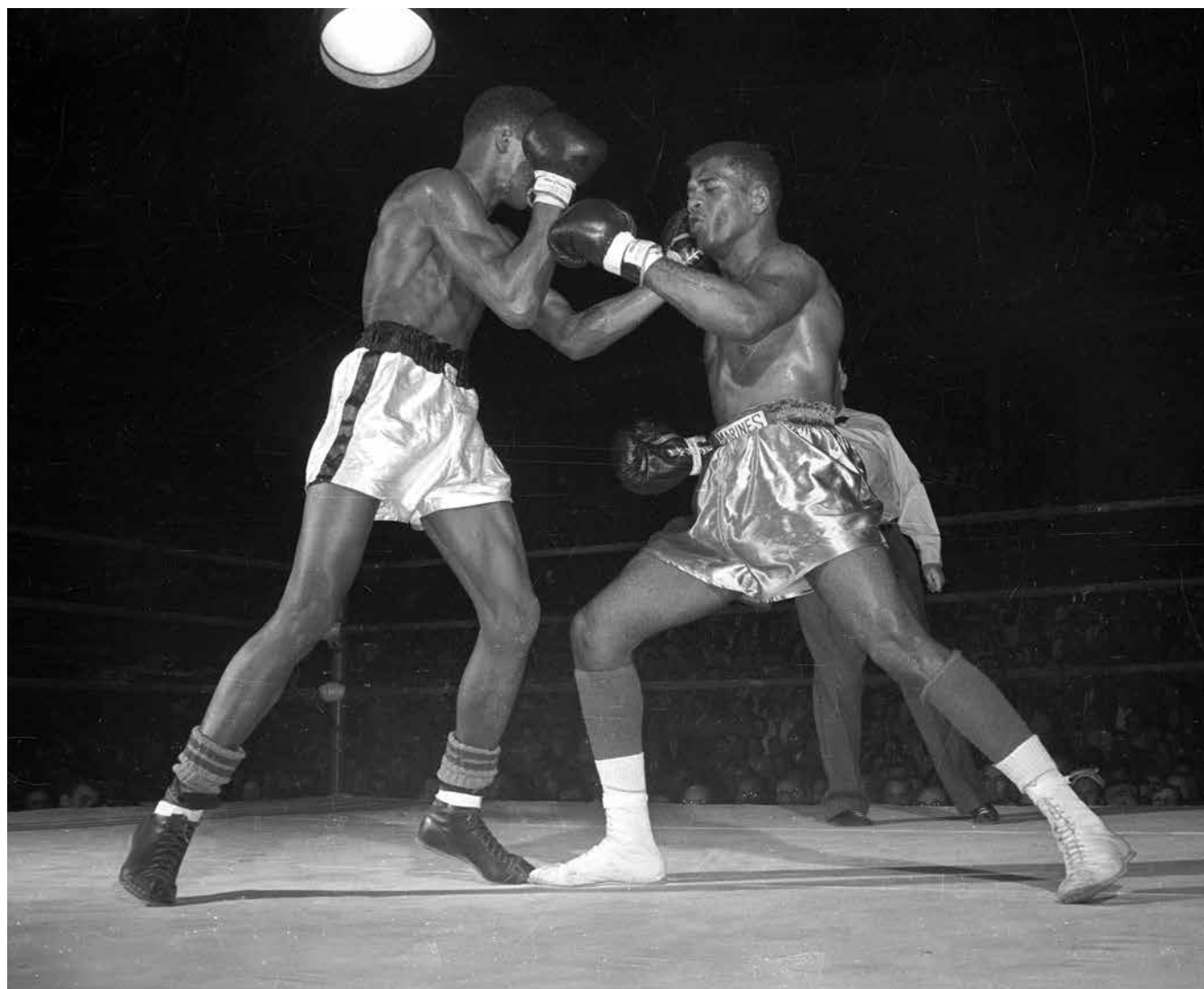
The Seed to Kitchen Collaborative links breeders and farmers with Madison chefs to improve flavor in locally grown vegetables used at their restaurants. The concept was first conceived after **Julie Dawson**, a UW assistant professor of horticulture, met Madison chef Tory Miller, winner of a James Beard award, at a New York conference.

Now in its third year, the program connects four Madison chefs, including Miller, with an ever-growing number of local farmers. The crops are evaluated for flavor during taste-testing sessions that include the chefs, farmers, and the public. Dawson says the chefs’ opinions are key in identifying desirable qualities in each variety of beets, carrots, cucumbers, kale, greens, melons, onions, sweet and hot peppers, winter squash, potatoes, and tomatoes.

And there’s a healthy bonus: “Everybody needs to eat more vegetables,” Dawson says. “And surveys say they don’t, because the vegetables don’t taste good. Improving the flavor so people want to eat vegetables could be just as important as increasing production.”

DANIEL MCKAY ’16

Award-winning chef Tory Miller (top right) is part of a new UW program that links breeders and growers with top Madison chefs.



WHS IMAGE ID 10122

Even a world-champion-to-be can have a bad day.

For Muhammad Ali — who died in June — one of those days came on April 30, 1959, at the Field House. Because of its well-regarded boxing program, the university was playing host to the trials for the Pan-American games, an Olympic-style event in which Ali hoped to compete.

Ali, then known as Cassius Marcellus Clay Jr., was a 17-year-old amateur from Louisville, Kentucky, described by local sports writers as “rangy, long-muscled, and pleasant-faced.” He was riding 36 straight wins.

Even so, the young Ali had not yet garnered the universal acclaim he would eventually earn.

During the 178-pound final bout, Ali, whom reporters deemed “weary,” lost his last two rounds to Amos Johnson of the Marine Corps — his first loss in 37 outings.

Of course, that defeat at the Field House was nothing more than a blip on the radar. In 1960, Ali won Olympic gold, and in 1964, he became the heavyweight champion of the world, holding the title three times.

Nine years later, amid the peak of the civil rights movement and the ongoing conflict in Vietnam, Ali returned to the UW — but for politics, not sports. Ali had become an outspoken activist for African Americans and Islam, and a strident opponent of the war.

Before he was known to the world as Muhammad Ali, 17-year-old boxer Cassius Clay (left) came to the UW for a match at the Field House.

On April 26, 1968, 3,000 students and faculty crowded into the Stock Pavilion to hear Ali speak on “The Black Muslim’s Solution to Racism.”

His speech, like the man himself, was controversial. As a follower of the Nation of Islam, he called for America to provide black people with a separate country to call their own.

“We don’t want no pie in the sky when we die,” Ali told the roaring crowd. “We want something sound on the ground when we’re still around.”

And while his separatist vision was never embraced, Ali’s work to empower black Americans remains central to his legacy.

RILEY VETTERKIND X’17

FALL 2016



BRYCE RICHTER

Fertile Research

Would-be mothers concerned about their ability to become pregnant are often advised to select a window of time when hormone levels may help their chances of conceiving.

Until now, finding that window has meant blood or urine tests, which are cumbersome at best and inaccurate at worst, says **Katie Brenner**, a research scientist in the UW-Madison biochemistry department. Brenner has developed a quick, saliva-based method for measuring progesterone and estrogen, the two hormones closely related to ovulation.

"Women need daily information on hormone levels," Brenner says. "But nobody wants to take a blood test every day."

Brenner's patent-pending innovation has users wet a paper strip with saliva. Within minutes, the device holding the paper delivers hormone measurements to the patient's smart device.

As many as 25 percent of American women face doubts about their ability to become pregnant, and solving that problem is the basic business plan for BluDiagnostics, the start-up Brenner cofounded with **Doug Weibel**, an associate professor of biochemistry. The company aims to obtain Food and Drug Administration approval for its test and reach the market by 2017.

Brenner says Madison has proven a fertile place to develop this technology. "I was given plenty of space, and all the tools I needed, to explore the idea," she says.

DAVID J. TENENBAUM MA'86

HARE WARNING

If there's an animal emblematic of a northern winter, it's the snowshoe hare. But a changing climate and reduced snow cover are squeezing the animal out of its historic range, which is creeping north by about five and a half miles per decade, according to a study by UW-Madison researchers. The change closely tracks with a diminishing of the snow cover the animal requires to survive. Among the 126 sites where hares were once reported,

they were now found at only 28.



NIALATI/STOCK

NEWS FEED

The campus community mourned the death of undergraduate Beau Solomon x'19 in July. Solomon had begun a study-abroad program in Rome sponsored by John Cabot University when he was the victim of an apparent mugging.

PAUL NEWBY; JEFF MILLER

Everybody likes poking his or her nose into someone else's business. A recent study by Evan Polman of the Wisconsin School of Business found that making decisions for others is more enjoyable and less stressful for people than doing so for themselves.



The Wisconsin School of Business celebrated 50 years as part of the Consortium for Graduate Study in Management. The consortium is a partnership among 18 universities that aims to increase diversity in business education.

UW scientists including **Matthew Aliota '05, PhD'10** and **Jorge Osorio MS'88, PhD'96** of the School of Veterinary Medicine have identified a benign bacterium that may block transmission of Zika in mosquitoes. This could offer a low-cost way to defeat the virus.





BRUCE RICHTER

THE ODDS OF LOVE

People who believe they have fewer romantic prospects are riskier investors. That's the finding of a series of studies coauthored by **Stephanie Carpenter**, a post-doctoral researcher in the UW psychology department. Participants (all heterosexual) were asked to make decisions about buying lottery tickets, choosing stocks, allocating funds in a retirement account, and other investments. Those who were told that the women-to-men or men-to-women ratio was unfavorable to them finding a partner chose high-risk, high-return options.

Annual Migration Each fall, they come by bus, car, and plane. During a three-day period, more than 7,500 students move into 19 residence halls on the UW–Madison campus. They're often accompanied by parents and siblings, who schlep all manner of stuff piled high in laundry carts. Beds are made, goodbyes are said, and tears are shed.

15%

The portion of UW–Madison's budget from state tax dollars decreased to 14.7 percent in the current budget year, dropping below 15 percent for the first time. (Tuition and fees account for 18 percent.) Cuts to the UW's 2015–17 budget are being felt across the campus. The largest college, Letters & Science, is cutting 48 faculty and 44 staff positions, offering fewer courses, and increasing class sizes. And, despite high demand, enrollments can't expand in business, engineering, and nursing.

NEWS FEED

High-tech devices may soon be much more flexible, thanks to an invention by engineering professor Zhenqiang Ma. He's created stretchy, flexible, integrated circuits that could be incorporated into clothing or even adhere to skin.



UW–Madison is among the top universities for producing CEOs of Fortune 500 companies. *Money* magazine counted up which colleges have alumni leading top corporations and found that the UW ranks seventh.



What's the secret behind cold beer? Genetics professor Chris Todd Hittinger PhD'07 is tracing the development of *Saccharomyces eubayanus*. Discovered in 2011, it seems to be critical in the production of cold lagers, the most popular kind of beer in America.

YEN HWAN JUNG AND JUHWAN LEE: GURUXOXX/ISTOCK

In 2014, an exhaustive book about income inequality — French economist Thomas Piketty's *Capital in the Twenty-First Century* — became a *New York Times* bestseller. According to a review in the *Guardian*, “Many of the book’s 700 pages are spent marshaling the evidence that 21st-century capitalism is on a one-way journey toward inequality — unless we do something.” The book has provoked debate and helped make inequality a central theme in the 2016 U.S. presidential campaign. Steven Durlauf, a UW–Madison economics professor, studies the causes and consequences of inequality, and he’s a prominent skeptic of Piketty’s work.

Inequality plays a prominent role in our public discourse these days. Are you surprised?

Not especially. There’s been a substantial period of wage stagnation for many people. So it’s not a great surprise that the

absence of growth has a consequence in terms of our politics.

You’ve been critical of Piketty’s analysis. Why?

My view is that [his book] was highly irresponsible because it made a lot of unsubstantiated claims about the reasons for inequality and about policies. Social scientists have to be extremely careful in presenting theories and facts and providing guidance about what potential policies can do. The book suffers from many overclaims and misstatements,

with a spurious view that inequality comes from some universal laws. Inequality needs to be understood in context. My view of contemporary U.S. inequality — what I’ve referred to as the “memberships theory” — is that a key mechanism of disadvantage is the way that various

memberships
influence
people

across the life course. One example is marriage. Intergenerational mobility is affected by the extent to which highly educated people marry highly educated people. Other important memberships are the neighborhood in which one grows up and the college one attends; role models and peer effects come into play at both stages.

Are you referring to the idea of “cultural capital”?

Culture is part of what matters, and what families do in the development of children is instrumental in the formation of norms and socioemotional skills, such as conscientiousness. And the capacity of disadvantaged families to make investments to cultivate these things is often low. That’s not blaming the family; it is a consequence of socioeconomic segregation.

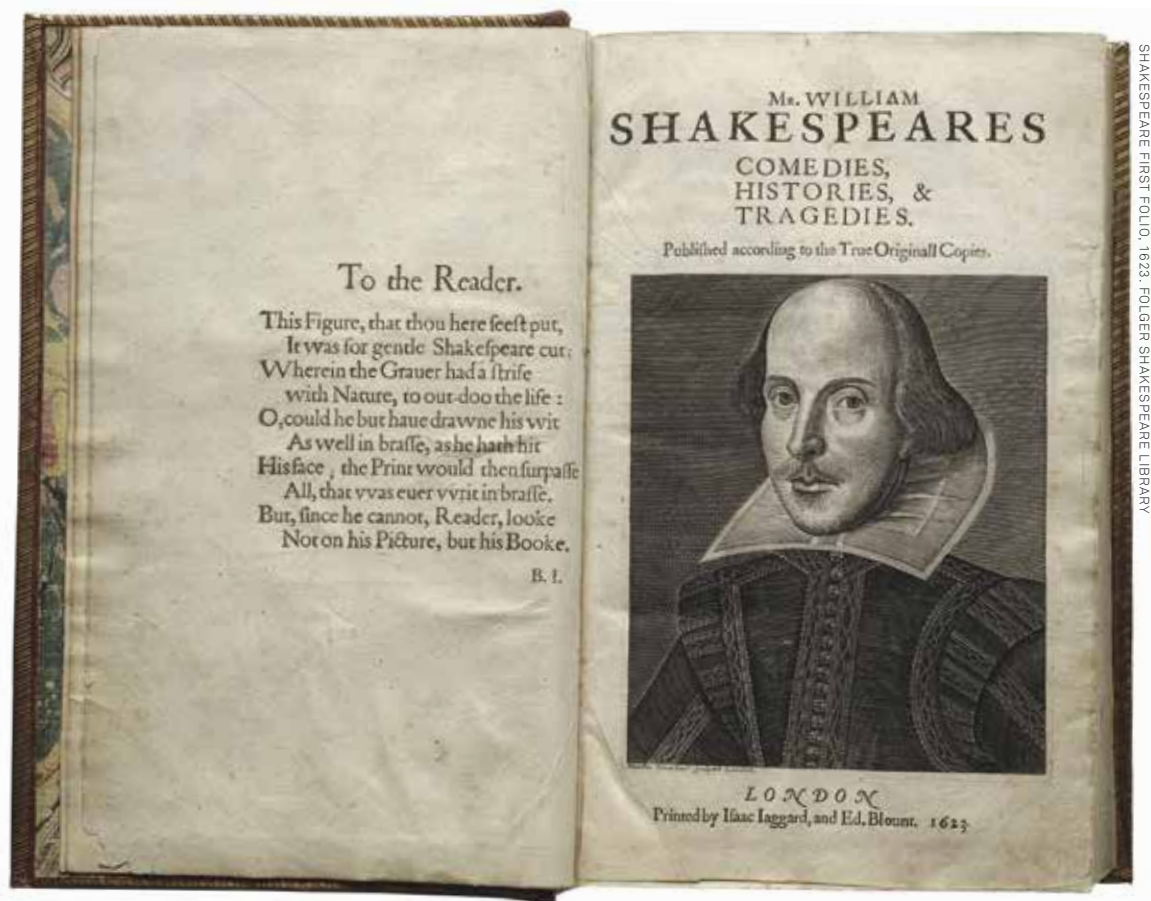
What are some solutions?

Inequality has different dimensions. One aspect is the lower tail [of income distribution] — people who are disadvantaged. For the lower tail, early childhood education has very high rates of return if the programs are sufficiently intensive. And there’s evidence that policies that reduce the degrees of economic and racial segregation of communities will have desirable effects. Regarding the upper tail, the reason we worry about extreme affluence is that it spills over into domains that we don’t think it should. Politics is the obvious one. So there is a whole plethora of political reforms to reduce the amount of money in politics. That strikes me as the sensible way to think about the upper tail — the consequences of inequality outside of economics, per se.

*Interview conducted, edited, and condensed by Theo Anderson.
Photo by Bryce Richter.*



Exhibition Shakespeare's First Folio



William Shakespeare may be known as the English language's greatest playwright, but that description is far more accepted now than it was during the Bard's era.

By some scholarly estimates, Shakespeare's popularity was declining in the 17th century. Fortunately for posterity, his actor friends John Heminge and Henry Condell considered him important enough to collect nearly all of his plays and publish them in a single volume. The result is the 1623 *First Folio*, which contains 36 of Shakespeare's plays — and some of the most famous lines in literature.

Without this collection, which features 18 plays that had never been printed before, many of his most beloved works, such as *Macbeth*, *Julius Caesar*, and *The Tempest*, could easily have been discarded as nothing more than scribbles on scraps of paper.

To commemorate the 400th anniversary of Shakespeare's death, a copy of the *First Folio* will be displayed at the UW's Chazen Museum of Art from November 3 to December 11. It's part of a national traveling exhibit sponsored by the Folger Shakespeare Library in Washington, DC.

Scholars believe that about 750 copies of the *First Folio* were published; 233 exist today. The Folger library has the largest collection in the world: 82. Due to historical printing processes, each version is unique.

The UW's Chazen Museum of Art will host an exhibition of the 1623 *First Folio* of Shakespeare's plays, in honor of the 400th anniversary of the playwright's death.

The book will be opened to Hamlet's famous soliloquy — the one that begins, "To be, or not to be" — and will be accompanied by posters from around the world promoting Shakespeare's plays.

For **Michael Whitmore**, director of the Folger library and a former UW-Madison English professor, the *First Folio* is best appreciated in person. "We've heard reports [at] other sites of people breaking down in tears in front of the book and proposing marriage," he says.

RILEY VETTERKIND X'17

Can you name the Shakespeare plays that feature these lines? (Answers below)

1. "Uneasy lies the head that wears a crown."
2. "Some are born great, some achieve greatness, and some have greatness thrust upon them."
3. "This above all: to thine own self be true."
4. "The course of true love never did run smooth."
5. "What's in a name? That which we call a rose by any other name would smell as sweet."
6. "Off with his head!"

1. King Henry IV, Part II 2. Twelfth Night 3. Hamlet 4. A Midsummer Night's Dream 5. Romeo and Juliet 6. Richard III

Peaceful Pursuits

Military drone technology has come a long way since the Austrians attached bombs to balloons in their 1849 attack on Venice.

