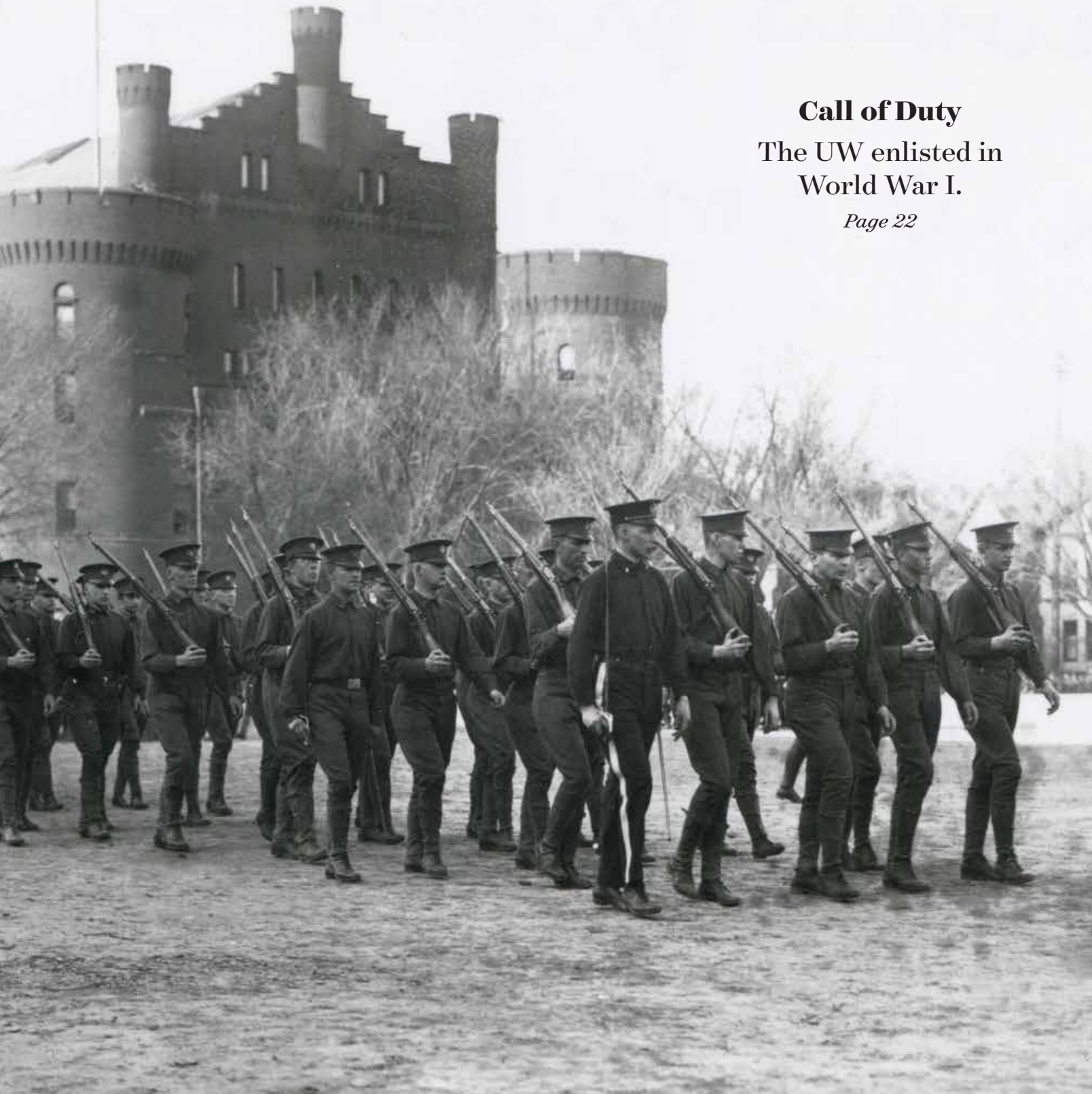


OnWisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS **SPRING 2017**

Call of Duty The UW enlisted in World War I.

Page 22



Vision

“Inside College Basketball’s Most Political Locker Room” was the *New York Times* headline for a fall story that featured Badgers Nigel Hayes, Jordan Hill, and Bronson Koenig. In September, Koenig joined protests against construction of the Dakota Access Pipeline. Days before the article, Hayes and Hill stood one step behind their teammates during the national anthem to protest inequities that African Americans face, an action they repeated during the season.

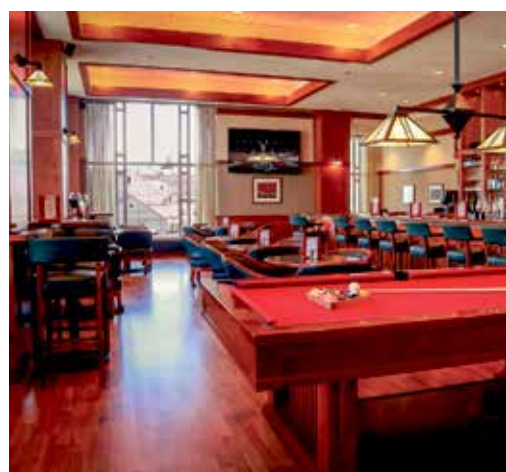
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OnWisconsin

Jennifer Warren.
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Design inspiration.
See page 18.