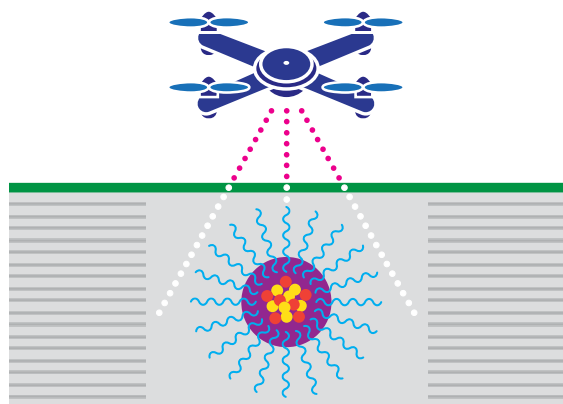
Graduate students at the UW's Fusion Technology Institute, directed by renowned nuclear engineering professor emeritus **Gerald Kulcinski '61, MS'62, PhD'66**, have developed a more peaceful use for the technology: a drone that hovers a meter above ground and can detect explosives buried in war zones.

The technology is transformative because it uses neutron activation to ferret out specific bombs with a device small enough to be mounted on a drone. As the device irradiates the ground with neutrons, it activates nitrogen found in explosives, which then produces gamma rays the drone can detect.

"The benefits are obvious for this application — potentially saving soldiers' lives," says **Kevin Johnson '15, MSx'17**. "But it extends beyond things we don't even know about right now."

NASA and the U.S. military have expressed interest in the technology, but Kulcinski anticipates another year or two of development before it's ready to be funded to completion and used in the field.

RILEY VETTERKIND X'17



JUST BREATHE

Breathe in, *two, three*. Breathe out, *two, three*.

Feel focused? UW–Madison researchers have found that the simple act of counting breaths can help to improve attention. This is particularly helpful if you're a heavy multitasker, which, thanks to our constant connectivity, applies to many of us.

According to the study's lead author, psychology professor **C. Shawn Green**, our

attention inadvertently splits to monitor our various screens and devices. (Ever hear a phantom phone ring? This is why.) Green says that brief mindfulness tasks are effective for media multitaskers because they are "somewhat the opposite of media multitasking."

So, one more time: breathe in, *two, three*. Breathe out, *two, three*.

CHELSEA SCHLECHT '13

NEWS FEED

Flu researcher Yoshihiro Kawaoka received the Japan Academy Prize in June, awarded by the Emperor Akihito for scientific achievement.

The School of Medicine and Public Health now offers a rural residency program in obstetrics and gynecology — the first such program in the country. During the final three years of their residency, "rural track" ob-gyns will spend two-month rotations in rural Wisconsin communities.



The Center for World University Rankings named UW–Madison to its top 25 for the third year in a row. The UW ranked 25th in the world and 19th among U.S. institutions.

The Hollywood Reporter ranked the UW's MFA program in theater 24th in the country, ahead of the Actors Studio Drama School at Pace University.



Contender *Rafael Gaglianone*

Rafael Gaglianone x'18 hadn't seen a televised football game, let alone a live one, when he first came to the United States as a 15-year-old soccer player from São Paulo, Brazil.

What the UW's placekicker knew about American football came from Hollywood movies. He formed his first impression of the country's most popular sport while attending a game after enrolling at Baylor School in Chattanooga, Tennessee.

"It was kind of tough to watch," says Gaglianone, who dreamed of playing soccer professionally and preferred its quicker pace. But one of Baylor's

football coaches approached him about kicking for the team. By the time he left high school, he won state kicker of the year honors. His talent was obvious to the Badgers, who recruited him as a scholarship player before he had proven his consistency at the college level.

Gaglianone played center back in soccer, a position that requires a strong leg to clear the ball away from the goalie. But success as a field goal kicker isn't really about strength. It's all about technique and fundamentals, he says.

"I've been working on that motion my whole life, even though I didn't know it would apply to football," he says.

Being a placekicker can be a nerve-racking, and sometimes lonely, experience. A kicker can go from hero to goat as the clock runs out. "You're the one out there taking that shot, you're the one putting that weight on your shoulders," he says.

Gaglianone nailed 86 percent of his field goals during his stellar freshman season, but his accuracy slipped to 67 percent while he struggled with a back injury during his sophomore year. Now he's focused on bouncing back, having dropped

Before he became a kicker, Rafael Gaglianone dreamed of being a professional soccer player.

25 pounds by sticking to a stricter diet. "For these next two years, I'm going to lay it all on the line and be the best I can be," he says.

An affable character known for dancing on the field after making a field goal, Gaglianone's biggest challenge has been getting used to Wisconsin's cold climate. Friends invited him ice fishing last winter, and something got lost in translation when he told his parents back in Brazil, "I think we're going to hang out on the lake, and poke a hole, and fish and stuff." Their reply? "No, no, no! You're going to fall in."

GREG BUMP

PHOTO BY JEFF MILLER





SARAH MORTON

Voice of Experience

ESPN's Andy Katz feels the pull of the classroom.

Andy Katz '90 is used to telling complicated stories to millions. He's been doing so since 2000 as a writer, college basketball reporter, and back-up anchor for ESPN's preeminent journalistic program, *Outside the Lines*.

But despite growing up the son of a Boston College Law School professor, Katz never gave much thought to becoming a teacher himself. The idea didn't gel until he visited the UW-Madison campus in fall 2015 as part of a writer-in-residence program.

"It wasn't until I was standing in front of the students that I realized how comfortable I was in that role," he says. "It opened my eyes to wanting to teach more in some form."

Katz got his wish this summer with Journalism 475: Sports Journalism in the Digital Age, a course he developed with faculty in the School of Journalism and Mass Communication. Students spent two weeks in the classroom for intensive lectures and seminars, followed by online instruction, discussion, and exercises. They learned core sports journalism skills by covering a particular team or sport, and they grappled with the challenges of reaching a mass audience in a changing media landscape.

The class also delved into current topics ranging from the scandal surrounding the football program at Baylor University to the

suicide of BMX rider Dave Mirra and his subsequent diagnosis of chronic traumatic encephalopathy, or CTE.

Students also dissected a profile of golfer Tiger Woods in *ESPN The Magazine*, an example of long-form sports journalism that goes beyond the realm of typical human interest reporting, says **Robert Schwoch '88**, a onetime sports reporter who is also a lecturer and undergraduate adviser, and who served as the official instructor for Katz's summer course.

Because of his schedule filling in for *Outside the Lines*, Katz joined the class via Skype from his office at ESPN's studios in Connecticut during the first week and mentored students online for the rest of the class. Former *Washington Post* sports columnist **Len Shapiro '68**, who previously taught sports journalism courses at the UW, served as a coinstructor for Katz's course.

Schwoch is hopeful Katz can teach more classes at the UW, saying, "There's just no substitute for that level of experience in a classroom. He really brought relevant, up-to-the-minute information to the class."

Remembering his days as a student, Katz is eager to give back. "I used to seek out people ... for advice all the time," he says. "If I can be that person for students today, then I'm all for it."

GREG BUMP

TICKER

Madison's Henry Vilas Zoo announced that it had named its new baby badger Bucky. The critter joins the zoo's adult Badgers, Dekker and Kaminsky (named for former UW basketball players), as part of a Wisconsin Heritage Exhibit, now under construction. The zoo has had badgers on display since accepting the UW's animal mascot in the 1940s.

Badger decathlete Zach Ziemek '16, discus-thrower Kelsey Card '16, and swimmer Cierra Runge (an incoming transfer) represented the U.S. at the Olympics in Rio. They joined alumni Evan Jager x'08 (steeplechase), Gwen Jorgensen '08 (triathlon), Grace Latz '11 (rowing), Vicky Opitz '11 (rowing), Alev Kelter '15 (rugby), and Jesse Thielke x'16 (wrestling). Other Badgers in Rio were Mohammed Ahmed '14 (track, Canada), Hilary Edmondson Stellingwerff '04 (track, Canada), and Egle Staisiunaite '12 (track, Lithuania). The games occurred after press time, so all we can do is assume they each won gold.



UW ATHLETICS

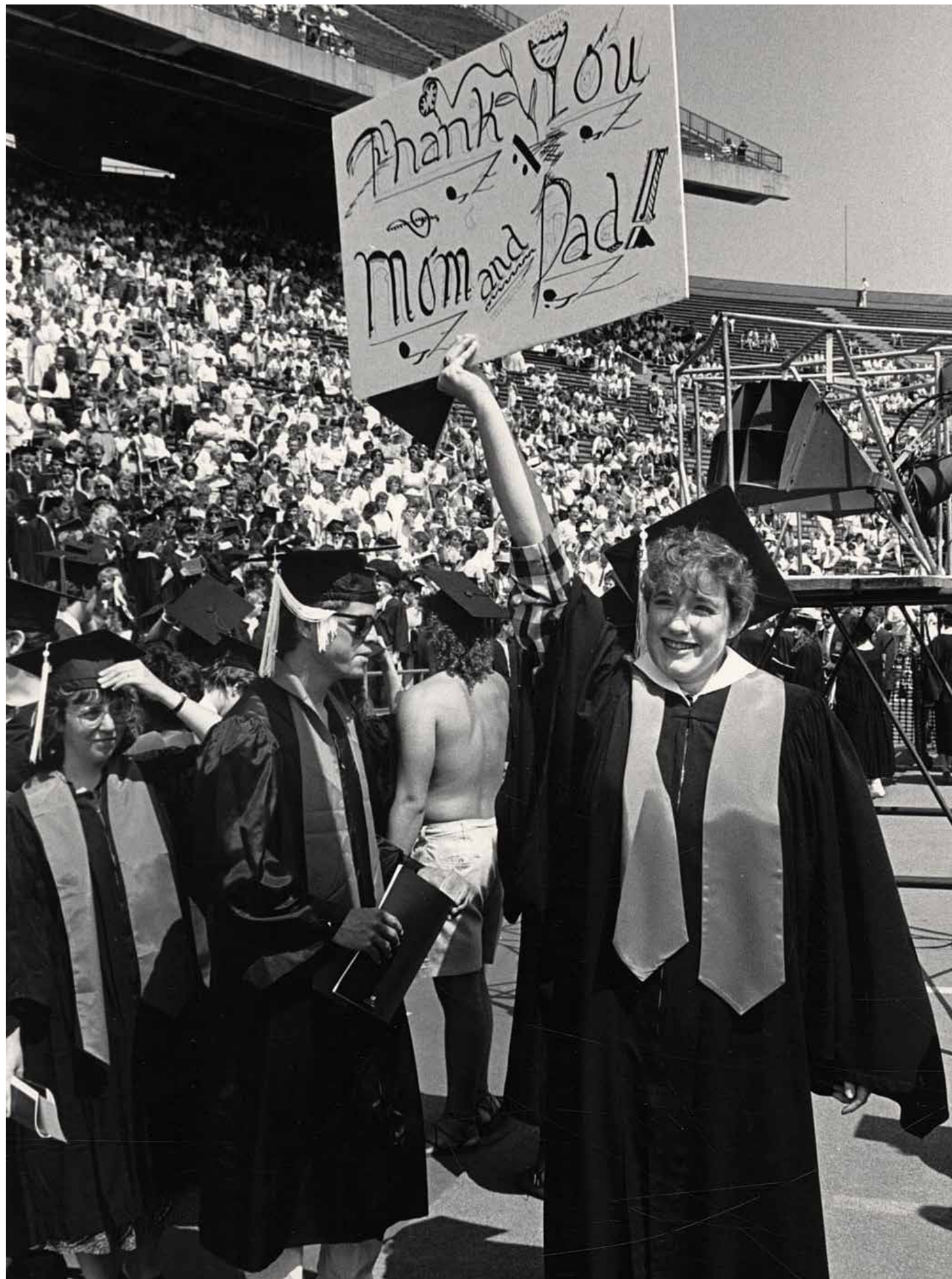
Kelsey Card

The women's lightweight four rowing team won the 2016 national championships. The UW has won more national titles in rowing (16) than in any other sport.

The Bleacher Report website ranks Madison as the nation's number one college football town, beating out such rivals as Ann Arbor, Michigan; Lincoln, Nebraska; and College Station, Texas.



BRYCE RICHTER



One Text Away

Parents and students are in closer contact than ever, and that bond has changed the college experience.

BY PRESTON SCHMITT '14

Twenty-two. That's not the number of favorite television episodes college students binge-watch in a week, Instagram photos they post in a day, or books they read during a given semester. That's how often a recent study revealed they communicate with their parents during an average week.

Parents' intimate involvement in their college students' lives is a decidedly new phenomenon. In 2008, students and their parents averaged 13 contacts per week, according to ongoing research by Barbara Hofer, a psychology professor at Middlebury College. As recently as two decades ago, that number was typically one, often in the form of a costly, long-distance phone call on Sunday night.

By the time they get to campus, students have begun to view parents as their most trusted advocates and advisers. "The thing I've noticed more than the parents changing is the students changing," says Wren Singer '93, MS'95, PhD'01, director of undergraduate advising at UW-Madison. "Twenty years ago, the general observation I would have is that the parents wanted to be involved, but the students were kind of embarrassed. ... Now students think of their parents as their best friends."

Universities have recognized this special relationship and stepped in to help parents and students navigate the transition to college. At the UW, the nationally recognized Parent Program serves as a proactive messenger, helping parents understand what defines appropriate involvement. The program encourages parents to embrace their new role as mentors and coaches by pointing students toward resources readily available on campus to help them succeed.

The rise and fall of *in loco parentis*

The evolving relationship among U.S. universities, parents, and students began in colonial America. Born out of English common law in the 18th and

Parents of previous generations of college students (left) were mostly hands off, but today's students "think of parents as their best friends," says Wren Singer, the UW's director of undergraduate advising.

19th centuries, the doctrine of *in loco parentis*, or "in the place of a parent," took root early at all levels of American education. Educators sought and secured the legal responsibility to preside over students (and initially, permission to administer corporal punishment). Parents expected and empowered universities to oversee and restrict students' personal lives.

The UW was no exception. In 1927, the university hosted a "Mothers' Week End," inviting mothers to campus for women's track and field events, drama performances, and a banquet. In a welcome letter, President Glenn Frank nodded to the university's parental responsibilities, concluding, "We should be unworthy of our trusteeship if your presence did not inspire us afresh to try to maintain alongside the stern discipline of the University something of a Mother's care and concern for the enrichment and expansion of the minds and spirits of your sons and daughters."

Although lessening in severity over time, this paternal relationship between universities and their students largely persisted until the 1960s and 1970s.

The Vietnam War changed everything.

"There was a rebellion against all kinds of things related to colleges and universities," says Marjorie Savage, the former director of the Parent and Family Program at the University of Minnesota, who has worked with parents of college students and researched their involvement for more than 25 years. "One of them was [the argument], 'You're sending my college records to my parents. You're treating me like a child, and yet I can get drafted and go to war.'"

As social movements converged and consumed campuses around the country, college students demanded to be viewed as adults. They wanted privacy for their college records, freedom in student conduct, and rights for disciplinary measures. And they no longer accepted universities — or, for that

matter, their parents — as figures of authority. Universities had little choice but to respond with a more hands-off approach to student affairs.

This shift culminated in the 1974 Family Educational Rights and Privacy Act, or FERPA, which granted students 18 years or older the right to access, review, and challenge education records, and protected such records from being released without a student's written consent.

After two centuries, *in loco parentis* was no longer the norm.

A new parental paradigm

Something peculiar happened in the decades following the Vietnam era: the same generation of students that fought for their adulthood on college campuses became the generation of “soccer moms and dads” focused on seatbelts, bike helmets, and overscheduled activities.

“It’s interesting that many of the parents who are so close to their kids — calling them all the time — are the ones who had very independent lives at the same age,” Hofer says. “[They] can’t quite make sense of it themselves sometimes, [asking], ‘Why is this so different from what I experienced with my own parents?’ ”

Julie Lythcott-Haims, former dean of freshmen at Stanford University, argues that the baby-boomer generation upended the very nature of parenting. In her book *How to Raise an Adult: Break Free of the Overparenting Trap and Prepare Your Kid for Success*, she identifies a number of societal shifts in the 1980s, starting with a sudden fixation on safety. Faces of missing children were plastered on milk cartons, while the 24-7 news cycle and shows such as *America’s Most Wanted* sensationalized crime and drugs. “Our incessant fear of strangers was born,” she writes.

Safety concerns coincided with the “self-esteem movement” — the desire to protect children from anything negatively affecting their personhood. And with more mothers entering the workforce, scheduling day care and play dates became a priority for parents. “They then began observing play, which led to involving themselves in play,” Lythcott-Haims writes. “Leaving kids at home alone became taboo, as did allowing kids to play unsupervised.” Between 1981 and 1997, the amount of time children spent with parents increased 25 percent, according to a 2001 study at the University of Michigan.

As parents became more involved in leisure, they also became more invested in education. In 1983, academic achievement rose to the forefront of the American consciousness after the federal government published a hyperbolic report called *A Nation at Risk*, which asserted that America’s K-12 students were mired in mediocrity.

The proximity between parents and children in leisure and academia became the new baseline.

Contact between college students and their parents (at right and on page 26) has evolved over the years from letters to weekly phone calls to daily exchanges of text messages.

55
percent

of UW parents report texting as their primary method of communication with students.

Texting Mom and Dad

When the first wave of students who grew up under this new parental paradigm reached campus in the 1990s, relationships drastically changed. Parents were eager to stay connected to their students.

“In the ’70s, a lot of college students were first generation,” Savage says. “Their parents had not gone to college [and] bought into the fact that when you’re 18, you’re on your own. ... As parents became more educated, I think they started to see themselves when they were 18 as maybe not being as prepared as people assumed they were.”

At the same time, college students no longer interpreted their parents’ advice as an affront to their independence — and they no longer insisted on being viewed as adults. In a 1994 study by psychologist Jeffrey Arnett, who first proposed the “emerging adulthood” category for 18- to 25-year-olds, only 24 percent of college students believed they had reached adulthood.

According to the 2007 National Survey of Student Engagement, three out of four students frequently follow the advice of a parent or guardian, a far higher rate than the advice of friends or siblings. “When students are asked to give examples of real-life leaders, their parents top the list,” Savage writes in her book *You’re On Your Own (But I’m Here If You Need Me): Mentoring Your Child During the College Years*.

When students arrive on campus, they expect to communicate with their parents once a week, according to Hofer’s research, yet they actually do so more than three times per day — and they initiate the contact nearly as often as their parents.