JEWISH MUSEUM MILWAUKEE



SAM COMEN

FEATURES

22 The Great War at Home

When the U.S. entered the First World War, the UW joined the fight by training soldiers, conducting poison-gas research, and sending students to work on Wisconsin farms.
By Erika Janik MA'04, MA'06

30 A Matter of Interest

When the Federal Reserve raised interest rates for the first time in a decade, staffer Simon Potter MS'97, PhD'90 was in charge of carrying out that change. He talks about his front-row seat in keeping the economy humming.
By Victoria Finkle

34 Around the World in Eight Badgers

As more Americans decide to live and work abroad, we checked in with alums on each of the seven continents to see how they like their new lives and what advice they have for fellow Badgers who dream of similar moves.
By Sandra Knisely '09, MA'13

40 Rebel Alliance

Women helm just a fraction of Hollywood films, a fact that Jennifer Warren '63 has been working steadily to change since trading acting for directing three decades ago.
By Andrew Faught

44 The Disease Detective

UW professor Tony Goldberg is on a life-saving mission: identify unknown pathogens before they jump to a new host and cause disease in other animals — and humans.
By Terry Devitt '78, MA'85



BRUCE RICHTER

Cover
Undergraduate students participate in a military training march near the Red Gym in 1916.
UW Archives
S05392



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Potato, Reviewed

Thanks for another great issue of *On Wisconsin* [Winter 2016]. I especially liked the potato article ["Potato, Interrupted"] by Nicole Miller. Keep them coming.

James Jolin MD'66
Waukesha, Wisconsin

I found "Potato, Interrupted" misleading. The statement, "We found that there have been no cases of GEs causing problems for human health" overlooks genetically engineered crops that have been manipulated to be "Roundup Ready."

Roundup is the trade name for the most widely used herbicide in the world, glyphosate. Glyphosate has been proven to be carcinogenic and is currently found in the bloodstreams of 85 percent of people living in the United States. Making corn or soybean plants Roundup Ready means that even greater amounts of herbicide can be applied to crops, increasing exposure to both humans and wildlife.

I hope that, in the future, your magazine will refrain from spreading untruths about herbicides being benign. Your readers, their children, and their grandchildren will be grateful to you.

Elena Saporta '73
Cambridge, Massachusetts

Really enjoyed "Potato, Interrupted." My father, Jerome Pamperin, grew corn as feed for dairy cows. He prided himself on keeping the weeds in the corn to a minimum. He would have been the first in line to embrace the weed-control qualities of Roundup Ready seeds.

Dick Pamperin '63
Marion, Wisconsin

I wanted to express my disappointment with "Potato, Interrupted." While I understand the value of food research, I found the article one-sided. The author mentioned that people have concerns about GMO foods but did not explore what those con-

cerns are. The article mentioned Roundup Ready seeds without acknowledging the health and environmental concerns associated with the use of glyphosate.

Finally, there was no mention of who is funding horticulture research at the UW. Any influence on the research based on donations from agriculture or food companies should have been noted in the article.

Earl Rattledge MS'61
Mesa, Arizona

Kidnapping Sleuth

"Grain of Truth" [Winter 2016] was very interesting. It was my dad, Lewis Bornmann of the New Jersey State Police, who worked with Arthur Koehler to solve the kidnapping of Charles Lindbergh's baby.

As the execution of kidnapper Bruno Richard Hauptmann took place shortly prior to my birth, I have no direct knowledge of the case, but I heard a lot about it, as my dad was frequently requested to speak about it.

When I attended the UW, my dad asked me to contact Mr. Koehler, but he died shortly after my arrival in Madison, so it was never possible to meet him, to my dad's great disappointment.

Lewis Bornmann MS'69
Redding, California

Our Bad

I look forward to reading, in the next issue of your Communications section, how many letters and emails you got pointing out that when Charles Lindbergh x'24 went on his barnstorming tour to support commercial aviation, there were only 48 states, so he couldn't have gone to 49.

Lee (Wallace) Wikoff '67
Minneapolis

Editor's Note: *You were not the only alert reader to point out that, unless he was time traveling, Mr. Lindbergh would have visited only the 48 states that existed at that time. Alaska and Hawaii did not become states until 1959.*

BIG APPLE BADGERS

A core group of UW alumni is deeply influential in the worlds of art, fashion, finance, media, and sports in New York City. University Communications recently launched a video series that features some of these grads sharing insights into how the university shaped their careers. The alumni profiled have previously been featured in the pages of *On Wisconsin*, including Jeffrey Sprecher '78, chair of the New York Stock Exchange; Stacy Igel '99, creator of the Boy Meets Girl clothing line; and Troy Vincent x'92, executive vice president of football operations for the NFL.



Jeffrey Sprecher '78



Stacy Igel '99 (right)

To watch, visit youtube.com/UW-Madison and select "Big Apple Badgers."

SLIDESHOW

"The Great War at Home" (page 22) vividly depicts campus during World War I. View more images at onwisconsin.uwalumni.com.





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OnWisconsin

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Looking forward has always been part of the UW's DNA.

A bird's-eye view of the 1908 UW master plan.

The university's first master plan was drafted in 1850, a year before the first campus building — North Hall — opened its doors. The plan called for five buildings. Over the years, UW officials have continued to imagine new possibilities for campus and conceive ideas for accommodating growth and change.

The (figurative) foundation for campus as we know it was laid in 1908, with a plan drafted by two University of Pennsylvania architecture professors in consultation with the UW's Arthur Peabody 1913. It prioritized open spaces anchored by stately buildings such as Agricultural Hall.

President Charles Van Hise 1879, 1880, MS1882, PhD1892 hired Peabody as university architect in 1906, and Peabody remained involved in campus planning after becoming state architect in 1916. He designed or oversaw construction of Barnard, Birge, Sterling, and Lathrop Halls, the Field House, the Carillon Tower, Mechanical Engineering, and the Stock Pavilion, among others.

Peabody's work also includes the beloved Memorial Union, patterned after a pair of Italian renaissance palaces. Despite its hero status on campus, the building had one famous detractor: Frank Lloyd Wright x1890. "Yes it speaks Italian, extremely bad Italian, and very difficult to understand," said Wright, whose Prairie-style architecture would later influence the design of the new Union South, constructed in 2011.

Not all of Peabody's ideas came to fruition, but some have resurfaced. He once envisioned "greater mall," a stretch of campus that would extend west behind Bascom Hall. Instead, Linden Drive became lined with tall buildings. But the UW landscape could change: plans for the coming decade (see *On Campus*, page 14) are influenced by the belief that open spaces matter just as much as bricks and mortar do.

Jenny Price '96

Co-editor



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OnCampus

News from UW-Madison

Mission in the Balance

As the UW faces another budget process, past cuts yield harsh realities.

For the first time since 1972, UW-Madison is not ranked among the top five U.S. public and private universities for research expenditures.

The UW remains a powerhouse, spending nearly \$1.1 billion on research across all fields, but its drop from fourth to sixth on the list released by the National Science Foundation is one sign that budget cuts are affecting the university's ability to keep pace with the nation's elite research institutions.

Across the UW System, rates of faculty turnover are up — increasing from 5.9 to 8 percent during the last fiscal year. And among tenure-track professors — the rising stars — the departure rate was 9 percent.

Among the departures from UW-Madison was Professor **Susan Smith PhD'87**, an expert on how nutrition, genetics, and prenatal alcohol exposure interact to impair fetal development. Smith left for the University of North Carolina at Chapel Hill. **Jan Edwards**, a professor of communication sciences and disorders who studies how preschool children learn the sounds and words of language, took a position at the University of Maryland. Those two departures represented a loss of \$1.7 million in research expenditures, wrote Chancellor **Rebecca Blank** and Vice Chancellor for Research and Graduate Education **Marsha Mailick '72** in an opinion piece published in the *Wisconsin State Journal*.

Professors **Constance Steinkuehler MS'00, PhD'05** and **Kurt Squire**, leaders in the field of video-game development, left for the University of California, Irvine. The couple led the UW's Games, Learning, and Society Center, which attracted millions in public and private grants, sparked spinoff companies, and trained researchers from around the globe.

This year, UW-Madison spent \$23.6 million on retention packages to keep key faculty on campus, but Blank notes that support from state leaders is critical. In addition to the loss of some top faculty, budget cuts in five of the last six legislative sessions have kept the UW from hiring new faculty as aggressively as other universities. The cuts have also hurt the university's ability to improve laboratories, equipment, and information-technology systems.

This time around, the board of regents requested a 1.5 percent increase of \$42.5 million. Governor Scott Walker included that request in his budget proposal, along with performance requirements for campuses to receive a share of the money. Walker also announced a 5 percent undergraduate resident tuition cut, and said he would provide an additional \$35 million to help make up for the lost revenue. The governor did not release full details of his budget proposal before press time.

Blank continues to travel the state, reinforcing the message about the fallout of declining support to alumni and business leaders.

"We've just been going in the opposite direction of our peer schools," she told a group during a visit to Wisconsin Dells in December. "Where other states have begun to invest with dollars, Wisconsin has not."

JENNY PRICE '96



ISTOCK: YENWEN

WHAT'S THE BUZZ?

The Venus flytrap is the best-known carnivorous plant in the U.S. — a popular choice for terrariums and inspiration for a character on *WKRP in Cincinnati*. But on its home turf, it faces extinction. Botany professor **Don Waller** is helping to lead a campaign to grant the flytrap emergency protection under the Endangered Species Act. The plants are disappearing due to habitat loss and poaching. According to Waller, the wild population has dropped by 90 percent. There are now more Venus flytraps in captivity.



Chancellor **Rebecca Blank** "Research at UW-Madison helps solve big problems that make people's lives better."

JEFF MILLER



Honor Roll

As Memorial Union has been going through its years-long restoration, staff have been gathering information for a new feature: the Gold Star Honor Roll. A gift of the Class of 1963, the honor roll is an electronic kiosk that will list UW-Madison alumni who died in U.S. military service in conflicts after World War II. Those who died in conflicts from the Civil War through World War II are already listed on wooden plaques in the Union's Memorial Hall. The Gold Star Honor Roll will be unveiled in late 2017.

ISTOCK: SILVERN



JEFF MILLER

Words, Unwrapped



SETH PARKER, SEALES RESEARCH GROUP, UNIVERSITY OF KENTUCKY

The biblical and the scientific merge with the work of **W. Brent Seales MS'88, PhD'91**, a University of Kentucky computer scientist who developed the technique of “virtual unwrapping” to make legible the text of a charred ancient scroll found nearly 50 years ago near the Dead Sea. Making out the scroll’s text, which comes from the Book of Leviticus, represents one of the most significant biblical discoveries of the last decade and helps to show how the Hebrew Bible came to be. The method may make it possible to read other ancient scrolls.

“Simply put, the people I listened to felt like they were on the short end of the stick. They felt they were not getting their fair share of power, resources, or respect. They said that the big decisions that regulated and affected their lives were made far away in the cities. They felt that no one was listening to their own ideas about how things should be done or what needed attention.”

— Kathy Cramer '94, professor of political science and director of the Morgridge Center for Public Service, in an opinion piece for the Washington Post after Donald Trump won the presidential election, writing about her research talking to rural Wisconsin voters



BRUCE RICHTER

TRADITION, REINTERPRETED: This isn't your typical henna design — and it's not intended to be. Students created the henna body art during a workshop with Meeta Mastani, UW-Madison's fall 2016 interdisciplinary artist-in-residence, on the outdoor terrace of the Humanities Building. Mastani is an internationally known print-and-dye artist and design specialist who also taught a course in which students experimented with painting, printing, and dyeing in non-toxic colors before learning to drape the resulting fabrics. The class culminated in a December dance performance incorporating the freshly-made fabrics.

NEWS FEED

We can now see a little more clearly into the future — or at least future weather — thanks to Tim Wagner MS'06, PhD'11 of the UW's Cooperative Institute for Meteorological Satellite Studies. Wagner led a project that created the Atmospheric Emitted Radiance Interferometer (AERI), which the National Oceanic and Atmospheric Administration is funding for fast-track development.



Thanks to UW students and staff, Lt. Frank Fazekas is missing in action no longer. The U.S. Army Air Forces pilot disappeared in May 1944 when German gunners shot his plane down over Normandy. Using radar, a backhoe, and archival research, the group of Badgers (along with others from the University of Hawaii and the U.S. Department of Defense) found the crash site (left) and his remains.

Ronke Olabisi PhD'05, a biomedical engineer at Rutgers University, was featured in the November issue of *Vanity Fair* among several diverse role models in STEM fields. The feature was inspired by the release of the film *Hidden Figures*, about African American women engineers and mathematicians at NASA in the 1960s.