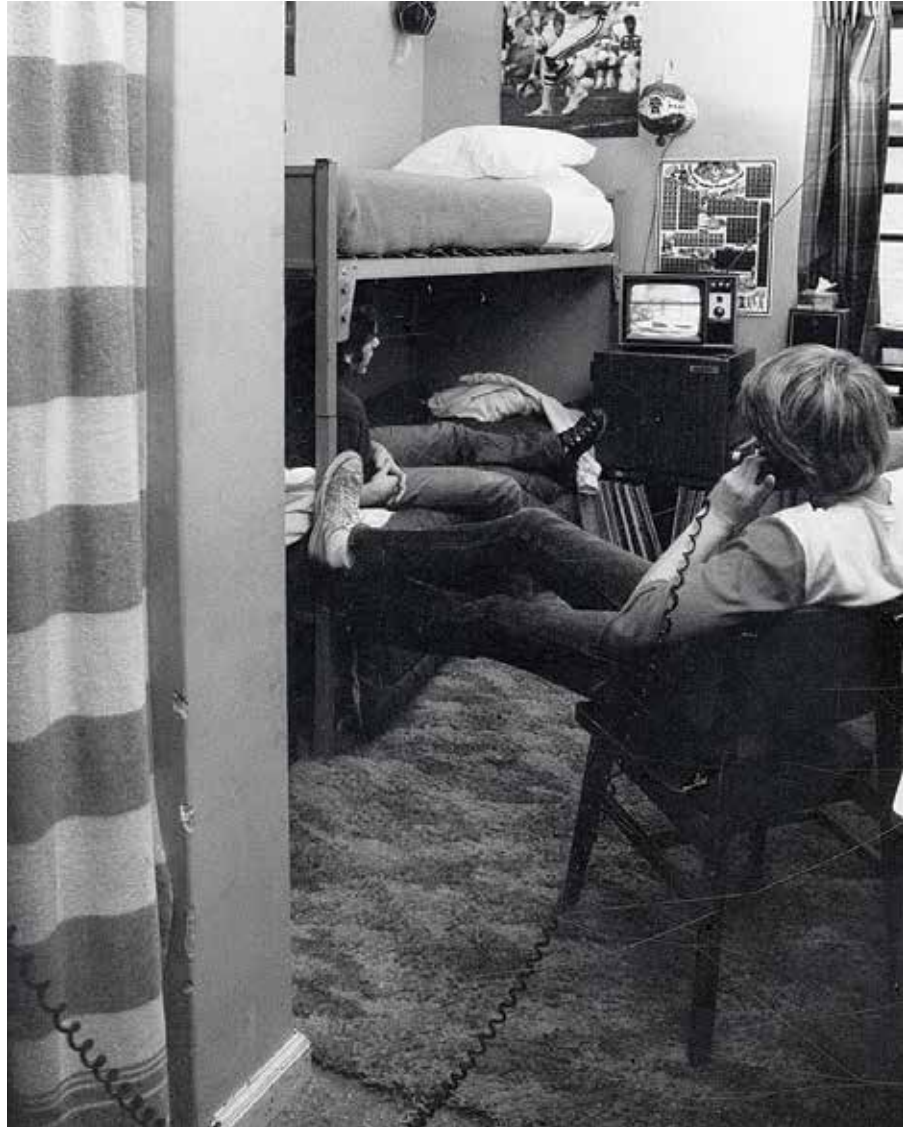
While societal and parenting trends may make frequent communication desirable, technology makes it possible. Parents and students most often communicate via texting and cell phone calls, according to Hofer’s latest study — a preference also identified by a 2015 survey conducted by the UW Parent Program.

Parent programs

With college students increasingly turning to parents for advice, parents are understandably turning to universities for answers. And with soaring costs of higher education, the expectations that parents have for universities — safe campuses, significant academic support, successful job placement — are also rising.

Tuition prices more than tripled at U.S. public universities between 1988 and 2008, according to the National Conference of State Legislatures. And more often than not, parents are picking up the considerable tab. Nearly two-thirds of UW parents expect their students to contribute 25 percent or less to their college expenses, the Parent Program’s survey found.

“Sometimes parents are mortgaging their house to send their kids to college — it’s an investment,” says Patti Lux-Weber, who helped launch the UW-Madison program in 2007 and later served as its director.



“They’re looking for a return on their investment [and] want to make sure their students are doing well and being supported.”

Further, courts have joined parents in once again holding universities responsible for student conduct — a partial return to *in loco parentis*. Universities became increasingly liable for lawsuits regarding student safety (both on and off campus) in the 1980s, Savage says. Even FERPA, the landmark of student privacy and independence, has become more lenient in allowing parent access over the years.

“Up through the 1980s, the message [to parents] was primarily, ‘You need to let go,’” Savage says. “In the late 1990s, we started to see parents reject that message, [thinking], ‘My kid was 17 yesterday and just turned 18 today; they didn’t suddenly become a mature and responsible adult.’”

UW-Madison and many of its peer institutions have been willing to answer the call — literally. In 2007, the UW launched its Parent Program, a centralized office dedicated to parent communications.

1 in 5

college students reports sending papers to their parents for proof-reading, according to research by Middlebury psychology professor Barbara Hofer.

Administrators were concerned that “the only time parents were actually hearing from the university is when they received a bill,” says Lux-Weber, who left the program in July.

Services began with a website, a hotline for phone calls, and a dedicated email address. Today the program has 47,000 subscribers and offers Chinese and Spanish websites, regular newsletters, a calendar and handbook, web chats, and organized campus visits. And last year it answered nearly 2,000 parent calls, emails, and live-chat questions.

The “helicopter parent” stereotype — a term popularized in the 1990s to refer to overprotective parents who hover too closely over their children and too often swoop down to intervene in moments of uncertainty — is not what guides the UW’s program.

“We don’t use the term *helicopter parent*,” says Nancy Sandhu ’96, MS’03, associate director of Campus and Visitor Relations, who helped found the UW’s Parent Program. “Putting labels on a group of people is just not productive. And I would say that



CLOCKWISE FROM TOP RIGHT: UW ARCHIVES S07487; UW ARCHIVES S07489; BRUCE RICHTER

to the contrary, if you give someone the right tools and information, it empowers them to make informed choices.”

The messages seem to be hitting home. Nearly 80 percent of parents believe their student’s experience at the UW has been or will be worth the investment, according to the program’s annual survey. Affinity is even higher, with 94 percent of parents reporting satisfaction with the university’s level of communication.

Help or harm?

The elephant in the classroom, of course, is whether significant parental involvement is ultimately helping or harming college students.

Hofer’s studies have found that students who most frequently communicate with parents are less emotionally autonomous and have lower GPAs. Savage’s work shows that having attachment to parents serves as a safety net with positive outcomes for identity development, adjustment to college, academic success, and retention. But healthy development during emerging adulthood requires both attachment *and* autonomy, and parents need to support both, says Hofer, who coauthored *The iConnected Parent: Staying Close to Your Kids in College (and Beyond) While Letting Them Grow Up*.

And the UW’s Singer, who’s also worked with first-year orientation programs, points out that much of the research and discussion around parental involvement focuses on white, middle- and upper-class parents. Studies tend to gloss over first-generation students, whose parents may not be as involved.

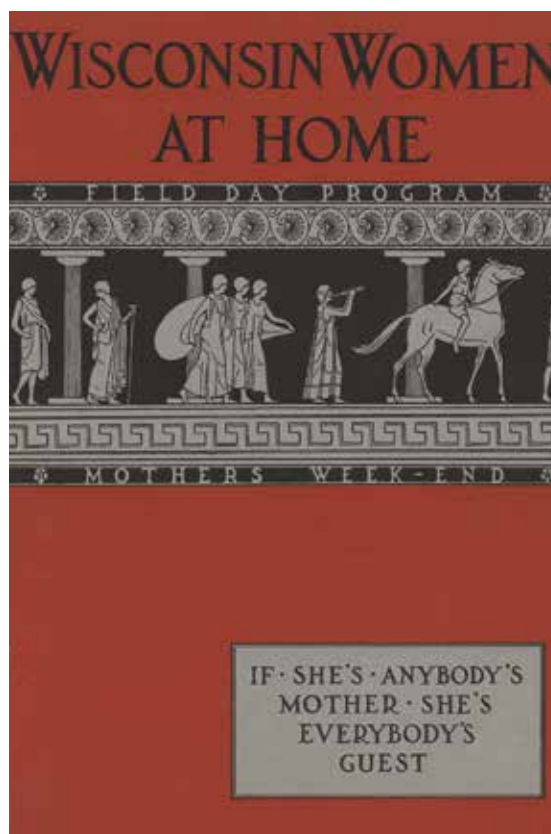
Ultimately, context may matter more than frequency. “If the student is calling their parent constantly and saying, ‘I don’t know what to do about this’ ... and if their conversations are so lengthy that it’s taking away their engagement with the institution or their friends, I don’t think that’s good,” Savage says. “If it’s a matter of just checking in or contacting the child and saying, ‘I hope you’re having a good day,’ that’s fine. I think that’s actually healthy.”

A few years ago, Savage received a call from a disconcerted father whose son had just arrived for his freshman year at the University of Minnesota. “I hate to be a helicopter parent, but ... I’m going to stay overnight tonight,” he told Savage, sheepishly. “I just have to stay this one night and then I’ll go home.”

But the father wasn’t intending to stay at his son’s dorm room and put a cramp on his son’s newfound independence; in fact, he was sitting at a hospital. His son had just broken his leg at an ROTC event on campus.

“I thought, ‘Your kid is in a strange place, a different city, knows nobody here, and he’s in the hospital,’ ” Savage says. “ ‘He needs someone with him. He needs his dad. Stay!’ ” ●

As early as 1924, the UW invited mothers and fathers to visit campus (right). Today, the UW’s Parent Program has 47,000 subscribers and answered nearly 2,000 parent calls, emails, and live-chat questions last year.



Preston Schmitt '14 is an editor for University Marketing.

SOCIAL STRATEGY

The delicate art of campaigning in the digital age

**BY GRETCHEN CHRISTENSEN MAX'17,
CARA LOMBARDO '10, MAcc'11, MAX'16
AND LISA SPECKHARD MAX'16**

Two days after Hillary Clinton clinched the Democratic nomination, President Obama endorsed her candidacy for president. Her opponent did what any candidate today would do: he took to Twitter to share his thoughts.

"Obama just endorsed Crooked Hillary," GOP nominee Donald Trump tweeted. "He wants four more years of Obama — but nobody else does!"

Unflattering adjectives had become Trump's trademark dig, which his Twitter followers relished. With "Low-Energy Jeb," "Little Marco," and "Lyn' Ted" out of the race, his attention was squarely focused on his general-election opponent.

Then came a deadpan reply from Clinton, quoting Trump's original tweet: "Delete your account."

Thousands shared her response within minutes. By the end of the day, it garnered 330,000 retweets and became her most popular tweet of the campaign.

Trump fired back a few hours later: "How long did it take your staff of 823 people to think that up — and where are your 33,000 emails that you deleted?" The scathing reply gained thousands of retweets (though 200,000 less than Clinton's reply).

In the end, it was a fairly successful day for them both.

Every so often, a witty comeback, candid photo, or visionary quote a politician shares on social media

Hillary Clinton and Donald Trump use Instagram (right) to share photos of their families, including new grandchildren, and behind-the-scenes moments from the campaign trail.

inexplicably takes hold, sparking a chain of positive reactions. But an online misstep can end a career just as swiftly, while blandness can fail to start one. Because 65 percent of voting-age Americans use social media, politicians have no choice but to play this delicate — and risky — game.

REAL-TIME SPIN

Not only are huge numbers of people using social media, but they increasingly rely on platforms such as Facebook and Twitter to get informed. Nearly 40 percent of baby boomers and more than 60 percent of millennials say Facebook is their primary source for political news. Many campaigns have realized that Facebook is where they can reach the largest number of people in a streamlined way, says Katie Harbath '03, who was e-campaign director for Rudy Giuliani's 2008 presidential bid.

Harbath, who recalls how Giuliani's small digital team was separate from the rest of the campaign, now works as a global politics and government outreach manager at Facebook, where politicians consult her about how to use the site to their advantage. She notes that today's presidential candidates employ armies of digital and social media specialists. "The campaigns that do it best have digital and social media



integrated into every part of their campaign,” she says.

Social media gives candidates a megaphone to address large numbers of people, instantly respond to criticism, or broadcast their reactions to an opponent’s statement. It’s an ideal tool for candidates to increase name recognition and showcase their values and personality.

“It’s great for hyping up the crowd, and it’s great for momentum,” says Maura Tracy ’10, who studied political science at UW–Madison before leaving to work on state and congressional races in the Midwest.

Because social media is a constant presence, accessible at all hours of the day, it has also changed how candidates campaign. And it has altered the way we watch debates, says Dhavan Shah ’89, director of the UW’s Mass Communication Research Center.

“The spin room isn’t something that happens after debates anymore. It’s something that happens in real-time,” he says.

This is because people are “second-screening” — watching the debates while simultaneously following and posting reactions on social media. During the first Democratic presidential debate, Vermont Senator Bernie Sanders gained more than 30,000 followers on Twitter. The jump became a news story in itself. More than applause lines or witty turns of phrase, social media users most frequently react to body language and facial expressions, and Shah says this insight has helped politicians’ handlers give them instant feedback on their quirks.

Depending on how many followers candidates accumulate on social media platforms, they have an audience of anywhere from several thousand to millions of people at once. “It’s more people than you can reach if you are only speaking to people in a room,” says Lauren Peterson ’10, director of content and creative for Clinton’s campaign.

Clinton’s team starts each morning by discussing social media, emails, blog posts, and videos that will roll out each day to make sure their messages will be coordinated. On the day that Clinton announced her campus sexual assault plan, the social media team coordinated tweets and Facebook posts with her visit to a college campus in Iowa while the communications team set up an interview with Refinery29, an online media outlet focused on women. “We’re all kind of telling the same story, just to a slightly different group of people,” Peterson says.

Because everyone — candidates, news outlets, celebrities, and companies — churns out constant content, it becomes even more important to repeat messages and to post them across several platforms. Quantity is one way to garner a following on social media, but quality matters, too. Most presidential candidates (Trump appears to be a notable exception) have teams who carefully vet each piece of content before sending it out to the masses.

“Most staffers take a lot of pride in their can-

didates and don’t want to do anything that would embarrass them,” Tracy says. Campaigns sometimes show staffers examples of disastrous tweets to encourage them to think carefully about posts and what would happen if those tweets ended up on CNN. They also ensure staffers know how to operate each social media platform.

And they make certain a candidate’s tweets or Facebook status updates get a second, third, fourth, and fifth look before they are posted. “Not just for wording, but for things that could be taken out of context,” Peterson says. “Or there might be a word with ambiguous meaning, and we don’t want to leave anything up to chance.”

And if something gets overlooked? Too late, she says. “You hear about it right away, within seconds.”

Sometimes the blame rests squarely on the politician’s shoulders, like when twitchy fingers result in an impulsive post. After last year’s terrorist attacks on Paris, Minnesota state House candidate Dan Kimmel tweeted that ISIS was “made up of people doing what they think is best for their community.” The outraged response was immediate, and his withdrawal from the campaign was only hours behind.

Clearly, the goal is control. Twitter offers a popular 136-page handbook that teaches politicians to get the most out of their tweets. But it’s still a constant balance between being instantaneous — such as live-tweeting during a debate to pounce on an opponent’s mistake — and cautious. Former Massachusetts governor Mitt Romney’s failed presidential campaign was criticized for having a tweet-review bottleneck: up to 22 people had to approve every one of his tweets before it could be posted.

“That is not sustainable,” Peterson says.

22

people had to approve every one of Mitt Romney’s tweets before it could be posted during the 2012 presidential campaign.

AUTHENTICITY

To change people’s opinions, politicians need to foster a good relationship with their audience, which usually necessitates a long-term social media strategy built up over months and years. Above all, it must ring true. But authenticity can be tricky for politicians used to delivering pat answers and carefully constructed speeches.

“People have such a keenly developed sense of what’s authentic, what’s actually written by someone versus what’s just a generic campaign talking point,” Tracy says.

Columnists and pundits trace Trump’s and Sanders’s popularity to the way they present themselves as unfiltered. It’s easy to believe that Trump writes his own tweets, and it’s obvious that he’s not holding anything back. The often-disheveled Sanders is a sharp contrast to Clinton, whose Instagram account includes selfies with high-profile celebrities. Authenticity is thought to be especially important to millennials, and this may be why Sanders consistently did better with voters under 30 in primaries and caucuses.

Over the course of political history, young people have “always been incredibly astute at ferreting out a lack of authenticity, and ruthless in punishing candidates for it,” says Michael Xenos, a UW professor and chair of the communication science department.

It is hard to define exactly what, or who, seems authentic, Xenos says. It often comes down to this: “We know it when we see it.” That’s a nebulous ideal that can be difficult for candidates to wrangle with, and it sets them up for mistakes and missteps.

Nevertheless, even the most scripted candidates use social media to make direct appeals to voters. Sometimes this can be as simple as posting direct-to-camera video, live streaming, and any behind-the-scenes footage to Snapchat (see sidebar) to help voters better understand a candidate.

It is especially important for candidates to have a well-tailored strategy that plays up their strengths and plays down their perceived weaknesses. What works for one candidate does not hold true for another, Xenos says.

“Many people have said and will continue to say that [President Obama] couldn’t have done what he did without social media,” he says. “If you were to take that social media operation and just slap it on another candidate, it probably wouldn’t have the same effect.”

MEME STORMS

Social media is part of a good offense, but campaigns also have to be ready to use it to defend a candidate when he or she is hit with criticism or mockery. During 2012’s second presidential debate, Romney alluded to the “binders full of women” provided to him during his search for more female cabinet members. The odd phrase was memorable, and ridicule ran rampant online.

Before he ended his campaign in February, Jeb Bush was the subject of a green screen meme storm. Bush tweeted a picture of himself pointing in front of a green screen with the caption, “Taking lessons on how to work the green screen and give a weather forecast.” The website Reddit set the stage by tweeting, “This is going to be a memorable Photoshop battle.” Internet users gleefully put Bush in the movie *Pulp Fiction* and on stage at a Kanye West concert, made a laser shoot out of his finger, and placed him side by side with Darth Vader.

Harbath believes that when faced with this kind of social media response, the smartest thing a politician can do is “lean into the punch.”

It worked for Republican Senator Marco Rubio after he gave a sweaty and uncomfortable response to the State of the Union address in 2013. He faced mockery for reaching awkwardly off camera to grab a bottle of water and guzzling its contents on live television. Rubio decided to be in on the joke. He made



FACEBOOK

Politicians use Facebook the same way everyone does: to post status updates, share news articles, talk politics (naturally), or show off cute pictures with their grandkids. They also use it to fundraise and promote their vision for the country. By “liking” a politician’s page, supporters can guarantee his or her updates show up in their newsfeed.



INSTAGRAM

Unlike Facebook, which welcomes words and media alike, Instagram is a photos-first social media platform. Best known for faux-artsy, life-style snaps — think photos of someone’s brunch entrée — Instagram also humanizes candidates, creating an illusion of intimacy with their followers. Hillary Clinton’s account posted a candid shot of her holding a half-eaten pork chop and a jumbo lemonade with the caption, “Doing the #IowaStateFair the right way.”



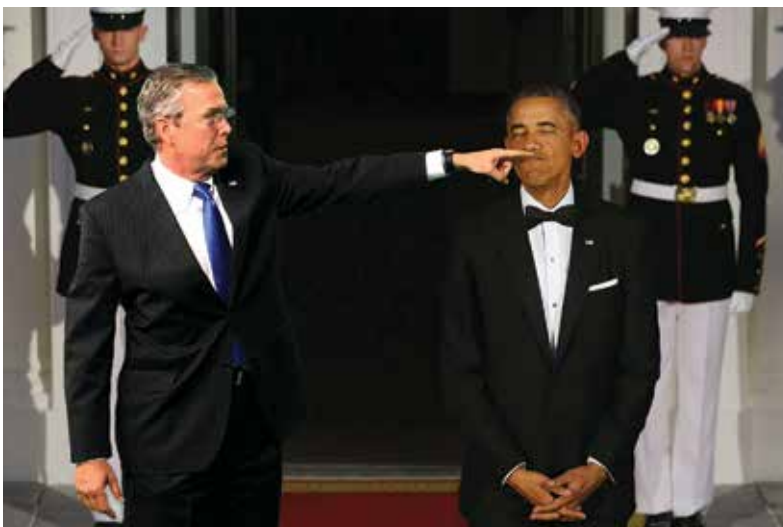
SNAPCHAT

Snapchat users share photos or short videos, often with added doodles. What differentiates the platform from other forms of social media is users’ content self-destructs after it’s viewed. “Snaps” are meant to be enjoyed in the moment — and probably are not important enough to save. Candidates often share footage from rallies to flaunt their crowds.