DANIELLE ROUBOENS



MARK LARSON

As emotionally bruising and verbally toxic as the political climate has been, it's healthy to recall that it could be much worse. **Mark Larson MS'72, PhD'80** knows, for instance, that it can be literally toxic. Larson was on campus in May 1970, when he captured images of the National Guard patrolling Bascom Hill and protesters running through clouds of tear gas.

That spring, the United States expanded a campaign of air and ground strikes in Cambodia during the Vietnam War. On college campuses, protesters demonstrated against the military action, and at Kent State University, members of the Ohio National Guard fired on students, killing four and leading to a nationwide student strike.

At the UW, police and members of the National Guard clashed

with protesters. Rioting demonstrators burned down a Krogers supermarket on University Avenue, UW president Fred Harrington offered his resignation, and tear gas was a common sight (and smell). Campus officials considered canceling commencement — though the ceremony did take place, on June 8, as scheduled.

The Cambodia protests marked the apex of Vietnam War-era demonstrations at the UW. Faculty and students had organized teach-ins about the war as early as 1965, and in 1967, protesters demonstrated in opposition to Dow Chemical, the maker of napalm. When the company came to campus on a recruiting visit that October, a demonstration at the UW's Commerce Building led to a confrontation with police that turned violent.

The Cambodia protests seemed

\$117,000

Salary withheld from 493 UW faculty, grad students, and staff for taking part in demonstrations in spring 1970.

to indicate that the conflict between students and authorities was entering a greater crisis. Two months after the semester ended, in August 1970, a group known as the New Year's Gang detonated a bomb outside of Sterling Hall, attempting to destroy the Army Mathematics Research Center on the building's upper floors. Instead, the explosion killed Robert Fassnacht, a postdoctoral researcher. His death shocked the university community, and violence receded from the levels seen that summer.

Larson says he found this photo and several like it while cleaning out his garage. It shows "how the campus looked and how students were behaving in the midst of the 'occupation,'" he says. "I still can smell the tear gas."

JOHN ALLEN



A footbridge over North Charter Street (above) would separate pedestrians from traffic (left) and make for an iconic campus gathering spot.

UW-MADISON FACILITIES PLANNING & MANAGEMENT

UW-Madison's campus has long been known for its beauty. Iconic places such as Picnic Point and Bascom Hill bring back memories of campus life for decades of alumni.

But little of that beauty happens by accident. There's a plan — a master plan.

Campus master plans are required under Wisconsin state statutes through the State Building Commission and by UW System Board of Regents policies. And City of Madison zoning codes also require UW-Madison to have an approved campus master plan every 10 years.

The last plan, unveiled in November 2005, laid out ideas to make the campus more livable, workable, and sustainable by examining existing and proposed buildings, outdoor spaces, transportation, and utilities. That document was influential, setting the stage for a period of construction that brought completion of the East Campus Mall, the Discovery Building, and Cooper Hall — home to the School of Nursing — among other changes.

This time around, the plan focuses less on building projects and more on proposals for infrastructure upgrades, landscape architecture improve-



SMITHGROUP JJR / HOERR SCHAUDT (3)

The North Charter Street bridge would echo the High Line, a New York City public park on a historic freight railway line (below).



ISTOCK/FERRANTE



ments, and making outdoor spaces more usable. Ideas include building a “living bridge” across North Charter Street with landscaping and a plaza, adding a protected two-way bike lane on University Avenue, and providing direct access to the edge of a revitalized Willow Creek by adding outdoor terraces extending from a School of Veterinary Medicine expansion and a new Natatorium.

“People relate more to the landscape than physical buildings,” says **Gary Brown ’84**, director of campus planning and landscape architecture. “It’s really the heart of who we are.”

When Brown goes to Founders’ Day events, people never want to talk about lecture halls. Instead, they bring up the Memorial Union Terrace, experiencing Lake Mendota with Hoofers, and studying on Bascom Hill. Those spaces tie people to campus long after their student days, Brown says.

Campus officials have shared the current draft of the plan with students and other stakeholders at some 200 meetings, and they will submit it to the city for approval this spring.

For more details, visit masterplan.wisc.edu.

KÄRI KNUTSON



West Dayton Street (above middle) would see more trees to manage storm water runoff; Willow Creek (above) on the west end of campus would have inviting outdoor terraces.

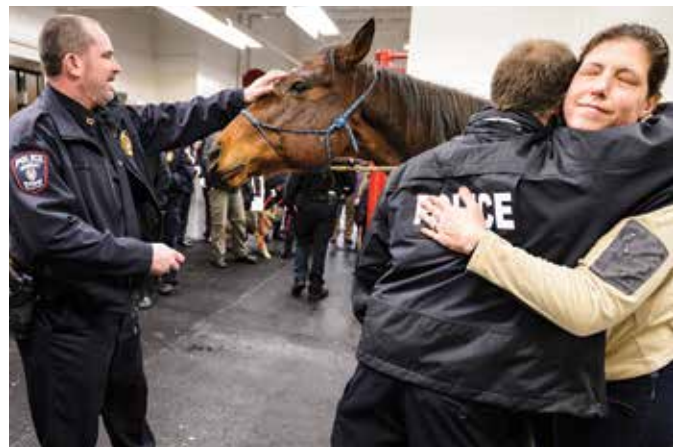


JEFF MILLER (2)

Farewell, Vegas

For the last 12 years, Vegas was a common sight at Badger football games and other large public events on campus. He worked with his rider, assistant chief Kari Sasso, to help keep crowds safe and secure. But in 2015, the police horse was diagnosed with an incurable disease that affected his ability to use his hind legs, causing a lot of pain and suffering. Led by an honor guard, Sasso gave Vegas an emotional escort at UW Veterinary Care in January before he was euthanized.

Nearly 40 friends and colleagues were on hand to share their condolences with UW assistant chief Kari Sasso (above center and at right) on the loss of Vegas.



NEWS FEED



On Wisconsin spring 2002 cover subject Ruth Gruber MA'31 died in November at age 105. She was best known for helping to set up the only refugee camp in the U.S. during World War II, saving nearly 1,000 European Jews from the Holocaust.

UW—Madison remains a player on the world stage. The Institute of International Education and the U.S. Department of State ranked the UW number one among American public universities for most students enrolled in semester-long study-abroad programs, with 1,082 participants.



Emmy Award—winning producer Steven Levitan '84 will deliver the charge to graduates at the May 13 spring commencement ceremony at Camp Randall Stadium. Levitan, who studied communication arts at the UW, has been making television comedies for more than 20 years. He currently serves as cocreator and executive producer of the hit ABC comedy *Modern Family*.

NINA KOWALOFF BARNETT; COURTESY OF STEVEN LEVITAN

Conversation *Danielle Evans*

Danielle Evans is no stranger to praise. During her 33 years, the UW assistant professor of creative writing has graduated from the Iowa Writers' Workshop, been featured in *The Paris Review*, and published a wildly successful 2010 short story collection about race and coming of age in 21st-century America, *Before You Suffocate Your Own Fool Self*. The northern Virginia native is finishing her debut novel.

Washington, DC, and northern Virginia play an important role in your writing.

What makes this region unique?

There's a certain kind of weirdness to being in a place that is in constant flux. People move in and out of that whole area, and even if they stayed there a long time, [they] will say they might leave. That transience is interesting to write about. I have learned to be interested in movement. A lot of characters that I write, they're not putting down roots.

You also write about millennials. What are some of the main struggles they face?

There is something happening generationally where a lot of the things sold to us as "adulthood" don't exist in the way they did. Knowing when you have settled [down] isn't true in the way that it would be if you expected to buy a house, get married and have kids, or have the same job for 20 years. We don't believe that

there is necessarily a future out there that — if we did the right things — we could get.

How do you conceptualize race in your work?

There are stories where the characters' racial identity is really central — and part of the story is a negotiation of that — and there are stories where the characters are given a racial identity but the conflict is something else. I think both of those kinds of stories are important. One of the things about racial identity is that it, for a lot of people, includes a constant awareness that, at any moment, what's not about race could become about

race. That anxiety about when race can come into your life is part of identity. It's part of how people move through the world, even on days that are not about conflicts that explicitly involve race and racism.

Why did you come to teach at the UW?

What brought me here was feeling how special this department was, and seeing what the students coming into this program were doing. There are a lot of great people here. I wanted to be in a space where I could help students [become] full-time writers and where we could recruit and compete for the top applicants.

*Interview conducted, edited, and condensed by
Riley Vetterkind x'17
Photo by Bryce Richter*



Exhibition *Stitching History*



After Germany invaded Czechoslovakia in 1939, a young Jewish man wrote to a relative in Milwaukee, carefully crafting a letter that slipped past government censors in Prague. His plea for help to escape to America included an appeal to find work as a dress-maker for his wife, Hedy, along with colorful sketches of her designs.

“What a catastrophe has overtaken our country,” Paul Strnad wrote, “a catastrophe which has upset our whole life.”

Despite the best efforts of their cousin Alvin, the Strnads never made it to the United States and died in the Holocaust. In 1997, Alvin’s children discovered the letter and sketches and shared them with Jewish Museum Milwaukee. A decade later, researchers there began digging further into the story, ultimately creating an exhibit of eight historically accurate garments brought to life from Strnad’s sketches by the Milwaukee Repertory Theater costume shop. They are a haunting reminder of the immeasurable talent and creativity lost in the Holocaust.

Soyeon Shim, dean of the UW’s School of Human



UW students created designs inspired by the sketches (top) of Hedy Strnad (above left with her husband, Paul), who died in the Holocaust.

JEWISH MUSEUM MILWAUKEE (4)

Ecology, visited the exhibit and was determined to bring Strnad’s story to campus to educate and inspire students. Strnad’s garments — made using using period styles and techniques — were displayed in the school’s Ruth Davis Design Gallery last fall, with support from the museum, the Center for Jewish Studies, and private funding. And a companion show — *Inspired by Hedy* — featured student designers who looked to Strnad’s legacy for a modern twist on styles from the late 1930s and 1940s.

The students dug into the UW’s Helen Louise Allen Textile Collection to research design methods used in Europe during Strnad’s era and used her sketches to imagine what a design house she started would have produced for today’s customers in the trillion-dollar, global fashion-and-textile industry.

“Our students possess the same drive and talent we imagine Hedy had,” Shim says. “They were able to call on a range of textile, cultural, and historical knowledge to conceptualize and execute designs that taught them valuable technical skills and historical background.”

LINDA ZWICKER

Gender Politics

During last fall's presidential campaign, potential voters heard then-candidate Donald Trump yell. They saw him sneer. They watched him pause on stage at the GOP convention to let his backlit silhouette loom larger than life.

"His nonverbal displays were all about masculinity — and a lot of viewers responded to it," says **Janet Hyde**, a UW professor of psychology and gender and women's studies, and director of the Center for Research on Gender and Women.

Throughout the 2016 presidential election, Trump used masculine signals of strength and leadership to demonstrate that he was up to the job. These gender stereotypes, however, didn't play in opponent Hillary Clinton's favor.

"Anger is an accepted stereotyped masculine emotion," says Hyde. "But when a woman does it, people don't like her. It rankles a lot of people."

Hyde says that while our country has generally moved away from old-fashioned sexism, in which a person might state that only men are qualified to serve as president, discrimination still exists. It's just harder to identify — even in ourselves.

"What we've replaced it with is modern sexism, or neo-sexism," she says. "People weren't aware that Hillary Clinton's displays of power grated on them. This reveals habits of mind, implicit associations. A lot of this is very non-conscious."

Americans cast votes for a variety of reasons, of course, but seeing the first woman in the White House could have been a powerful combatant to those lingering assumptions. "It would have modeled for girls that they can do anything they want," Hyde says.