TWITTER

Twitter users post brief, 140-character dispatches — with or without images and links — called “tweets.” Campaigns most frequently use the platform to birth hashtags (see: #FeelTheBern), live-tweet debates and media appearances, publicly spar (see: Massachusetts Senator Elizabeth Warren and Donald Trump), and, every once in a while, clarify policy positions.



fun of himself on Twitter and his campaign later sold water bottles printed with his name.

“He turned something that could have been a potential negative story into a positive story because they were so clever in terms of how they handled it,” Harbath says.

Rubio employed a similar strategy in June 2015 after the *New York Times* wrote an article detailing the traffic infractions he and his wife had accumulated over the years. Twitter users comically employed the hashtag #rubiocrimespree, accusing the senator of other “crimes,” such as jumping into a pool directly after eating. Months later, his presidential campaign produced a video accusing him of heinous crimes like double-dipping his chips after the *Washington Post* revealed that an 18-year-old Rubio had been arrested for drinking beer in a public park after it had closed. The campaign turned both incidents into opportunities to fundraise. Alex Conant ’02, MPA’03, who declined to be interviewed, was the communications director for Rubio’s presidential campaign.

Canadian Prime Minister Justin Trudeau’s opponents tried to use his seemingly perfect hair to suggest he was an unprepared pretty boy, something that might have concerned a candidate who wanted to be viewed as a serious statesman. But Trudeau’s campaign knew his hair was a trending topic on Facebook, and tweeted a promotional video with the caption, “While we’re all on the topic of hair, a reminder of what really matters.” Later, his political party released another video called “Your Guide to Canadian Political Hair,” embracing rather than denying the Internet’s obsession.

Candidates often have much more serious issues to contend with — poor debate performances, inconsistent voting records, miscalculated attempts to connect with voters, or, once in a while, a major scandal. “There’s not something you can magically put up on Facebook the next day that’s going to all of a sudden change people’s opinions about that candidate,” Harbath says.

In 2011, married New York congressman Anthony Weiner was accused of using Twitter’s private messaging feature to share sexually explicit photographs of himself with multiple women. Weiner tried, at first, to claim someone had hacked his phone, but he eventually owned up, apologized, resigned from Congress, and swore off sexting. Two years later, more evidence from those indiscretions surfaced during his campaign for mayor of New York.

Tracy, the UW alumna who is a veteran of several campaigns, was a senior staffer on Weiner’s mayoral campaign at the time. The former congressman had launched his campaign by owning up to his previous transgressions and promising a fresh start. “He really thought about the best way to handle that, because it’s a very public part of him now, no pun intended,” she says.

Once Weiner apologized yet again, Tracy says

Former Florida Governor Jeb Bush got caught in a “meme storm” (left) when Internet users had some fun with a photo of the presidential candidate in front of a TV studio green screen.

ELECTION 2016

Join UW experts for a web chat on September 20, 7 to 8 p.m., at go.wisc.edu/onwischat. Submit questions via Twitter using #OnWisChat.

he followed “classic communication 101” by trying to change the conversation and resumed unveiling his ideas for the city of New York, but by that point, voters had stopped listening.

RETAIL POLITICS

Being a trending topic on social media does not necessarily translate to success at the polls. A candidate who has a lot of interaction with his or her supporters will likely enjoy a boost in popular opinion, but that doesn’t always translate to electoral success.

“Barring really bad decisions, both candidates in competitive races tend to do very similar things in social media, and one of those candidates is going to win and one is going to lose,” says Xenos, the UW communication science researcher.

While social media is a good way for politicians to spread information about themselves and their opponents, the most successful campaigns use it alongside more old-fashioned methods, which can better reach key groups of voters over the age of 65.

“The door-knocking, and — I know people hate it — the phone calls, are the way to reach the people that you need to get to vote,” says Tracy. And when it comes to fundraising, using targeted email campaigns, and not social media, is the most effective way to bring in donations, at least for local and state-level races.

Behaviors might change as social media users age and algorithms advance to better target potential donors, but Tracy says retail politics will never be rendered obsolete. “A visit is more memorable than a tweet that disappears in a few minutes,” she says.

Still, a strong social media presence is a requirement for high-profile political campaigns. Candidates hope to wield it in their favor for donations, votes, and the elusive “likability factor.” They gamble some control in hopes of a larger payoff.

Xenos says making that bet is especially important for reaching a key demographic: people who are not particularly interested in politics or elections and instead use Facebook to look for recipes and cute cat videos. Political information shared on social media by politically active people will almost always be seen by their less politically active friends.

“They get that little piece of campaign information that they weren’t looking for,” Xenos says. “They’re not paying attention to politics — most people have better things to do — but social media is a way for it to get pushed in front of them.”

So, would having superior digital presence ever win an election?

Tracy doesn’t think so, unless two candidates were in a dead tie. “Everything equal, and one candidate has a better Twitter?” she says. “Maybe.” ●

Gretchen Christensen, Cara Lombardo, and Lisa Speckhard are graduate students in the UW School of Journalism and Mass Communication.

THE ANA

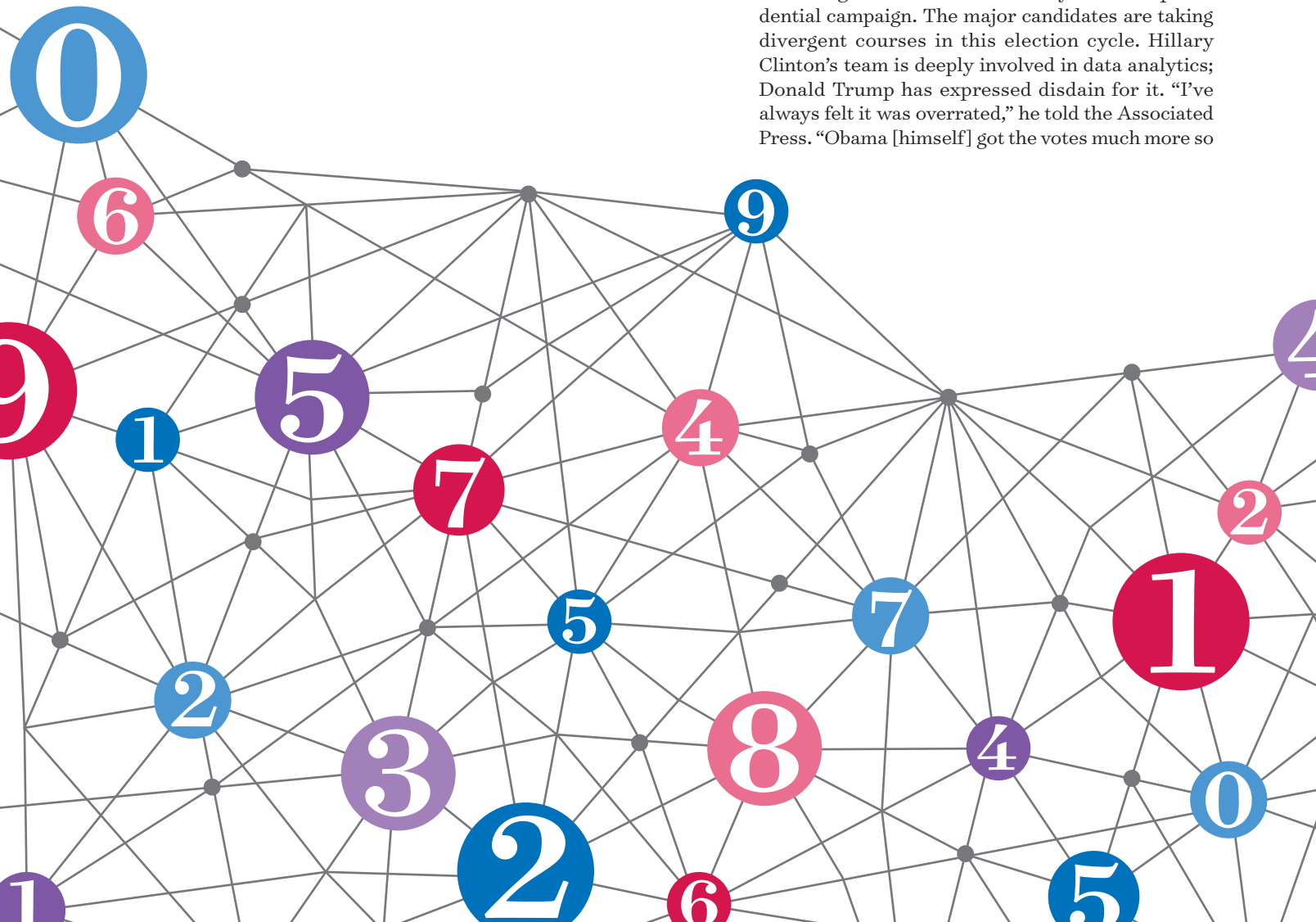
As data mastery grows more important, politicians turn to number-crunchers such as Elan Kriegel.

Elan Kriegel '03 counts. In the 2016 presidential election, he may count more than anyone else.

This isn't metaphorical. It's not to say that he's more *important* than anyone else. Kriegel is, in his way, a person of consequence, but in the election, there are many people of greater importance than he: the candidates, for instance, or leading party politicians, or major donors.

But in a literal sense, Kriegel counts. He adds and subtracts. He totals up sums. As cofounder of the data-analytics firm BlueLabs, he counts up people, places, and things, and then he tries to make sense of all those numbers. BlueLabs launched in 2013, and as the name suggests, it's devoted to serving "blue" causes — that is, ones favored by the Democratic Party.

In 2016, BlueLabs' chief cause is Hillary Clinton, and Kriegel is the chief data analyst for her presidential campaign. The major candidates are taking divergent courses in this election cycle. Hillary Clinton's team is deeply involved in data analytics; Donald Trump has expressed disdain for it. "I've always felt it was overrated," he told the Associated Press. "Obama [himself] got the votes much more so



LYST

BY JOHN ALLEN

than his data-processing machine. And I think the same is true with me.”

Trump tweets; Clinton runs the numbers. As Clinton’s head counter, Kriegel lives at a rapid pace these days. When he talks, the words gush out, one sentence beginning before the previous sentence has finished.

Back in early April, after Clinton lost the Wisconsin primary to Bernie Sanders, Kriegel’s time wasn’t easy to come by. He had to postpone our first attempt at a conversation, and then he was running 10 minutes late for the next.

“I’m sorry about my late rescheduling and — well, I’m sorry about being late,” he said. “It’s, well, I’m embedded on the Clinton campaign right now in the Brooklyn — well, I occasionally get moved around for stuff.”

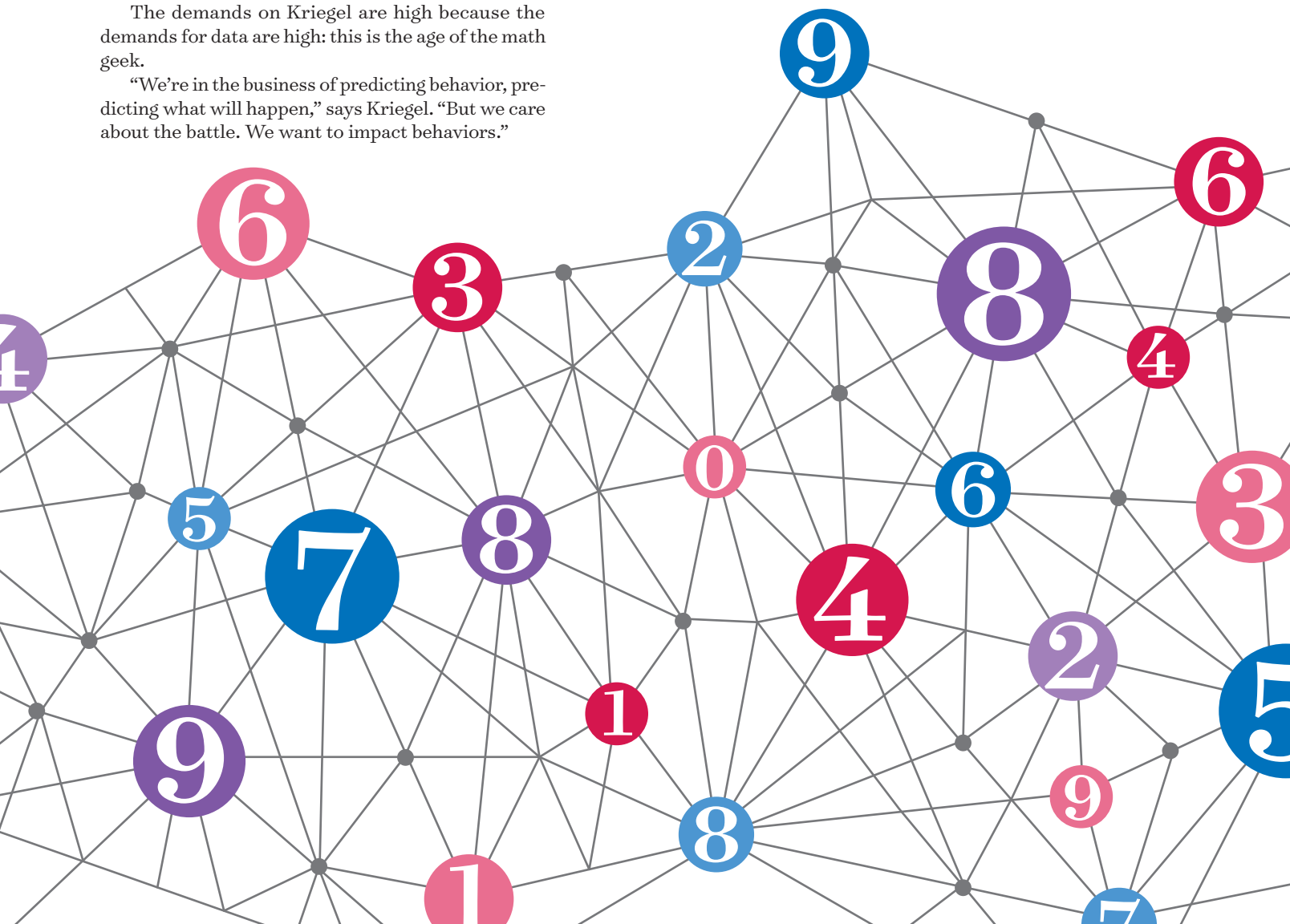
The demands on Kriegel are high because the demands for data are high: this is the age of the math geek.

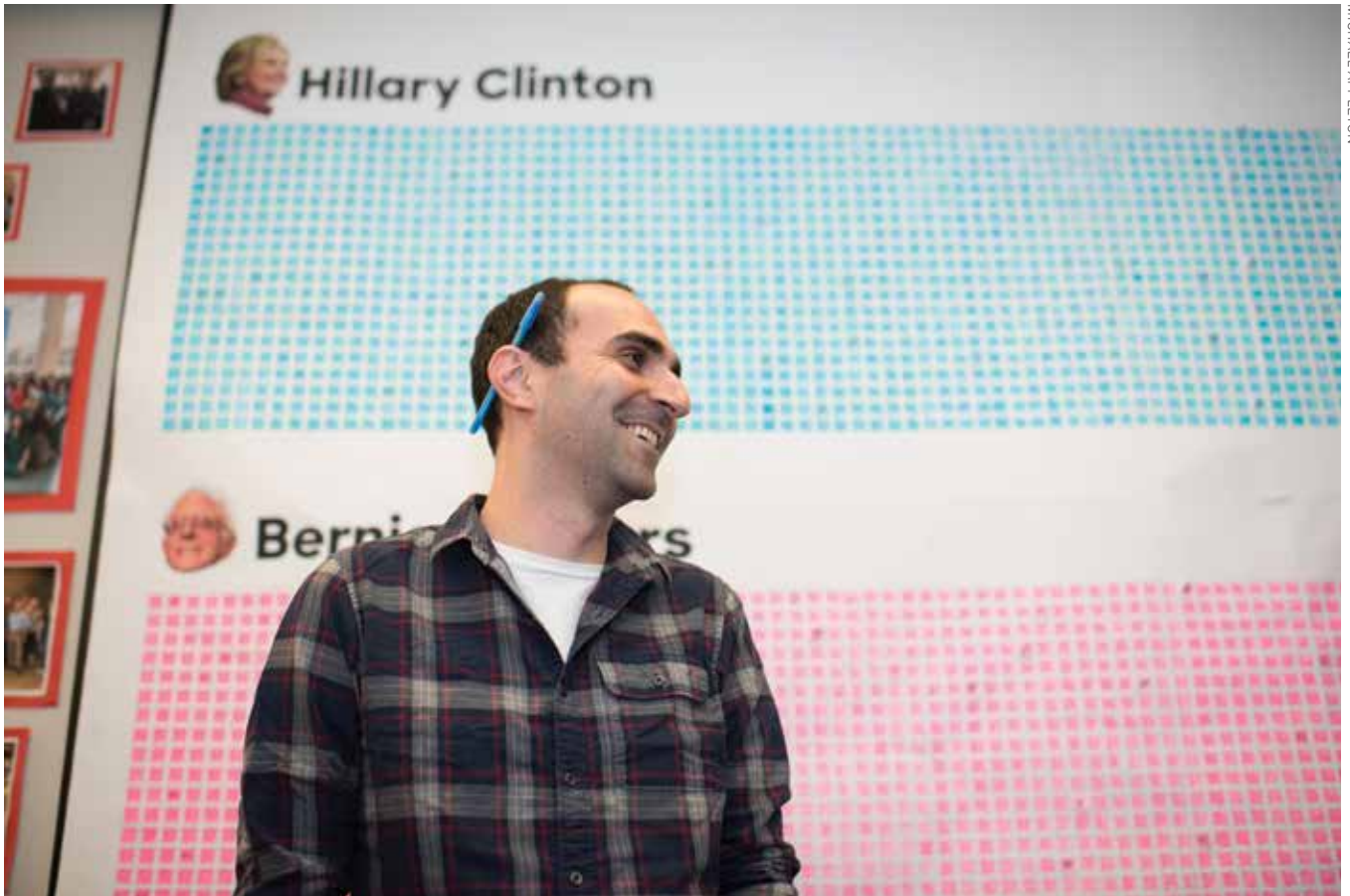
“We’re in the business of predicting behavior, predicting what will happen,” says Kriegel. “But we care about the battle. We want to impact behaviors.”

Data and politics are hardly a new marriage. George Gallup came to fame 80 years ago, when his statistically tested polling methods correctly predicted Franklin Roosevelt’s re-election. And the term *gerrymandering* — the one that refers to drawing electoral districts to collect the most favorable body of voters? That’s essentially a data exercise. And it originated with Elbridge Gerry, who was governor of Massachusetts in 1812.

But today, there are many more data available than before, and the increasing power of computer processing gives analysts new ways to tease trends out of that information.

“In a political campaign, there are three major things you’re trying to do,” Kriegel says. “You can





register people to vote. You can convince people to vote with you. And you can turn people out.”

As director of data analytics, Kriegel’s job is to figure out which people can be convinced to change a behavior to the campaign’s advantage: which unregistered voters might sign up, which might go to the polls on election day, which undecideds might come down on his campaign’s side.