Yet given the power and pervasiveness of gender stereotypes, did a woman stand a chance of being elected president in 2016? It would have been "extremely difficult," Hyde says. "Because the qualities of a leader are masculine stereotyped qualities — and a president is a super leader — those skills are a stereotype violation for a woman."

KATIE VAUGHN '03



GETTY IMAGES

ROCK 'N' ROLL POET

Faulkner, Hemingway, Steinbeck — and now Bob Dylan.

Awarding the Nobel Prize in Literature to the American singer-songwriter icon might not appear to honor tradition, but for **Craig Werner**, a UW professor of Afro-American studies, a musician getting the prize was a long time coming.

Werner, a member of the nominating committee of the Rock & Roll Hall of Fame, says Dylan is a poet of the oral tradition, following the example of Homer and Shakespeare. And his music is so compelling, he adds, because it combines cultural impact, literary power, and musical genius.

"It's lyrics, plus the music," Werner says. "The music adds dimensions of emotional texture and intellectual insight and changes the meaning of the words."

Dylan, he says, was the obvious choice to be the first musician to receive the literary honor.

"When people think about the '60s and '70s, particularly, Dylan's frequently the first artistic figure who comes to mind," Werner says.

But hold off reading his lyrics in book form, Werner cautions. To understand the essence of Dylan, listening is the only way.

RILEY VETTERKIND X'17

NEWS FEED

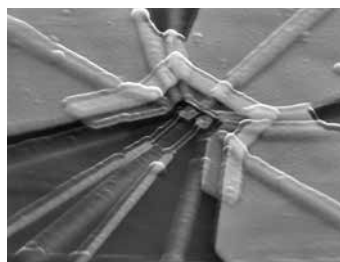
THE WHITE HOUSE: TREVOR KNAPP/ERIKSSON RESEARCH GROUP



The Wisconsin Institute for Discovery has a new director: Jo Handelsman PhD'84, a UW bacteriology professor from 1985 to 2007. Most recently a professor at Yale and an official with the White House Office of Science and Technology Policy, she will lead the transdisciplinary campus institute that embraces unconventional research areas.

\$4.4 million

Royalties from the sale of UW merchandise in 2015–16.



The College of Engineering's Wisconsin Center for Applied Microelectronics is receiving a \$1.1 million electron beam lithography (EBL) system — a tool that can build devices at the nanometer scale. An EBL system scans a beam of electrons across a film to create extremely small templates,

Contender *Eric Brown II*

It may seem like Eric Brown II '19 took the road well-traveled for a college athlete: he developed a passion for his sport as early as age seven, set records in high school, and followed in his father's footsteps. Eric Brown Sr. '93 also ran track for UW–Madison.

But the road for Brown — who placed seventh in the 800-meter run at the Big Ten Championships last season — wasn't always smooth. He was bullied in grade school due to a stutter, high-pitched voice, and skinny frame. He remembers his class erupting in laughter as he read aloud, bringing him to tears. And he can recite a profane song that his peers created about him. He transferred schools.

Brown then responded in three ways: he tirelessly practiced reading at home, he prayed to be "normal," and he ran. "When I'd go on runs, I'd just forget about everything," he says. "It was just me and the road ahead."

High school brought a different kind of challenge. The burning lungs Brown increasingly experienced while running turned out to be asthma, partly induced by cold air. (His

doctor initially recommended he consider running track for southern universities with milder climates.) But with treatment and training, Brown ran faster than ever. As a sophomore at Wisconsin Lutheran High School, he set a state record for the 800-meter run — which still stands today — with a time of 1:51.48. But when colleges came calling, skeptics followed.

Eric Brown started running at age seven.

"Throughout life," Brown says, "I've been told, 'You aren't smart enough' or 'You'll never make it at a university like Wisconsin' or 'You won't be able to survive there; it's too hard.' But my parents always told me, 'Just trust in God. ... Don't let anyone tell you that you can't do it, or you aren't good enough, or you aren't smart enough.' So I've always taken that approach throughout life, in academics and sports."

And when that mindset isn't enough, Brown knows what to do. "Nothing matters when you're running," he says. "It's just freedom."

PRESTON SCHMITT '14
PHOTO BY BRUCE
KLUCKHOHN,
UW ATHLETICS





LAUREN JUSTICE

Pomp and Circumstance

Badger hockey coach returns to the classroom.

All along, Wisconsin men's hockey coach **Tony Granato x'17** wanted to graduate from UW-Madison. But life — at least as a world-class hockey professional — got in the way.

International competitions forced Granato, the UW's fourth-leading scorer of all time, to cut his course load as a student-athlete in the 1980s. Then, a 26-year career in the National Hockey League (NHL) — evenly split between playing and coaching — came calling. And with a growing family, enrollment in summer courses, which he did in his early NHL days, was no longer feasible.

Just 16 credits shy of graduation, Granato paused on his journey to a degree. Now, 30 years later, his job requires that he finish it.

Following a fifth season of unfamiliar mediocrity for the men's hockey program, UW Athletic Director **Barry Alvarez** began the search for a new coach last spring. He casually reached out to Granato, whom he considered strictly an "NHL guy," seeking a reference on candidates. But by the end of the conversation, Alvarez was encouraging Granato to apply for the job himself.

"A couple colleges called over the years to ask if I had any interest, but going to a different institution besides Wisconsin did not intrigue me," Granato says. What did intrigue him was returning to his alma mater alongside two trusted associate head coaches: his younger brother **Don '93** and **Mark Osiecki '94**, both of whom skated

for the UW's 1990 national championship team. "Then it was the greatest job in the world," Granato says. "And that's really how I feel."

There was one condition, however. Head coaches must hold a bachelor's degree at minimum — or earn one within an academic year — per NCAA rules. Granato got to work, enrolling in six courses over the summer, fall, and spring terms.

As he wraps up his major in human development and family studies ("I knew I was going to have a lot of kids," he says), he's noticed a few changes on campus.

"I was really nervous going to class the first time," Granato says. "Everybody pulled out laptops to take notes, and I pulled out a pen and piece of paper. I thought, 'I look a little strange.'"