“We can do a lot with data,” Kriegel says, “from predicting what’s going to happen to figuring out which voters to talk to and being a lot more efficient with our program.”

Kriegel’s interest in the intersection of numbers and human behavior began when he transferred from Franklin and Marshall College in Lancaster, Pennsylvania, to UW–Madison. Tiny F&M, with only 2,300 students and fewer than 200 faculty, offered him one kind of opportunity — he was able to play football for its NCAA Division III team. But it didn’t give him the academic breadth he was looking for. He’d need to go to a larger school for that. And his mother directed him to the UW.

“I grew up in Los Angeles,” he says. “My parents are from Israel, and for whatever reason, my mother held the UW in high regard. When I was a kid, my parents talked about the UC schools and Stanford

and Harvard and Wisconsin.”

During the 2016 campaign, Elan Kriegel has been assigned to work out of Clinton headquarters in Brooklyn, New York. This vast office graphic shows the number of delegates won by Clinton and by her Democratic primary opponent, Bernie Sanders.

and Harvard and Wisconsin.”

He majored in math and anthropology, combining a love of numbers with a curiosity about human interaction. While on campus, he worked at Pizza Hut and at the radio stations WIBA and WTLX. In his free time, he volunteered on local political campaigns, including an effort in 2003 to raise Madison’s minimum wage to \$7.75.

“I spent a lot of time helping out, just knocking on doors,” he says. “And that got me interested in thinking about why I was knocking on this door and not that one, or why was I knocking on every door, and was that a good idea?”

Kriegel’s interest in math took him to graduate school at Columbia University, where he studied quantitative methods. And when he earned his master’s, he returned to political action, taking a job at the Democratic National Committee.

“They had just opened up a data shop,” Kriegel says. “I mean, they had a data shop before, but they didn’t really know what they could do with data.”

In 2010, he worked on races around the country, and he and the party began to dig into the power of information — though it didn’t much help. That year, the Democrats lost 63 seats in the House and six in the Senate.

“So 2010 wasn’t a great year for Democrats,” Kriegel says. “But we learned that we can do a lot with

data. And President Obama saw the value of this, and he wanted to make it a part of his campaign in 2012.”

It was with the Obama campaign that Kriegel began working with the crew that would form BlueLabs. Kriegel and other analysts used surveys to figure out what kinds of voters were open to changing their minds and how they might be persuaded. The data analysis team then created a model to predict how to reach those voters.

One area Obama’s data crew looked at was improving the reach of television advertising, comparing voter demographics with information about viewing habits. The result was what Kriegel calls a *persuadable index*, a list of television programs based on how much reach they had for voters to whom the campaign wanted to speak. And the persuadable index suggested that the campaign should look at late-night programming on children’s-oriented cable networks.

“We were able to figure out ratings from people who we thought were most likely to be persuaded by our ads and then concentrate our ads on those programs,” Kriegel says. “One of the things that came out of that is that we were advertising on Nick at Nite, which campaigns traditionally wouldn’t have done. But we saw that those shows were relatively cheap ways to reach persuadable voters.”

As the 2012 campaign built toward its conclusion, Kriegel and several of his colleagues began to talk about what would come next. They decided that they could take the work they’d been doing for the Obama campaign and use it to help a wide variety of clients. In the spring of 2013, they launched BlueLabs.

“When you’re working on a billion-dollar campaign, one of the things is, you have a billion dollars,” says Kriegel. “If you’re slightly inefficient, it’s no big deal. But if you only have \$100,000, you’re going to be especially concerned about how money is spent. Those are conversations we were having all the time.”

The importance of data analysis to politics comes when a campaign realizes that its resources aren’t unlimited. It can’t do everything — it can’t advertise everywhere, it can’t knock on every door, it can’t be everywhere at once. Campaigns want to make sure that they’re putting their resources to use where they’ll make the most difference.

“How much mail should we send? Where should we allocate organizers or staff? And then there’s only one candidate,” Kriegel says. “That’s our most precious resource of all.”

Though the Clinton campaign is counting on BlueLabs to help it secure the presidency this year, that race is hardly the company’s only interest. In the three years since the company launched, BlueLabs’ crew has helped candidates in state races — such as Virginia governor Terry McAuliffe and New Jersey

senator Cory Booker — as well as Fortune 100 companies and nonprofit clients, such as the Camden Coalition of Healthcare Providers.

“We wanted to see if what was done for a presidential race could be done at a smaller level,” Kriegel says, “for a governor or state senator or mayor, someone running for those things. Could it be done for a not-for-profit in a small community?”

This became the motivating idea for BlueLabs. There were political campaigns, of course, but what could data analysis do for social causes?

“We’re in the business of predicting behavior, predicting what will happen. But we care about the battle. We want to impact behaviors.”

The work is not, Kriegel admits, the most profitable endeavor, but then profit is not BlueLabs’ highest motivator.

“If we were driven by who pays the most, then that would mean that we’re not able to take a lot of the clients we believe in,” Kriegel says. “We choose industries or organizations that people in our company are interested in working on. We find that there’s so much work out there, there’s so much work we can do, and people will do even better work for some of these organizations that they’re passionate about.”

A door opens, and muffled voices call for Kriegel. He’s needed, again, as the Clinton campaign is only four days from the New York primary. She’ll win that race by 16 percentage points and go on to clinch the Democratic nomination.

After Election Day, Kriegel and BlueLabs will move on and look for the next cause it can help with better data analysis.

“Working on campaigns is so hard,” Kriegel says. “They’re so taxing, and they take so much out of you. But at the same time, the people you’re working with — they’re so smart and creative and passionate about what they do. You don’t want it to end. I mean, you want it to be over because you want to win. But that culture — you want to maintain it. You want to keep working with those people, and you want to work on causes you believe in.” ●

John Allen is associate publisher for On Wisconsin.

Locked OUT

Matthew Desmond's best-selling book makes the case that we can't reduce poverty without addressing housing.

BY MATTHEW DESMOND MS'04, PHD'10

PHOTOS BY MICHAEL KIENITZ '74

When sociologist Matthew Desmond MS'04, PhD'10 moved into a Milwaukee trailer park to write the book that became *Evicted: Poverty and Profit in the American City*,* he had no idea that the process of forcibly removing Americans from their homes had become so routine. Desmond, a Harvard professor who is an affiliate of the UW's Institute for Research on Poverty, found that eviction affects millions of Americans each year. His book has filled a critical gap, since previous research studied public housing and overlooked the private rental market — despite the fact that two-thirds of renting families below the poverty line receive no housing assistance.

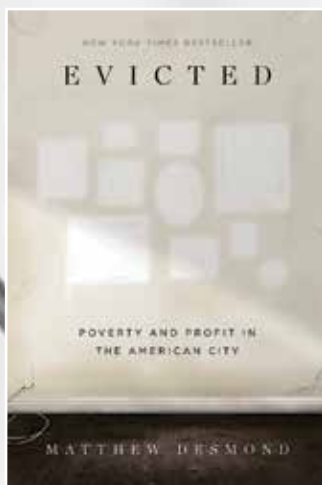
Desmond says he hopes that *Evicted* starts a national conversation about an issue that affects not just low-income families, but middle-class families, too. “A fifth of all renters in the country now spend about 50 percent of their income on housing. That’s a widespread problem,” he says.

The 2015 MacArthur “genius” grant recipient has already ignited a conversation at his alma mater: the university chose *Evicted* for its 2016 Go Big Read common-reading program.

This excerpt follows Arleen, the mother in one of the eight families featured in the book, as she and her two sons face eviction just before Christmas. Arleen fell behind on the rent after helping to pay for a close friend's funeral, weeks before her welfare benefits were cut because she missed a meeting with a caseworker. The reminder notice had been mailed to a previous address.

NIKI DENISON

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Some renters move hastily just prior to eviction, leaving personal items behind, as this family did.



When this mother and son were evicted, she called a relative to come and help them move their belongings.



Christmas in Room 400



Matthew Desmond is the author of the *New York Times* best-seller *Evicted*.

Sherrena decided to evict Arleen. The funeral and subsequent welfare sanction had put Arleen too far behind: \$870. Sherrena felt it was time to “let go and move on to the next tenant.” Earlier in the month, she had filed the paperwork and received a court date of December 23, which would be the last eviction court before Christmas that year. Sherrena knew the courthouse would be packed. Many parents chose to take their chances with their landlords rather than face their children empty-handed on Christmas morning.

Sherrena wondered if Arleen would show. Most of the time, tenants didn’t, and Sherrena preferred it that way. She had learned that it didn’t matter how much kindness you had shown a tenant up to that point. “All that stuff goes out the window” in court. Sherrena had brought Arleen milk and groceries. She’d even had a worker deliver a stove that was sitting unused in one of her vacant units. But she knew that, once in front of the commissioner, Arleen was more likely to bring up the time the water heater went out or mention the hole in the window Quentin still hadn’t fixed. Still, Sherrena had called Arleen that morning to remind her about court. She didn’t have to, but she had a soft spot for Arleen. Plus, Sherrena worried more about the commissioners. She thought they were sympathetic to tenants and tried to block landlords with technicalities. Sherrena had had a couple cases thrown out on account of paperwork errors. When that happened, she had to start the eviction process all over again, which usually meant losing another month’s rent on that unit. When things went her way, however, she could have the eviction squad physically remove tenants within 10 days.

Once she was through security, Sherrena made her way to Room 400, Milwaukee County Small Claims Court, the busiest courtroom in the state. Two women sat on either side of a desk, calling out the day’s cases and taking attendance. Most of the names flung into the air went unclaimed. Roughly 70 percent of tenants summoned to Milwaukee’s eviction court didn’t come. The same was true in other major cities. In some urban courts, only one tenant in ten showed. Some tenants couldn’t miss work or couldn’t find child care or were confused by the whole process or couldn’t care less or would rather avoid the humiliation. When tenants did not show up and their landlord or a representative did, the caller applied three quick stamps to the file — indicating that the tenant had received a default eviction judgment — and placed it on top of a growing pile.

Tenants in eviction court were generally poor, and almost all of them (92 percent) had missed rent payments. The majority spent at least half their household income on rent. One-third devoted at least 80 percent to it. Of the tenants who did come to court and were evicted, only one in six had another place lined up: shelters or the apartments of friends or family. A few resigned themselves to the streets. Most simply did not know where they would go.

In Milwaukee’s poorest black neighborhoods, eviction had become commonplace — especially for women. In those neighborhoods, one female renter in 17 was evicted through the court system each year, which was twice as often as men from those neighborhoods and nine times as often as women from the city’s poorest white areas. Women from black neighborhoods made up 9 percent of Milwaukee’s



A grandmother sits on the steps of a house after being evicted along with her daughter and grandchildren.

A mother and her children watch as their belongings are taken to the street. “If incarceration had come to define the lives of men from impoverished black neighborhoods,” Desmond writes, “eviction was shaping the lives of women. Poor black men were locked up. Poor black women were locked out.”



population and 30 percent of its evicted tenants.

If incarceration had come to define the lives of men from impoverished black neighborhoods, eviction was shaping the lives of women. Poor black men were locked up. Poor black women were locked out.

“Sherrena,” someone whispered. Sherrena turned around and saw that Arleen had poked her head into Room 400.

Sherrena stepped into the hallway and walked up to Arleen, who was tucking her face underneath a red hoodie. “Girl,” Sherrena said, “I got to get you up outta this house or get my money. Genuine. ... I mean, ‘cause I got bills. I got a bill to show you right now that’s gonna take your eyes outta your head.”

Sherrena reached in her files and handed Arleen a tax bill for a property the city had condemned. It listed delinquent storm water and sewer charges, fees

for the board-up, and additional charges that totaled \$11,465.67. Arleen stared blankly at the bill. It was more than her annual income.

Sherrena cocked her head and asked, “Do you see what I have to *go through*?... It might not’ve been your fault about what happened, but” — she pinched the bill between pointer and thumb and gave it a wiggle — “I got issues.”

Arleen figured she had rented 20 houses since turning 18, which meant she and her children had moved about once a year — multiple times because they were evicted. But Arleen’s eviction record was not as extensive as it should have been. Through the years, she had given landlords different names; nothing exotic, just subtle alterations. Now “Arleen Beal” and “Erleen Belle” had eviction records. The frazzled court clerks, like many landlords, never stopped to ask for identification. Arleen remembered when they



used to take a break from doing evictions around Christmastime in Milwaukee. But they did away with that in 1991, after a landlord convinced the American Civil Liberties Union to argue that the practice was an unfair religious celebration. Some old-timers still observed the moratorium out of kindness or habit or ignorance. Sherrena was not one of them.

Finally, Arleen looked up to see Sherrena step into the hallway and hold the courtroom door open. “We up,” she said.

Sherrena had waited two hours for her cases to be called. She had drawn Commissioner Laura Gramling Perez, a white woman with military posture but a broad, open face. Gramling Perez, in a dark pantsuit and pearls, asked Arleen to wait in the front while she and Sherrena settled another matter. Sherrena had been in the office just the day before, asking the commissioner to approve a claim of \$5,000 brought

against another evicted tenant, the one whose building had been condemned. Each eviction case had two parts. The “first cause of action” dealt strictly with whether a tenant would be evicted. Next came “the second and third causes of action,” which dealt with what was owed to a landlord: unpaid rent, court fees, and other damages. Most tenants taken to eviction court were sued twice — once for the property and a second time for the debt — and so had two court dates. But even fewer tenants showed up for their second hearing than for their first, which meant landlords’ claims about what was owed them usually went unchallenged. Suing a tenant for back rent and court fees was straightforward. Landlords were allowed to charge for unpaid rent, late fees the court found reasonable, and double rent for each day tenants remained in the home after their tenancy had been terminated. Things got murkier when tallying up property damages. Sometimes Sherrena guessed an amount on the ride over to eviction court. “How much should I put for the back door: One fifty? Two hundred?” Sometimes she added on an extermination fee even though Quentin would take care of it himself. When the charges didn’t give them pause, callers approved landlords’ second and third causes with a quick punch of the stamp. When they did, callers pushed the claim up to a commissioner like Gramling Perez, who was now asking Sherrena to provide evidence that would justify suing an ex-tenant for the maximum amount allowed in small claims court.

“What I’m trying to get from her doesn’t even scratch the surface of what she did to the property,” Sherrena replied, presenting photos of the trashed unit and the bill she had shown to Arleen.

Commissioner Gramling Perez looked everything over, then said, “I need something else.”

Sherrena pushed back but got nowhere. “I’ll never get that anyway,” she finally said with a huff.

“And that’s probably the case,” the commissioner began. “So—”

“It’s still not fair! Nobody ever does anything to these tenants. It’s always the landlord. This system is flawed. ... But whatever. I’ll never see the money. These people are deadbeats.”

Gramling Perez brought Sherrena’s charges from \$5,000 down to \$1,285. That money judgment joined those of the eight other eviction cases Sherrena initiated earlier that month, which together totaled over \$10,000. Sherrena knew that receiving a money judgment and actually receiving the money were different matters. After withholding tenants’ security deposits, landlords had limited recourse when it came to collecting. Sherrena could try to garnish wages, but this was possible only for former tenants who were employed and living above the poverty line. She could garnish bank accounts. But many of her former tenants did not have bank accounts, and even if they did, state benefits and the first \$1,000 were off limits.

Even so, Sherrena and many other landlords filed



Desmond got to know a number of families while researching his book on evictions, including that of this child shown in her Milwaukee apartment.

for second and third causes. This carried consequences for tenants, since money judgments were listed on eviction records. An eviction record listing \$200 of rental debt left a different impression than one listing \$2,000. Money judgments could also suddenly reappear in tenants' lives several years after the eviction, particularly if landlords docketed them. Docketing a judgment slapped it on a tenant's credit report. If the tenant came to own any property in Milwaukee County in the next decade, the docketed judgment placed a lien on that property, severely limiting a new homeowner's ability to refinance or sell. To landlords, docketing a judgment was a long-odds bet on a tenant's future. Who knows, maybe somewhere down the line a tenant would want to get her credit in order and would approach her old landlord, asking to repay the debt. "Debt with interest," the landlord could respond, since money judgments accrued interest at an annual rate that would be the envy of any financial portfolio: 12 percent. For the chronically and desperately poor whose credit was already wrecked, a docketed judgment was just another shove deeper into the pit. But for the tenant who went on to land a decent job or marry and then take another tentative step forward, applying for student loans or purchasing a first home — for that tenant, it was a real barrier on the already difficult road to self-reliance and security.

Sherrena had been thinking about hiring a company like Rent Recovery Service to collect on her second and third causes. The self-described "largest and most aggressive landlord collection agency in

the country" reported delinquent tenants to three national credit bureaus and placed them on a nationwide tracking system that allowed the company to follow tenants' financial lives "without their knowledge." It saw when tenants attempted to get credit, apply for a job, or open a bank account. Like landlords docketing judgments, the company took the long view, waiting for tenants to "get back on their financial feet and begin to earn a living" before collection could begin. Rent Recovery Service "never closed an unpaid file." Some of those files contained debt amounts calculated in a reasonable and well-documented way; others contained bloated second and third causes and unreasonably high interest rates. But since both had the court's approval, Rent Recovery Service did not distinguish between them.

When her turn came, Arleen decided to sit right next to Sherrena at the commissioner's table. Sherrena was still stewing over being denied her \$5,000 claim when the commissioner, without lifting her eyes from Arleen's file, said, "Your landlady is seeking to evict you for unpaid rent. Are you behind on rent, ma'am?"

"Yes," Arleen replied.

With that, she lost her case.

The commissioner looked at Sherrena and asked, "Are you willing to work something out?"

"No," Sherrena answered. "Because the thing is, she's too far behind. See, I let her slide when the sister passed away or whatever. She didn't pay all her

rent that month. And now it's another whole month has passed, and now she owes a total balance of about \$870."

"Okay, okay," the commissioner cut in. She turned to Arleen. "So your landlady at this point wants you to move out."

"Okay."

"Do you have minor children at home?"

"Yup."

"How many?"

"Two."

Gramling Perez was one of the commissioners who sometimes subscribed to the court custom of giving tenants two extra days in the home for each dependent child.

"I'll be out before the first," Arleen said. "New Year's at the latest."

"But see, that goes into the beginning of rental period again," Sherrena interjected.

"So you're willing to do a stipulation if she's gone before the first?" the commissioner asked.

"Well," Sherrena began, her annoyance no longer even partially concealed. "I have people lined up that want to move in on the first."

But the commissioner had spotted an opening. She knew Arleen would have to leave, but she was trying to spare her the blemish of an eviction record. She tried again: "Would you be willing to offer something in return for her agreement to move out by the 31st, voluntarily?"

"What would I be proposing to offer?" Sherrena asked coldly.

"To dismiss."

"But what about the other money that she owes me?" A dismissed eviction judgment meant a dropped money judgment as well, and obtaining money judgments, even against single mothers on welfare, was one of the primary reasons Sherrena evicted tenants through the court system.

"Well, my point is that you maybe give up a couple hundred dollars so you don't lose these tenants who are coming in January." The commissioner knew Sherrena could pocket Arleen's security deposit, leaving an unpaid rent balance of around \$320. "In exchange for an agreement that she won't go after you —"

Then Arleen interrupted the commissioner. "I'm not trying to be in her money," she said. She said it forcefully and looked offended. Arleen had gathered who was making the calls, and it wasn't the white lady with the pearl necklace.

Sherrena, who had been mulling things over, leaned forward in her chair. "I don't want to dismiss *anything*. I really don't. ... I mean, I'm tired of losing out on *every single* —" She began slapping the table with each word.

Arleen looked at the commissioner. "I mean, I'm not trying to stay. I mean, I understand what she's saying. That's her place."

"I understand," said the commissioner.

"I'm not trying to be there."

"I understand."

The commissioner shuffled the papers and said nothing more.

In the pause, Arleen took another tack. She thought of the broken window, the sporadic hot water, the grimy carpet, and said, in a dismissive voice, "I would say something, but I'm not even gonna go there. I'm all right." That was her defense.

The commissioner looked at Arleen and said, "Here's the deal. Ma'am, you're getting to move out voluntarily by January first. ... If you don't do that, if you don't move out, then your landlord is entitled to come back here without further notice, and she can get a writ of eviction. And then the sheriff will come."

When Sherrena and Arleen walked out of the courthouse, a gentle snow was still falling. Sherrena had agreed to give Arleen a ride home. In the car, Sherrena paused to rub her neck, and Arleen lowered her forehead into the palm of her hand. Both women had splitting headaches. Sherrena attributed hers to how court had gone. She was still fuming that Gramling Perez had reduced her money judgment. Arleen's was from hunger. She hadn't eaten all day.

"I don't want to be putting you and your babies out in the cold," Sherrena told Arleen as the car moved slowly through the slushy streets. "I wouldn't want nobody to do me like that. ... Some of them landlords, they get away with murder down there. But there's some like me, who get in front of the commissioner, and she say whatever's on her mind, and that's the way it's gonna go. ... She knows this system is screwed. It's all one-sided."

Arleen stared out the window and watched the snow settle noiselessly on the black iron lampposts, the ornate dome of the Public Library, the Church of the Gesu's Gothic towers.

"And some of these tenants," Sherrena was saying, "they nasty as hell. They bring roaches with 'em. They bring mice with 'em. And who gotta pay for it? Oh, what about Doreen Hinkston? With her *ray-man noodles* down the sink, and they keep calling me about the sink being stopped up. ... And I gotta call the plumber. Then you pouring grease down the sink from your fried chicken, you pouring the *grease* down the sink, and I gotta get a plumber out *again*."

The car turned down Center Street, passing a church where Arleen sometimes picked up gift baskets at Thanksgiving and Christmas. She had always aspired to have her own ministry like that, to be the one handing out food and clothing.

"So, Arleen" — Sherrena pulled in front of Arleen's place on Thirteenth Street — "if you ever thinking about becoming a landlord, don't. It's a bad deal. Get the short end of the stick every time."

Arleen stepped out of the car and turned back to Sherrena.

"Merry Christmas," she said. ●



This Woman's Work

Kathryn Clarenbach built the foundation for the modern women's movement. Meet the determined feminist you've never heard of.

BY JENNY PRICE '96

Kathryn Clarenbach started kindergarten at age two and a half and graduated as her high school's valedictorian at age 16. But when she came to UW-Madison to study political science in 1937, she faced a reality that would strike today's students as unthinkable: women were not allowed to sit in the Rathskeller.

Her response? After buying her morning coffee at the Memorial Union, she would walk as slowly as the legs on her 5'11" frame could through the Rathskeller to the Paul Bunyan Room, where women were permitted to study. This quiet act of protest was a preview of Clarenbach's lifelong work, much of which played out in the background of history. By her own account, she was a coalition builder, not a marcher. She was brilliant and fierce, but never the loudest in the room. Yet over time, her persistent efforts at the UW and her work throughout Wisconsin to gain equality for women — which culminated in the creation of the National Organization for Women — formed the backbone of the modern women's movement.

I polled friends while researching this story, and found that no one had heard of Clarenbach '41, MA'42, PhD'46. Why isn't she a household name? Clarenbach never sought the spotlight, never needed to see her name on a bestseller like Betty Friedan, or to stand at the microphone before a rapt crowd like Gloria Steinem. Her reward came from working to change laws and seeing tangible progress toward gaining equality for women.

She was born Kathryn Frederick in 1920, the same year that American women finally won the right to vote. She grew up in Sparta, Wisconsin, in a household where there were no "girl jobs or boy jobs," she recalled. Her mother, elected to the local school board not long after suffrage, pushed her daughter to pursue her professional interests. Her father, a minister and country lawyer who married thousands of couples in the family's living room, made a habit of pointing out when a woman was doing something special or unusual.

When Clarenbach returned to the UW to earn her PhD after working for the War Production Board in Washington, DC, during World War II, her department had no female faculty members. She wrote her thesis on "Recent Anti-Democratic Ideas and Tendencies in American Politics," but noted many years later with some irony that she did so "without word one on sexism or the suffrage movement or any of the rest."

In 1963, a presidential commission appointed by John F. Kennedy and initially chaired by Eleanor Roosevelt released a report that included recommen-

dations for improving the civic, economic, legal, and social status of American women. It called for paid maternity leave, universal child care, and ending sex discrimination in hiring, and for courts to recognize women's equality under the 14th Amendment of the U.S. Constitution.

By then, Clarenbach didn't need a government report to tell her about the inequities she and other women faced. Early in their careers, she and her husband, Henry, took jobs teaching at Olivet College in Michigan. She earned half as much as he did, even though she had completed her PhD in political science and he had not. The Clarenbachs returned to Madison in 1960 after she and Henry held various teaching positions in Michigan, Missouri, and New York.

After a brief stint teaching at Edgewood College, the UW hired her to develop continuing education

In 1968, Kathryn Clarenbach (far left) and Betty Friedan announced the National Organization for Women (NOW) had adopted a Bill of Rights for Women to present to political parties and candidates.

"The whole nation suffers from the failure to make use of one half of its brainpower and ability."

programs aimed at women who no longer had small children at home and wanted a job or something to do outside the home. Hundreds of women responded to surveys or visited her office in person to learn more.

In the summer of 1962, more than 100 women came to Madison to take a noncredit course on the role of women in the modern world. Doing so wasn't necessarily an easy step. "It seemed almost pathetic to me that competent, able women, in what I've always called the best years of their life, would have to say, 'Is it all right for me to take some of the family money for my own education?' And then I would say, 'Yes, it's all right,'" Clarenbach said during an oral history interview recorded by UW Archives in 15 sessions between 1987 and 1989.

As her work at the UW continued, she questioned whether the efforts mattered, writing in a memo to her boss, "I wonder if we are doing a disservice to all of these women, to encourage them to develop their abilities and to broaden their horizons and to add more gratifying things to their life when the outer world is so inhospitable to them?"

In 1964, she convinced Wisconsin governor John Reynolds '47, LLB'49 to authorize a state commission on the status of women, as the Kennedy report had recommended. She served as its first chair for five years, and again from 1971 to 1979. She traveled

across Wisconsin, explaining the commission's work and giving 30 to 40 speeches a year. "My vocabulary became a little more forceful as I went along," she said. She drew fire from school counselors when she told them the advice they gave female students limited their options. At a small private college, a female dean told her, "You wouldn't talk that way if you were married and had children."

Clarenbach replied, "I happen to be married, and I have three children, and I do talk this way."



UW ARCHIVES S16566

In 1963, Clarenbach (middle) lobbied Wisconsin governor John Reynolds (second from right) to authorize a state commission that identified laws that discriminated against women.

At times, other mothers in her neighborhood pitched in with child care for her son and two daughters. "They knew I was doing something on behalf of women, and they wanted to repay me," she recalled in her interview. Henry operated a small real estate company and urged her to attend conferences and meetings that would further her work. He shared housekeeping duties and was home with their children after school when she couldn't be. A 1969 *Milwaukee Sentinel* article featuring the family includes a photograph of the couple standing in their kitchen — she's wearing an apron over her professional clothing, and he's holding a cake he had baked. "I just wouldn't have known any other kind of marriage, I think," she said in her UW oral history interview.

Her son, David, who still lives in Madison and served in the state legislature from 1975 to 1993, recalls that Clarenbach was the only mother he knew of who worked outside the home. None of this struck him as unusual. "It was my reality," he says. "It wasn't an oddity or something different that required an attitudinal shift. ... It was what it was."

At that time, women who worked outside the home were portrayed as bad mothers. A woman who wanted her name listed alongside her husband's in the phone book had to pay an additional fee. And a woman who took her teenage child for his or her

driver's test was not allowed to sign the permission form, because the state did not recognize her as the head of the household.

Media and historians may focus on public protests for women's rights, but the steady work of state commissions is what allowed women to enter the public sphere, laying the foundation for the women's liberation movement, says Kimberly Voss, a journalism associate professor at the University of Central Florida. Her book *Politicking Politely: Well-Behaved Women Making a Difference in the 1960s and 1970s* profiles a half-dozen female journalists and political operatives who worked behind the scenes to push for change. "Without them, a lot of what happens in the late '60s and early '70s doesn't happen," Voss says.

The Wisconsin commission discovered 280 provisions in state statutes that treated men and women differently. "It not only changed my life, it has subsequently *become* my life," Clarenbach said of her quest to change state laws that discriminated against women.

Voss, a Wisconsin native, hadn't heard of Clarenbach until she began researching the role of female journalists in the women's movement. She spent part of summer 2010 in Madison, poring over Clarenbach's personal papers at UW Archives, and found that Clarenbach used her influence to get favorable coverage of the commission's efforts from female journalists who wrote for the so-called women's pages in Madison, Milwaukee, and Appleton.

By 1966, it was clear that the state commissions had limited power to bring about real change. The Equal Employment Opportunity Commission (EEOC), established in 1965 to implement Title VII of the Civil Rights Act, wasn't enforcing the law when it came to gender discrimination. At the third national conference of state commissions on the status of women in Washington, DC, its members learned the EEOC would not consider a resolution from the group to outlaw the practice of segregating employment ads by gender.

Clarenbach, accustomed to working within the system, was at a crossroads. "For the first time in her experience of women's rights, she realizes the government isn't going to help her," Voss says.

The last hours of the conference laid the groundwork for the creation of the National Organization for Women. Twenty-seven founding members, including Clarenbach, each put five dollars on the table to cover their dues. In the months that followed, however, many women — especially those with government jobs — were reluctant to join the effort. Some sent money, but asked that their names not be listed as members because they feared they'd be fired.

"It seemed too radical," Clarenbach said. "People were not using the word *discrimination*. We were talking about disadvantages and obstacles, but nobody used the word *oppression*, even those of us

who were getting this thing off the ground.”

In stark contrast to the positive coverage her work with the state commission received in Wisconsin, national media coverage of women’s efforts to gain equality was abysmal. An editorial in the December 1968 issue of *Life* magazine referred to the women asking for enforcement of civil rights law as “a group of militant ladies.” Media coverage also reinforced the myth that the women’s movement rose from the East and West Coasts. But Midwestern women were the heart of NOW. A core group, including Clarenbach, was humorously known as the “Wisconsin Mafia” among the movement’s leaders, according to the late Gerda Lerner, a UW history professor who pioneered the field of women’s history.

Clarenbach’s work with the Wisconsin commission, which served as a blueprint for feminist activism, and her UW affiliation led to her election as NOW’s first board chair.

When the group formed in 1966, NOW’s president, Betty Friedan, was already famous for *The Feminine Mystique*, the book that made waves for dispelling the notion that all women were happy to live lives as homemakers. Clarenbach admired Friedan’s ideas and her sharp intellect, but their partnership got off to a rough start. Clarenbach was cool headed; Friedan was not. “Friedan had moxie, but no practical skills to organize a broadly based political movement,” wrote Ellen Chesler in a *New York Times* essay published several months after Clarenbach’s death in 1994. Clarenbach “became the organization’s most trustworthy doer.”

In her oral history, Clarenbach did not mince words: “Betty had never organized a thing in her life.”

Although it took time for the two to “work out a harmonious and trusting relationship,” Clarenbach said, they forged a strong bond and an effective partnership. During a 1988 dinner in Wisconsin honoring Clarenbach, Friedan said, “I love that woman. It was wonderful to be in the harness with her in those early years. They might have been the best years of our life.”

From the mid-1960s to the 1970s, Clarenbach pushed for changes to Wisconsin’s state laws governing divorce, marital property, and sexual assault, and those new laws became models for the rest of the country. She was also the founding chair of the National Women’s Political Caucus, a group focused on electing women to office. She served as executive director of the International Women’s Year Commission and was the driving force behind planning the National Women’s Conference in Houston in 1977.

Billed as a constitutional convention for women, the Houston conference was a feat of organization. Clarenbach helped with 56 state and territorial meetings leading up to the event, which 20,000 people attended. A national plan of action, drafted by 2,000 delegates, asked for federal involvement to remove barriers in 26 areas, including child care, education,

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COURTESY OF DAVID CLARBACH



and health. Steinem later wrote that the conference was so pivotal that “figuring out the date of any other event now means remembering, was it before or after Houston?”

Clarenbach said Houston offered proof that the women’s movement was “not a fad and is not a creation of *Ms.* magazine or a couple of kooks at NOW, but it is, in fact, a worldwide movement.”

During the conference, major feminist leaders including Steinem, Friedan, and Congresswoman Bella Abzug stood on stage alongside Coretta Scott King and First Ladies Rosalynn Carter, Betty Ford, and Lady Bird Johnson. Clarenbach isn’t in any of those photos, but without her, it’s likely none of them would be. ●

Jenny Price '96 is co-editor of *On Wisconsin*.

Clarenbach (top left) spent two years leading preparations for the historic Houston National Women’s Conference in 1977.

Lady Bird Johnson and U.S. Labor Secretary Willard Wirtz greeted Clarenbach (above right) at a White House reception in 1966.

On Alumni

Alumni News at Home and Abroad



ANDY MANIS (2)

Major Milestone

Grandparents University welcomes its first great-grandchild.

The Wisconsin Alumni Association's Grandparents University came of age this summer when seven-year-old Gabby Flores enrolled with her great-grandfather, **Tom Armstrong '57**. The two (shown above in the UW Arboretum) participated in the Restoration Ecology major.

Armstrong first attended the summer program in 2001 with one of his grandchildren, Haley Armstrong Flores, who was one of the first children to participate. In July, he came back to attend with Haley's daughter, Gabby.

"I never thought I'd be around to see my great-grandchild get old enough to go," he says.

Attending the program that pairs grandparents with grandkids to enjoy summer learning opportunities on campus is a tradition for the Armstrongs.

"It was a very important rite of passage for each grandchild as they grew up," Armstrong says, "and each one was a great experience for me." He has taken 12 grandkids over the years, and each child eagerly awaited the year when it would be his or her turn. Haley recently told him the experience was one of the most

important in her life.

Armstrong finds it most rewarding to take one child at a time. That way, he says, "you can talk about things you used to do when you were a kid; you can talk about what their hopes and dreams are. It's a one-on-one, close personal experience, where there's no Mom and Dad, there's no siblings to quarrel with — it's just you and the grandchild."

While the classes on topics ranging from art to entomology to computer science are "a great adventure" for the children, he says, there is one course that stands out for him — a biotechnology class taught by **Tom Zinnen PhD'85**. "For the adults, Tom is the most learned, exciting, fun teacher who ever walked the face of this earth," he says. "He is so good that he just entertains constantly."

A retired banker who lives in Fredonia, Wisconsin, Armstrong looks forward to taking one remaining grandchild, who is now five, to Grandparents University when she gets a little older.

For more information on the program, visit uwalumni.com/gpu.

NIKI DENISON

59

Founders' Day events held around the country, along with gatherings in Beijing, Hong Kong, Paris, and Shanghai.

3,537

People turned out for Founders' Day events in 2016, representing the highest attendance ever.

41

Faculty went on the road to share their insights as Founders' Day speakers.

170,793

Miles traveled by faculty and staff to participate in Founders' Days around the world.

Learning Opportunity

Badger Café takes UW-Madison professors to communities throughout Wisconsin for talks on timely topics ranging from electoral politics to the Zika virus and educational video games. The Wisconsin Alumni Association (WAA) plans to expand the program to other states to give more alumni the chance to learn about new ideas and surprising innovations. For more information about events in your area, visit uwalumni.com/badgercafe.



Give Me a W!

Since 1980, the Wisconsin Alumni Student Board (WASB) has helped to promote some of the university's most beloved traditions. That includes The W Project, which encourages students to assemble on the football field to form a giant W during Wisconsin Welcome events. WASB partnered with the Athletics Department, the Center for the First-Year Experience, and the UW Marching Band on the project, and WAA also provided the first thousand attendees with Red Shirt™ T-shirts, which benefit the Great People scholarship.



“There are way too many artists and way too few galleries,” says **Barry Carlsen MFA’83**. That’s why he started Big Ten(t), an alliance connecting UW–Madison alumni with places to show their work.

Carlsen invites Badger artists to participate in shows, and they pay a fee for renting gallery space and other services. The arrangement allows Big Ten(t) artists to keep 90 percent of the income from sales, rather than splitting it 50-50 with the gallery, as is typically the case.

“We see it as a self-empowerment model,” says Carlsen, who chose the name Big Ten(t) to reflect the group’s mission to serve as an umbrella or tent that welcomes all UW alumni artists.

The idea takes its inspiration from **Peter Hopkins MFAx’82**, who started SHIM Art Services (shhhim.com) — a Brooklyn, New York, organization that provides space to support artists outside the small, exclusive group who show their work in traditional galleries.

Carlsen, who teaches lithography in the UW art department and is also (full disclosure) a former designer for *On Wisconsin*, works with some 60 Badger graduates spanning several generations. They most recently exhibited their work (some of which is shown here) in Chicago and at SHIM’s headquarters, the ArtHelix Gallery in Brooklyn, in a show scheduled from August 27 to September 11.

1 1. *Delivery*, Art Werger MFA’82

2 2. *Gone by Morning II*, Barry Roal Carlsen MFA’83

3 3. *13 tales (another brick in the wall)*, Jason Ruhl MFA’02

4 4. *Pile (Barney)*, Tom Berenz MFA’12

5 5. *Walking Home*, Diana Cavallero MA’15, MFA’16





Even in today's era of selfies and Snapchat, a bulletin board in the corner of the College Library lobby has turned into a must-see spot for the library's thousands of visitors.

Dozens of comment cards make their way into the suggestion box under the bulletin board every semester. Many are then showcased on the board, along with responses that are whimsical yet informative, irreverent yet respectful, infused with character, and delivered in a handwriting so neat that one commenter said it should be turned into a computer font.

The building may have noted UW English professor Helen C. White's name on the facade, but its voice these days comes from Pamela O'Donnell MA'02, MA'03, a senior academic librarian for College Library, whose

WHAT'S YOUR FAVORITE UW TRADITION?

Tell *On Wisconsin* at onwisconsin@uwalumni.com, and we'll find out if it's just a fond memory or if it's still part of campus life today.

distinctive hand dispenses the witty and enlightening replies to the comments, criticisms, and ideas from the library's patrons.

Since 2005, O'Donnell has responded to comments about topics ranging from the need for more electrical outlets (sorry, the library is adding them as fast as it can) to recommendations for book selections and equipment, shout-outs to library staff, and complaints about the thickness of the toilet paper (get used to one-ply). Someone once asked, "Do you know how strong a monkey is?" The reply? "Wicked strong."

"We've established a real identity of Helen C. as someone who's caring, but she doesn't take any guff, and she's willing to be a little bit snarky when the occasion calls for it," O'Donnell says. "We have enough person-

ality as a place that we can be a little irreverent."