Reliving the college experience has been an assist on the ice, too. Coaches can easily forget how much student-athletes are juggling. But Granato can relate to inevitable distractions, such as an upcoming exam, and tries to be more forgiving when a player shows less energy than usual during practice.

After years of waiting, Granato is finally ready to celebrate his graduation at commencement in May. But life — at least as a good father — could make that difficult, too.

"My daughter might be graduating a day apart at [the University of Colorado] Boulder," he says. "I'm 100 percent going to be at hers. And if I can make it back for mine, I'll be there."

PRESTON SCHMITT '14

TICKER

The UW athletic department in November revised its policy for home football games at Camp Randall after a fan was asked to remove offensive parts of a costume that included a President Obama mask and a noose around the neck. Nooses and ropes are now specifically prohibited, and the new policy states, "Any person who engages in violent, threatening, abusive, or otherwise disorderly conduct which tends to provoke a disturbance or incite violence will be ejected from our events."

UW students **Andrew Philibeck x'17**, **Zack Kemmerer PhDx'17** (a former University of Pennsylvania wrestler), and **Taylor Amann x'17** (a Badger pole vaulter) won *Team Ninja Warrior: College Madness*, an *America Ninja Warrior* spinoff that aired in December on Esquire Network.



JEFF MILLER

The UW volleyball team saw its highest attendance this season at the Field House, averaging 5,927 tickets sold for 16 home matches. The Badgers were ranked among the top teams in the country and made it to the Elite Eight in the NCAA tournament before losing to eventual national champion Stanford.

Wisconsin's Cotton Bowl victory in January was the last time offensive tackle **Ryan Ramczyk** and outside linebacker **T.J. Watt** (right) wore Badger football uniforms. The juniors declared early for the NFL draft, scheduled for April.



UW ATHLETICS/DAVID STLUKA



The Great War at Home

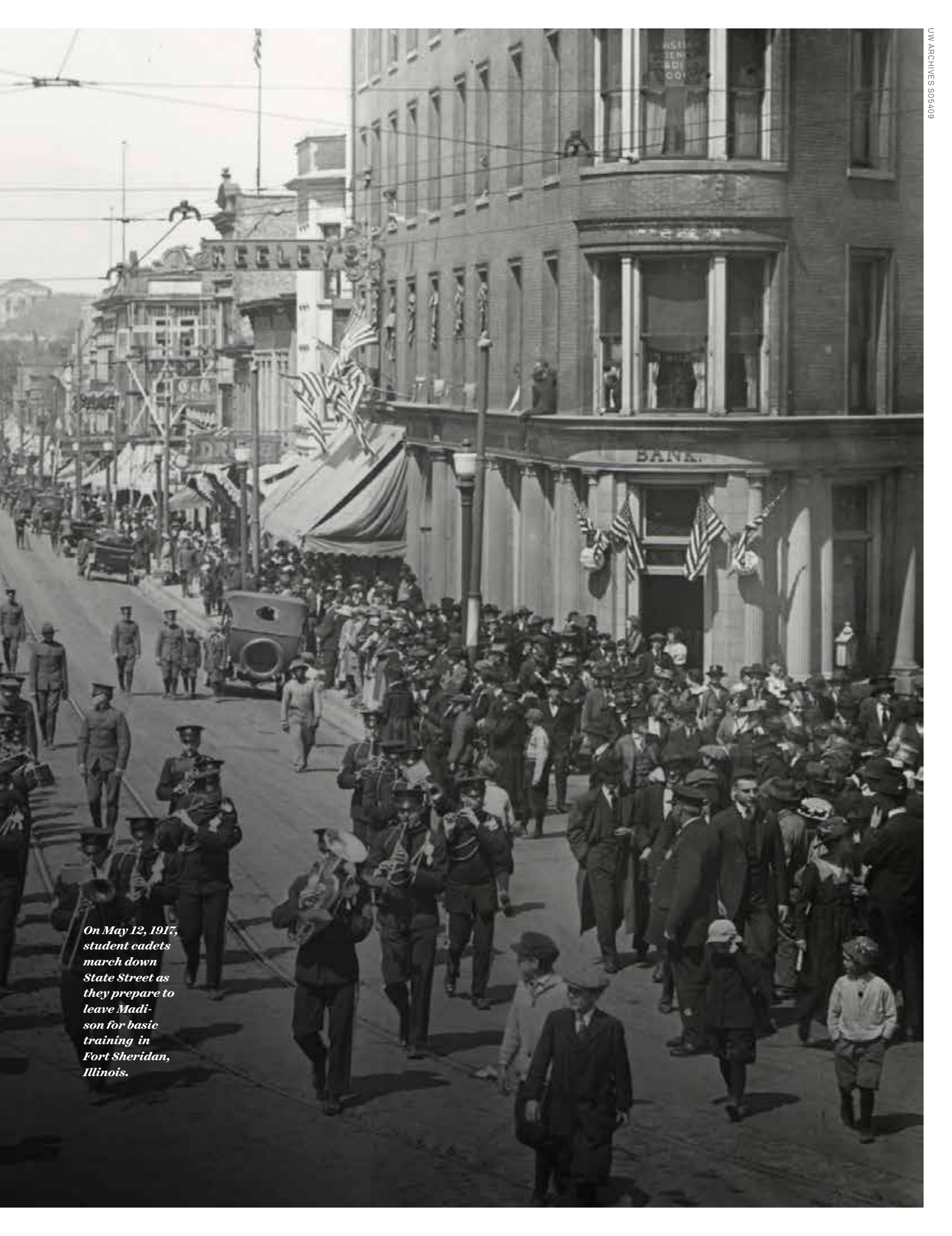
In 1917, the UW went all in to help win the fight abroad.

BY ERIKA JANIK MA'04, MA'06

One hundred years ago, the United States entered the First World War, turning the University of Wisconsin campus inside out.

For nearly two years, the UW pressed its limited resources to help wage the war and enlisted nearly its entire student body and faculty into service on the home front. It's a striking contrast to today — the United States has been at war in Afghanistan for more than 15 years, but the ongoing conflict hardly alters day-to-day life for most students and faculty.