The quirkiness of the board and O'Donnell's tone are fitting for the library, which is open round the clock. But she also strikes a more somber tone when students ask anonymous questions about such serious subjects as the transgender bathroom policy and rules about who can use the library overnight.

Most of all, the board offers a bit of levity for patrons pulling all-nighters and doing the serious work of being college students — even when they're taking breaks to play board games.

"If you look over and see someone reading, and you see a chuckle, it definitely brightens the day," O'Donnell says.

STACY FORSTER

50s

If you were on the 1953 Rose Bowl charter train to California, you may remember “The Accordion Man” — **Fred Hecker ’53, MBA’55** — who entertained riders and used his musical talents throughout college to help finance his education. He met his wife, occupational therapy major **Alice Stevens Hecker ’56**, at a residence hall dance. Fred spent 37 years with Eli Lilly and Company in international marketing, and since his 1993 retirement in Indianapolis, the couple has globetrotted to all seven continents.

Soon to be 84 years old, **Otto Puls ’55** is clocking his 53rd year with the Badger men’s basketball team: at the scorekeeper’s table of every hoops game and as an equipment manager, practice referee, and jack-of-all-trades. He’s also had a 52-year career as a pharmacist at Madison’s Central Wisconsin Center and worked as a football and basketball referee in the high school, UW, and Big Ten arenas. “I love the idea of working with the kids,” Puls told the *New York Times* in March, and stray foul calls aside, “they like me.”

60s

During the early ’60s, alto saxophonist **George Bohrnstedt ’60, MS’63, PhD’66**; flugelhornist **David Piggins ’62**; drummer **Ron Pulera ’62**; and pianist **Dick Rozelle ’62** treated the campus and city to their jazz stylings. They met up again in November to record a CD titled *200 Years out of Madison* as the musical legacy of their friendship. Bohrnstedt, of Indian Wells, California, is the institute fellow at the American Institutes for Research; Piggins, of Racine, Wisconsin, had a distinguished career at S. C. Johnson; Pulera, of Liberty Township, Ohio, became a general manager for TV stations; and Rozelle, of Bellaire, Texas, was a professor, department chair, and dean of

BOOK NEWS

Attention, authors and publicists! Please share your book news by completing and submitting the form at uwalumni.com/go/bookshelf. We then post the submissions to the Wisconsin-alumni section of the book website Goodreads at goodreads.com/wisalumni. We also choose a handful of the books posted there to appear in this print magazine.

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the University of Houston’s College of Social Sciences.

Charles Fischbach ’60, JD’67 of Chicago is new to the board of Housing Choice Partners of Illinois. By improving access to housing, employment, and education, it’s “a major player,” he says, “in the nation’s effort to reduce intergenerational poverty and create racially and economically diverse communities.” He’s also a former member of the City of Chicago Commission on Human Relations.

The Ministry of French National Education has conferred its Order of Academic Palms — France’s oldest nonmilitary decoration — on **Albert James Arnold Jr. MA’64, PhD’68** of Staunton, Virginia, for distinguished service in teaching French language, literature, and culture. After a long professorial career at the University of Virginia, he’s now a professor emeritus of the Institut des Textes et Manuscrits Modernes and the foremost authority on the Martinican poet, playwright, and essayist Aimé Césaire.

Heat & Vice: The Films of Michael Mann — a retrospective series held at the Brooklyn [New York] Academy of Music in February — gave viewers a full look at the directorial career of the groundbreaking “master of the modern urban noir,” **Michael Mann ’65** of Los Angeles. He made his feature debut in 1981 with *Thief*; hit it big with TV’s *Miami Vice*; pioneered digital filmmaking; and is widely acclaimed for *Manhunter*, *Last of the Mohicans*, *Heat*, *The Insider*, *Ali*, *Collateral*, *The Aviator*, *Public Enemies*, and *Blackhat*.

David Kaplan ’67 of Rancho Mirage, California, collects studio glass — a global art movement that began at the UW in the ’60s — and loaned 34 pieces to the UW’s Chazen Museum of Art during its opening year. In July, the Crocker Art Museum in Sacramento, California, unveiled *Glass for the New*

Millennium: Masterworks from the Kaplan-Ostergaard Collection, which will move to the Palm Springs Art Museum in Palm Desert [California] in November.

At the Southern Illinois University School of Medicine in Springfield, the Educator of the Year Award has been renamed the J. Kevin Dorsey Outstanding Educator Award in honor of professor and dean emeritus **J. (John) Kevin Dorsey PhD’68**. One of the school’s first faculty members in 1973, he’s also been a researcher, clinician, administrator, and provost. His current interests include promoting empathy and professionalism in health care culture.

Phoenix attorney **Dianne Post ’69, JD’78** has represented claimants while the Human Rights Advisory Panel, a tribunal in Kosovo, considered whether the United Nations Mission in Kosovo failed to protect the Roma in Mitrovica, Kosovo, after the 1999 NATO bombing, leaving them in lead-contaminated sites for 10 years. In April, the panel ordered a public apology, compensation, and assurance that UN bodies will act in accordance with international human-rights norms in the future. Post’s work as a community legal clinic attorney has also earned her a 2016 Top 50 Pro Bono Award from the Arizona Foundation for Legal Services and Education.

The Wisconsin Fastpitch Softball Coaches Association Hall of Fame now includes inductee **Jim Wickert ’69**, a winning assistant coach at McFarland [Wisconsin] High School for 27 years. He also founded and was the longtime president of the McFarland Youth Softball Boosters and today is an assistant coach and recruiter at Madison College.

70s

Good news about **Warren Gall ’71, MD’75** of Dubuque, Iowa, came from “proud son” **Warren Gall ’10** of Lewis Center, Ohio,

MATT PERKO



FROM ALL THE PRESIDENTS' PENS

John Woolley MA'74, PhD'80 was 12 when he stood at a Nashville, Tennessee, curb watching President John F. Kennedy's motorcade scoot past him en route to the airport. The chief executive was in Woolley's hometown on May 18, 1963 — just months before he was assassinated — to renew his call for public service.

"He waved, and it was over before you knew it," Woolley recalls. "My personal reaction was, 'Big deal. I could have been playing baseball.'"

Thus, it's ironic that today Woolley runs the nonpartisan American Presidency Project — the world's most compre-

hensive online resource on all aspects of the U.S. presidency.

This year, the site is expected to draw at least 4.5 million unique visitors from 200 countries, including reporters, novelists, political junkies, scholars, and even presidential speechwriters. The project hosts a vast assemblage of presidential documents, addresses, and candidate remarks — 118,046 items as of this writing, and an increase of 7,000 in the past year alone.

"At Wisconsin, I was actually trying to avoid the presidency," Woolley says. "I was really interested primarily in public policy at the time, and I was kind of annoyed that political scientists weren't more focused on what seemed to me the pressing issues of the day — energy and the environment."

But when Woolley took a post in 1986 to teach political science at the University of California, Santa Barbara, the department chair asked him to create a course on the presidency. Thirteen years later, he started the American Presidency Project by posting presidential documents to the then-nascent Internet as a resource for students in his course.

Woolley and then-graduate student Gerhard Peters collaborated to comb the public domain for more documents, converting digitized materials into a format that allows the public to search for items by name or subject. Woolley and Peters continue to collaborate closely on the project.

"I had no idea it was going to become so big," Woolley says. "Today, there's nobody on the Internet, in terms of presidential documents, that comes close to the kind of collection that we have."

For now, Woolley is busy collecting and archiving candidates' remarks from the 2016 presidential campaign. Comments that have been characterized as inflammatory will be preserved for posterity.

"My personal hope," he says, "is that people will look back and shake their heads, saying, 'What was wrong with these people? How did their institutions get off track in a way that made any of this possible?'"

ANDREW FAUGHT

who writes: "After a long and successful career in cardiothoracic surgery, Dr. Gall retired from medicine to help create, and eventually lead as program director, the physicians assistant program at the University of Dubuque. As of April 2016, the program is officially accredited and enrolling its first class of students."

A three-decade career with the CIA led **Evan Hillebrand MA'72** to another decade of teaching at the Patterson School of Diplomacy, where he prepared students for careers in international affairs. He's now retired in Cambridge, Maryland, and his latest book is the coauthored *Energy, Economic Growth, and Geopolitical Futures: Eight Long-Range Scenarios*.

Following graduation, **Robert Shalka PhD'72** returned to Canada to launch what became a 36-year career as a foreign-service officer with assignments in Stuttgart, Bangkok, Moscow, Singapore, Kiev, Riyadh, Bonn, Berlin, and Ottawa. Now retired in Orléans, Ontario, he and former colleagues are writing a soon-to-be-published history of the Canadian government's response to the Indochinese refugee crisis of 1975–80.

His Majesty the Emperor of Japan and the Consulate-General of Japan in Chicago have conferred the Order of the Rising Sun, Gold Rays with Rosette upon **Edward Grant '73, MS'75, MA'75** to honor his work promoting friendship and understanding between Japan and the United States. Grant's involvement began while managing the Japan desk for the accounting firm Arthur Andersen, where he was a partner whose career spanned 36 years, and it grew during his years as president of the Japan America Society of Chicago. He's now retired in Burr Ridge, Illinois.

In April, the UW–Madison School of Journalism and Mass

Communication presented Distinguished Service Awards to Madisonian **Ray Allen '74**, secretary of the Wisconsin Department of Workforce Development; WISN-TV anchor **Mike Gousha '78** of Milwaukee; Ketchum West partner and director **Dave Chapman '79** of Mill Valley, California; and UCLA assistant adjunct professor of communication studies **Abigail Goldman '92**. The Nelson Award for contributions to research in journalism and mass communication education went to DePaul University journalism program director **Bruce Evensen PhD'89** of Arlington Heights, Illinois; and **Haley Van Dyck '08** — a cofounder of the United States Digital Service, based in the White House — earned the Nafziger Award for achievement within 10 years of graduation.

Wisconsin governor Scott Walker and the Wisconsin Women's Council have bestowed 2016 Trailblazer Awards for Women in Business on three alumnae. **Mary Brazeau Brown '74**, president of Glacial Lake Cranberries in Wisconsin Rapids; and **Nan Zimdars '75**, head of the Nan M. Zimdars financial services firm in Madison, both garnered Pioneer Awards, while **Latrice Pinson Milton-Knighton '02, JD'06** of Milton Law Offices in Brookfield earned Special Recognition.

Patricia Kessler '74 is alive and well and living in Paris! In 1991, she cofounded the Paris-based Dear Conjunction Theatre Company to perform works in English and French throughout Europe and the UK, and she's still going strong with the troupe as an actress and director. Kessler also founded the Allihies Summer Theatre Festival in West Cork, Ireland.

John Snyder MS'74 — normally of Glen Ellyn, Illinois — is off to Vietnam. Following a career in the private sector and as an adjunct professor of finance at the Milwaukee School

of Engineering and Benedictine University, he's now teaching business courses at Binh Duong University in Ho Chi Minh City as a Fulbright scholar.

As president of the Duncan Group, a Milwaukee-based documentary-production company, **Chip (John) Duncan '77** has filmed in 40-plus countries, earned more than 125 national and international awards, and seen his work broadcast worldwide. Look for his latest films — *The Sound Man*; *The Negotiator*; and *Tolkien & Lewis: Myth, Imagination & the Quest for Meaning* — and his latest books, *Food*, *Water*, *Shelter* and *Tell Me What to Believe*, *Steely Dan*. Among his many photographic exhibitions, his first museum show — *Building Bridges: The Photographic Journey of Chip Duncan* — ran this spring at the Kenosha [Wisconsin] Public Museum.

Madisonians who are rightly proud of the Madison Museum of Contemporary Art — housed in the iconic, Cesar Pelli-designed Overture Center — can thank director **Stephen Fleischman '77, MA'84** for accomplishing great things. During his 25-year tenure, he's expanded the museum's space, elevated programming and exhibits, increased visitors, deepened community engagement and education, and built financial support.

Shelly Dutch '78 is making Madison a more mentally healthy place. She directs Connections Counseling, an outpatient mental-health and substance-abuse clinic that works closely with UW-Madison to provide counseling and education to students and experiential learning to faculty fellows and graduate and medical students. Dutch is also the founder of Horizon High School — Dane County's only recovery high school — and operates the nonprofit Recovery Foundation, which raises scholarship funds and educates the community about substance-abuse issues.

ALL ARE WELCOME!

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

WISCONSIN ALUMNI ASSOCIATION (WAA) MEMBERSHIP

We love our loyal WAA members! (You know who you are.) Non-members, please review all of the nifty reasons to become a member at uwalumni.com/membership/benefits, and then, if you're so inclined, you can join at uwalumni.com/membership.

80s

Tracey Spiegelhoff Klein

'80 of Brookfield, Wisconsin, has begun her seven-year term on the UW System Board of Regents. She's a shareholder in the law firm of Reinhart Boerner Van Deuren, chairs its health care practice, serves on the board of visitors of UW-Madison's political science department, and is a board member of the Wisconsin First Lady Advisory Council.

A big Badger high-five goes up for the "proud principal" of Portage [Wisconsin] High School, **Robin Rebholz Kvalo '81, MS'98**. She's one of the first 16 Wisconsin principals to earn a **Herb Kohl '56]** Leadership Award from the Herb Kohl Educational Foundation. She was then selected as the 2016 Wisconsin Secondary School Principal of the Year and will represent the state this fall in Washington, DC, when the National Principal of the Year is chosen.

MAKERS is a television and digital video initiative by PBS and AOL that identifies and celebrates women's accomplishments, and Madisonian **Barbara Steffen Finley '82** will share her story as part of the project's 2016 class. She's a senior VP and wealth adviser with Morgan Stanley Wealth Management, a MAKERS founding partner.

The gorgeous images that award-winning, Santa Fe-based photographer **Eddie Soloway '82** makes are "the expression of his passion for the natural world." He shares his expertise through workshops at photographic institutions worldwide, online teaching, *National Geographic* seminars, adventures that he hosts through National Geographic Expeditions, fine-art prints, and his book, *One Thousand Moons*.

Meg (Martha) Brown Gaines JD'83, LLM'93

has been invited to join the steering committee of a National Academy of Medicine series that

will advise the incoming federal administration on health care. Her perspectives as a UW–Madison clinical professor and a cofounder and the director of the university's Center for Patient Partnerships will be invaluable.

John Sheehan '83 says he's found a "unique opportunity to build a state-of-the-art health care campus" near his hometown of Sun Prairie as president of UW Health at the American Center. It's a new ambulatory clinic, hospital, and sports-performance and wellness center on Madison's far-east side.

Dennis White MA'83 of Hayward, Wisconsin, said he was "very pleasantly surprised and deeply honored" to receive the 2016 Indian Educator of the Year award this spring from the Wisconsin Indian Education Association, and we send him our hearty congratulations! White teaches art and mathematics at the Lac Courte Oreilles

"Between 2007 and 2016, I visited and photographed all 59 national parks in the United States."

Eric Magayne '08

Ojibwa Community College.

How much do we love actress **Joan Cusack '84**? Following turns as the voice of Jessie — the yodeling cowgirl — in *Toy Story 2* and *Toy Story 3*, the Chicagoan is returning for *Toy Story 4*. And, after five consecutive Emmy nominations, her performance as Sheila Jackson in the Showtime series *Shameless* earned her last year's award for Outstanding Guest Actress in a Comedy Series. Fun bit: Cusack owns Judy Maxwell Home, a quirky (what else would we expect?) Chicago boutique specializing in home décor and gifts.

The Santa Barbara [California] Club, a nonprofit social club, was founded in 1892, and **Joe Weiland '86** plans to add to its rich history as its 2016 president. Also a founding partner of the wealth-management firm Arlington Financial Advisors, he's been named to the *Pacific Coast Business Times'* list of Who's Who in Banking and Finance.

A Bancroft Prize — among the most prestigious honors in the field of American history — has gone to Boston College Law School professor **Mary Sarah Bilder '87** for *Madison's Hand: Revisiting the Constitutional Convention*. Her groundbreaking book uses digital technology and traditional textual analysis to examine how James Madison revised — today we might say *spun* — his influential notes on the convention, thus challenging their legitimacy as an objective contemporaneous account.

Richard Bilder, UW Law School's Foley & Lardner Emeritus Professor of Law, shared this.

The Davey Tree Expert Company is growing nicely under the leadership of **Patrick Covey '87**. He joined the Kent, Ohio-headquartered company in 1991 and now, as its new president and COO, oversees all of its North American operations. He's also a member of the Arbor Day

Foundation's board of trustees.

Felicitations to **Tim Cresswell MS'88, PhD'92**: he's the new dean of the faculty and vice president for academic affairs at Trinity College in Hartford, Connecticut. He arrives there from Boston's Northeast University, where he was associate dean for faculty affairs in its College of Social Sciences and Humanities, a professor of history and international affairs, and associate director for public humanities at the Northeastern Humanities Center.

Following stints as head writer and coexecutive producer for *The Colbert Report*, **Rich Dahm '89** of Burbank, California, is now a writer and consulting producer for the ABC sitcom *The Middle*.

To say that **Melodee Liegl Nugent '89** is a swimmer is an extreme understatement. She swims marathons — distances greater than 10 kilometers — and is a U.S. Masters All-American, with the most distance swum in 2014 and a personal best (so far) of 27 miles. When she's not in the water, Nugent is a statistician at Milwaukee's Medical College of Wisconsin.

Richard Stedman '89, PhD'00 contends that a sense of place drives how people respond to environmental and social change, and it shapes public policy and resource management. His work as a Cornell University associate professor of natural resources has helped to define this area of scholarship and earned him a 2015 Rising Star Faculty Award from Cornell and a 2014 Freudenburg Research Award of Merit from the Rural Sociological Society. **Julie Nowlen '88**, Stedman's duly proud wife, sent this good news from Ithaca, New York.

90s

Chicago's Metropolitan Planning Council — a nonprofit that helps governments, businesses, and communities to solve the city's

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pressing needs — has elected **Andy Hesselbach '90** to its board of governors. He's the VP of construction at Peoples Gas, a utility that serves Chicago.

We apologize to **Carey Dunai Lohrenz '90**: our Summer 2016 Recognition should have stated that she lives in Minneapolis; her debut book is *Fearless Leadership*; and her eldest child is **Alexandra Lohrenz x'19**.

Charles Clover '91 is a Beijing correspondent for the *Financial Times* of London, and his book *Black Wind, White Snow: The Rise of Russia's New Nationalism* came out this spring. During his prior post as the *Financial Times*' Moscow bureau chief, he earned the 2011 British Press Awards Foreign Reporter of the Year honor and a 2011 Martha Gellhorn Special Award for Journalism. Proud papa **Frank Clover '62**, a UW–Madison professor emeritus of history and classics, shared Charles's accomplishments.

From Winnipeg, Manitoba, we heard from artist and designer **Joseph Cannizzaro MA'93, MFA'94**, who's been synthesizing architecture, engineering, design technology, and visual aesthetics for 25 years. His pieces grace public and private collections worldwide, and his Cannizzaro Visual Arts Foundation preserves, studies, collects, and exhibits art works. He gives great credit to UW art professor and mentor **Jack Damer**, who "helped chart my path in the art world."

Paul Scanlan '93 of Orinda, California — an Emmy-winning technologist who cofounded MobiTV and the New York Rock Exchange — is now a cofounder and the CEO of Legion M, the world's first fan-owned entertainment company. He's forming alliances with Hollywood talents and seeking fan investment and involvement in creating film, TV, and other projects. "After all," says Scanlan, "fans are the reason that content



PORTRAIT PAINTER

Nancy Reagan was not impressed by any of the portraits that had been painted of her husband. When the president of the United States needed a new one for his library, she had two conditions for the artist: no money up front and no in-person meeting.

Ben McCready x'76 of DeForest, Wisconsin, agreed and, working from a photo, delivered a three-quarter-length portrait of a smiling Ronald Reagan wearing a dark brown suit. The First Lady was delighted. "She called and said, 'You made him look so alert and so kind,'" McCready recalls. Others, she added, had made her husband seem dull.

The ability to produce representations that are both genuine and flattering has afforded McCready a career that's included painting portraits of four U.S. presidents; hundreds of corporate executives and university leaders, including 11 from UW–Madison; and several celebrities, such as George Clooney and Paul Newman.

After college, McCready sold insurance, worked in politics, and was an executive recruiter. In 1982, he decided to pursue a career as an artist. Although he had taken just one art course at the UW, his education had started much earlier: both of his parents were trained artists.

McCready's first portraits were for friends and family, painted for free or next to nothing. After sending samples of his work to hockey star Wayne Gretzky and actor Robert Redford, both commissioned portraits. Redford allowed him to use the work freely for publicity, which increased McCready's clientele.

At his peak, McCready painted 20 portraits a year. Despite receiving more than 100 requests annually, he now paints one a month — often hopping on a plane to meet with the subject and take photos — and his schedule is filled for the next year and a half.

The lessons that McCready learned during his time selling insurance proved invaluable in his career as an artist. "You've got to sell yourself," he says. "You can have the most incredible skills, but if you can't sell, it might be hard to sustain your career."

The wisdom that McCready gained about self-discipline and time management while at UW–Madison has also been critical. "I just loved my classes, the academic life, the social life at Wisconsin," he says. "It was so challenging academically that you got a lot of confidence when you did well."

ANDREW KAHN



JEFF MILLER

BLUE IS THE NEW GREEN ENERGY

Solar energy is hot right now, even though solar arrays are cumbersome, costly, and — worst of all — not particularly efficient. But in a lab in the UW–Madison Department of Chemistry, assistant professor **Trisha Andrew** is developing solar cells made from a surprisingly common, even inexpensive substance: a dye used to produce the color blue.

The same property that gives the dye's molecules their intense color also lets them conduct electricity. And instead of requiring heavy, glass-based solar panels and silver conductors, the densely pigmented dye can be woven with metallic threads and laid down in films thinner than a human hair.

Andrew and her team can create lightweight, flexible, and even disposable solar cells on a medium as fine as tracing paper, making solar energy more efficient and affordable than ever before.

The technology coming out of Andrew's lab could not only power everything from rooftop solar arrays to cell phone chargers, but it also could be set up, taken down, or taken to a new location as easily as moving a table lamp from one room to another. This creates new opportunities for harnessing energy in developing nations, helping emergency-response teams working away from the grid, and handling any situation where there is a need for gaining access to electrical power quickly and cheaply.

For more information about supporting UW–Madison's tradition of groundbreaking research, visit allwaysforward.org.

exists, and ... we are inviting fans into Hollywood's inner circle."

Wisconsin governor Scott Walker appointed **Rebecca Grassl Bradley JD'96** of Wauwatosa to the state's supreme court in October 2015 following the death of Justice N. Patrick Crooks. She had previously served on the Wisconsin Court of Appeals. In April, Madisonian **JoAnne Kloppenburg JD'88** — who presides over District IV of the Wisconsin Court of Appeals and has taught at UW Law School since 1990 — challenged Bradley for the supreme court seat. In the largest supreme-court election turnout in state history, Bradley prevailed.

John Tauer MS'96, PhD'00 conducted his PhD research on intrinsic motivation, writes a *Psychology Today* blog about motivation in sports, and is a professor of psychology and athletic Hall of Famer at the University of St. Thomas in Saint Paul, Minnesota. All of this put him in good stead — as, also, the St. Thomas men's basketball head coach — to lead his team to win the NCAA Division III championship this spring and earn the title of Division III National Coach of the Year.

00s

The Greater Green Bay Chamber has named **Stephanie Gerth Cavadeas '02** one of its Future 15 young professionals for 2016. A CPA and senior manager at Wipfli who provides assurance and tax services to nonprofits, she's also a member of the Leadership Green Bay Class of 2016. Thanks to **Jennifer Hacker Olsen '91** — Wipfli's PR and communications manager in Minneapolis — who let us know.

Brendan Fischer '03, JD'11 is now using his expertise in campaign-finance and government-transparency issues — which he honed as general counsel at the Center for Media and Democracy — in Washington, DC, as the new associate

counsel at the Campaign Legal Center. He's also a frequent commentator in the national media and served in the Peace Corps in El Salvador.

Fans of PBS's *Wisconsin Foodie* saw **Tony Schultz '04, Kat (Katrina) Becker MS'06**, and their certified-organic Stoney Acres Farm featured in February. Part of a new wave, their "pizza farm" hosts hundreds of people each in-season Friday for pizza nights: from crust to veggies, all of the ingredients come from their farm and are baked in brick ovens. These third-generation family farmers near Athens, Wisconsin, are also purveyors of vegetables, herbs, fruit, flowers, meat, eggs, grains, and a CSA program.

The Association of Developmental Disabilities Providers has honored the exceptional achievements of **Sue Stellick '04, MS'06** with its Marty Martini Leadership Award. As the associate division director of day and employment supports for the Jewish Family & Children's Service, headquartered in Waltham, Massachusetts, she's greatly expanded programs and gives every participant her personal attention.

Madisonians delight in the community's excellent eateries, and executive chef **Jonny Hunter '05, MPA'11** of Forequarter heads one of the finest. In February, he was named a Best Chef: Midwest semifinalist for a 2016 James Beard Award — the "Oscars of food." Forequarter is part of Hunter's farm-to-table Underground Food Collective, which also includes Underground Butcher, Underground Catering, and Underground Meats. He earned a 2015 WAA Forward under 40 Award.

Adam Schlicht '06 has been named a 2016 Northeast Ohio Top 25 Under 35 Mover and Shaker, and he deserves it! As the Cleveland-based Great Lakes regional representative for the Saint Lawrence Seaway

ALUM WHAT?
If you've ever been confused about the proper terminology for graduates, then you, gentle reader, are not alone. Here are the choices: one female grad is an *alumna*; one male grad is an *alumnus*. *Alumnae* are members of an all-female graduate group. And, although it's often mistakenly used in a singular context, *alumni* is plural and refers to members of an all-male graduate group or a mixed group of male and female grads. (Thus, one cannot be an *alumni*.)

X-PLANATION
An x preceding a degree year indicates that the person did not complete, or has not yet completed, that degree at UW-Madison.

DEATH NOTICES
The vast majority of death notices for Wisconsin Alumni Association (WAA) members and friends appears in the thrice-a-year magazine for WAA members, *Badger Insider*.

Development Corporation, he's establishing and leading its new international-trade program, which aims to stimulate growth and maritime activity in the region. Schlicht was also vice president of UW-Madison's Class of 2006 and a member of its 2004 Homecoming court.

A National Science Foundation Graduate Research Fellowship is helping **Craig Kohn '08** to fund his doctoral research about, he says, "developing sustainable behaviors through STEM education in agriscience curriculum." The Elkhorn, Wisconsin, resident was also named one of the Top 40 Under 40 in American Agriculture in 2014.

Writes **Eric Magayne '08**, "Between 2007 and 2016, I visited and photographed all 59 national parks in the United States while maintaining a full-time job as a systems engineer. At age 30, I am sure to be one of the youngest people to accomplish this." He also visited all 50 states and their capitals along the way. Now Magayne, of Marion, Iowa, is sifting and winnowing his 100,000-plus photos with the goal of publishing a book. His work has received federal-government recognition and national-media attention, and rightly so: it's beautiful.

For his achievements as a Federal Communications Commission electronics engineer, **Travis Thul MS'08** has earned the National Society of Professional Engineers' Federal Engineer of the Year Award. He's also taught at the Community College of Baltimore [Maryland] County, serves as a U.S. Coast Guard Reserve lieutenant and engineering officer, chairs an American National Standards Institute working group, and is now the new dean of trade and technologies at Minnesota State College-Southeast Technical.

10s

The National Minority Quality Forum has honored **Caroline**

Gomez-Tom '10, MSW'11 of Milwaukee with a 40 Under 40 Leaders in Health Award. She manages the Wisconsin Navigator Collaborative, which provides outreach, education, and enrollment services for the Patient Protection and Affordable Care Act to 23 Wisconsin counties.

"Midwest Renaissance Man" and "writer-rapper-singer-director-producer-engineer-designer" **Clifton Grefe ('Beef') '13** says he's successfully "transitioning from working-class Wisconsinite to nationally recognized artist and tastemaker" in Los Angeles. He's established the production house/hip-hop platform Basement Made and contributes to the online magazine *HipHopDX*. You may know his controversial UW-related songs "Coastie Song (What's a Coastie)" and "My Biddy" and music video *Teach Me How to Bucky*.

Joanna Michelic Lawrence '14 has triumphed over 4,500-plus other applicants to earn one of 90 annual Gates Cambridge Scholarships to the University of Cambridge [England]. She had a career as a ballet dancer, completed a master's in archaeology at Cambridge through a Beinecke Scholarship, and will now pursue a PhD in archaeology. Her interests lie in the quotidian experiences of Bronze Age people in northern Europe.

It's perhaps no coincidence that **Alejandra Huerta PhD'15** has studied plant pathology: she's the daughter of strawberry farmworkers and a past recipient of a California Strawberry Scholarship. Currently a postdoc fellow at Colorado State University in Fort Collins, she hopes to find a solution to crop loss from disease.

Class Notes/Diversions editor Paula Wagner Apfelbach '83 has reached a milestone: 20 years of chronicling the triumphs and transitions of Badger alumni in this column.



REQUIEM FOR A RUNNING BACK

Following former Green Bay Packer Lew Carpenter's postmortem diagnosis of chronic traumatic encephalopathy (CTE) — likely caused by years of playing football — his daughter Rebecca Carpenter embarked on a three-year quest. Her goal? To better understand this degenerative neurocognitive disorder, which can cause depression, unpredictable temper, obsessiveness, dementia, social withdrawal, and other behaviors.



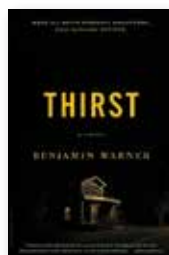
Sara Dee

She directed — and **Sara Dee '88** of Los Angeles produced — the resulting feature-length documentary, *Requiem for a Running Back*, whose other Wisconsin ties include former Badger linebacker **Chris Borland**. With refreshing humor, curiosity, and a big heart, Carpenter shares conversations with scientists, historians, her father's teammates and opponents, and other families affected by CTE. The film screened in April at Detroit's Freep Film Festival.

In a February *New York Review of Books* piece, Madison author **David Maraniss x'71** discussed *Requiem* and summarized the fan-love/brain-trauma debate: "Mike Webster's dead brain started it all, in a sense, and Chris Borland's living brain intensified the discussion." A postmortem examination of brain tissue from "**Iron Mike**" Webster x'74, a Badger center, longtime Pittsburgh Steeler, and NFL Hall of Famer — led to the discovery of CTE. Borland spent one season as a San Francisco 49er before retiring in 2015 at age 24 after researching the game's potential long-term effects.

Boston University neuropathologist **Ann Clark McKee '75** has found CTE in many players. The results of her examination of Lew Carpenter's brain reinforced neuroscientists' belief that it is not severe concussions as much as repetitive subconcussive blows and jarring movements that cause CTE.

YO, BIBLIOPHILES! Check out goodreads.com/wisalumni — our UW-Madison section of the book website Goodreads — for so much more about books by Badger alumni and faculty.



Written under the pen name Madison Lodi, *Grandpa's Wish List* tells of a grandfather badger who's preparing for the very special times he'll have with his new grandbaby. The staff at Cottage Door Press in Barrington, Illinois, produced the endearing board book to honor company founder, owner, and president **Dick Maddrell '73, MBA'74** as he becomes a grandfather to the child of his son **Ben Maddrell '01** of New York City.

The concept of a male constructing a perfect female begins in ancient Greek myth; has expanded in literature, art, and culture; and looms over real women's lives. In the anything-but-dry and lavishly illustrated *My Fair Ladies: Female Robots, Androids, and Other Artificial Eves*, **Julie Wosk PhD'74** chronicles this bevy of bots to reveal both the fantasies and fears that they embody. She's a professor of humanities at the State University of New York, Maritime College.

Leslie Schultz '81 of Northfield, Minnesota, acknowledges life's losses and grief while celebrating the joy, beauty, and hope that remain in *Still Life with Poppies: Elegies*, a blend of traditional and organic poetic forms.

UW-Madison poetry and creative-writing guru **Ron Wallace** calls it "a book of marvels, a marvel of a book." Among Schultz's many published works in many formats, one of her haiku is orbiting Mars as part of NASA's MAVEN mission.

Following a diagnosis of breast cancer, former CNN journalist **Elina Kozmits Fuhrman '91** began cooking healthful, vegan soups as a form of medicine, developed recipes, and originated the "soup cleanse." She now sells her Soupelina creations in the Los Angeles area, where she lives, and has published the beautifully photographed *Soupelina's Soup Cleanse: Plant-Based Soups and Broths to Heal Your Body, Calm Your Mind, and Transform Your Life*.

One reviewer calls **Benjamin Warner '02's** debut novel — the literary thriller *Thirst* — "a surprising, profound portrait of desperation and humanity." It's a cautionary tale of the disturbing lengths that normally nice, suburban folks will go to when a strange force eliminates all water. Warner teaches creative writing at Towson [Maryland] University and edits a literary magazine for Maryland's homeless community.

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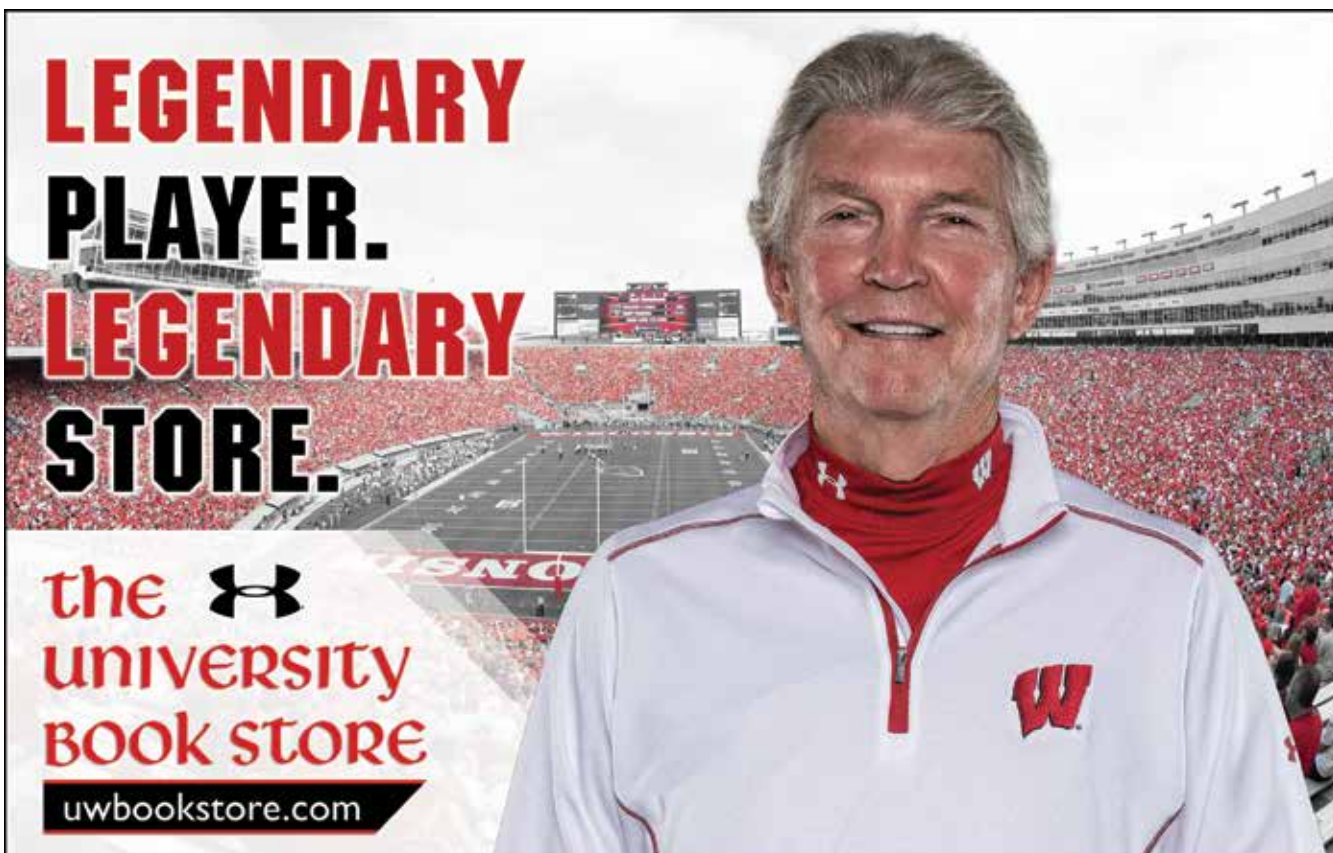
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Destination *Camp Randall Memorial Arch*



JEFF MILLER (2); WHS IMAGE ID 1838 (PAINTING)



Union troops trained at Camp Randall, the site of what was once a state fairground. Although citizens initially admired their drills, the soldiers soon wore out their welcome with rowdy behavior — a result of frequenting Madison

taverns while awaiting action. The first athletic field was built on the site in 1894. Civil War veterans convinced the state legislature in 1911 to establish a five-acre memorial park and allocate \$25,000 to design and build the monument.

Old Abe, the bald eagle mascot who went into battle with the 8th Wisconsin Volunteer Infantry Regiment during the Civil War, sits atop the arch, which was built in 1912. Statues of a veteran soldier and a young recruit flank the opening.





Kids like Kaylyn can beat cancer.

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Kaylyn almost didn't make it. When she was diagnosed with a very extensive brain tumor at 17 months of age, surgery not only removed the tumor, but also relieved the intense pressure in her head just in time to save her life.

After a year of high-dose chemotherapy and a stem-cell transplant, Kaylyn, now 3, is doing great and living the life of a normal toddler.

You can make a difference for kids like Kaylyn. Simply visit uwhealth.org/fightkidscancer and make a gift that supports patient care and groundbreaking childhood cancer research at UW-Madison.

And don't stop cheering for Kaylyn.

UW^{Health}
American Family
Children's Hospital



Carbone Cancer Center
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

UW Foundation
Address Correction Department
1848 University Avenue
Madison, WI 53726-4090

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The University of Wisconsin-Madison is the land of boundless possibilities. And our amazing story will never be complete. We want to share all the incredible accomplishments and outcomes that are happening everywhere a Badger is working to advance the boundaries of possible. Because to continue our history of looking forward—we need to advance in all directions. We need everyone. We need you.

Because every story is another step forward.

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