For many Americans, World War I is lesser known, a confusing clash of nations quickly glossed over in most high school history classes on the way to the seemingly simpler good-and-evil story of World War II, with its better visuals and surviving participants. But the Great War — as it was known — sowed the seeds for the Great Depression, the rise of Fascism, and the Second World War. It can arguably be called the most important event of the 20th century.



On May 12, 1917, student cadets march down State Street as they prepare to leave Madison for basic training in Fort Sheridan, Illinois.



UW English professor Julia Grace Wales (left) drafted a plan for peace when war broke out in Europe; An image from The Liberty Badger, the UW's 1920 yearbook (below right) depicts Wisconsin's contributions to the war effort.

PUSH FOR PEACE

Talk of war swirled through campus well before U.S. soldiers joined the conflict. Canadian-born Julia Grace Wales was teaching English literature at the UW when war broke out in Europe in 1914. Deeply troubled by the reports of brutality, she became convinced that the conflict was irrational and un-Christian. Wales drafted a plan called “Continuous Mediation without Armistice” that proposed a U.S.-sponsored conference of intellectuals from neutral nations to come up with logical ideas to end the war. These peace recommendations would be guided by two principles: no humiliation for any nation and no compromises that would restart the war.

The newly formed Wisconsin Peace Party endorsed Wales’s plan in 1915, and it quickly drew wide support from pacifists around the country. The National Peace Party presented the idea to President Woodrow Wilson, who had run for office on a neutrality platform. And Wales traveled to the Netherlands for the International Congress of Women, which unanimously selected her plan as the solution to war and distributed it in multiple languages throughout Europe. But that year’s sinking of the *Lusitania*, which cost 128 American lives, made many officials question neutrality.

Wales kept up her advocacy, helping to organize a Woman’s Peace Party in Wisconsin in 1915 and urging the principles of mediation throughout Europe with the support of industrialist Henry Ford. At the UW, students and faculty formed a discussion group called the Peace and War Club to explore the problems of the conflict and to convene peace rallies. Wales returned to her academic life when the United States declared war, though she continued to promote pacifism and spoke out strongly in favor of the League of Nations,

the forerunner of the United Nations.

WOMEN MAKE WAVES

The war yielded some positive outcomes for female students. Many gained leadership positions on campus that had previously been closed to them, including editorship of the *Badger* yearbook. Twelve agriculture students established the first Women’s Agriculture Society in the United States, and female medical students organized a Medics Club. More women entered journalism, advertising, law, and medicine. Women were trained as telegraphers and led wartime funding drives. They also took part in a “War School for Wisconsin Women” to study methods for dealing with epidemics and the conservation of food and fuel. Female students didn’t necessarily step aside for returning males, either: once women were in, these positions would never again be closed to women.

1,105
students
received diplomas at the 1917 commencement ceremony in the Stock Pavilion.

252
graduates were marked absent in war service.



UW ARCHIVES UWYEARBK1920.P0371

“When the war was declared ... there was not an instant’s hesitation in the decision of the faculty that the University should participate in carrying the war to a successful conclusion,” UW president Charles Van Hise wrote in the *Wisconsin Alumni Magazine* in November 1917.



CLASSROOMS MOBILIZED

The first UW men left for France to serve in the American Field Ambulance Corps in January 1917. A few months later, the university authorized an intensive military training course to prepare students for officers' commissions, and the UW had officer-training camps in full swing six weeks before the national camps were ready.

Every department offered classes geared toward war service, including instruction for telegraphers, wireless operators, aviation engineers, sanitary engineers, army doctors, and poison gas experts. There were also courses to train quartermasters, nurses, relief workers, county farm and home agents, and special war and reconstruction workers. Students earned credit for these classes like any other.



Radio electricians in the Student Army Training Corps do field practice in ground telegraphy on Bascom Hill in 1918 (top left). The UW also offered instruction for concrete foremen (above) and auto mechanics (left).



UW chemistry professor Farrington Daniels (with his son Farrington Jr. in a 1917 photo) studied ways to improve gas masks.

PATRIOTISM AND POISON GAS

While some faculty members left the UW to serve the cause on the battlefield or in government agencies, others fully engaged in the war at home.

A Patriotic Speaking Bureau sponsored 551 spirited addresses by faculty members, released war pamphlets to 400,000 people, and sent a weekly series of articles to English- and German-language newspapers around the state about the causes and issues of war. School of Music professor Edgar Gordon '27, MA'29 organized a statewide network of "Liberty Choruses" and sent music to 230 choirs to perform at patriotic meetings.

One of the most important scientific contributions was the submarine detector developed by UW mathematician Max Mason 1898, along with physicists J. R. Roebuck and Earl Terry. Mason was a member of the submarine committee of the National Research Council. They tested their prototype in Lake Mendota, and the success of the Mason Hydrophone led to its adoption by the War Department.

Other researchers studied poison gas, the newest weapon of war. The United States lagged behind Europe in studying chemical weapons, so physiologist John Eyster organized a chemical-warfare research center, better known as the gas project, in the basement of Science Hall. Eight faculty members and 30 students, along with members of the Army Chemical Warfare Service, constructed gas chambers where they intensively studied blistering and choking agents, including chlorine, phosgene, mustard gas, and lewisite. They studied the effects of exposure to low concentrations of gases, examined the permeability of fabrics, and worked to develop protective salves for use against mustard gas.

Across campus at the U.S. Forest Products Laboratory, researchers and students worked on the production of gas masks that used charcoal as a filtering agent. This wasn't the only war work in the lab. Researchers also tested airplane wood, studied hydro-airplane construction, researched wood substitutes for shipping goods overseas, and investigated waterproof paper, among other projects.



UW ARCHIVES S16748

SMALL SACRIFICES

The greatest impact on the home front was the rationing program. To save coal, Lathrop Hall was closed in the winter of the 1917–18 academic year, and physical education activities were reduced to outdoor winter sports, including skiing on Bascom Hill.

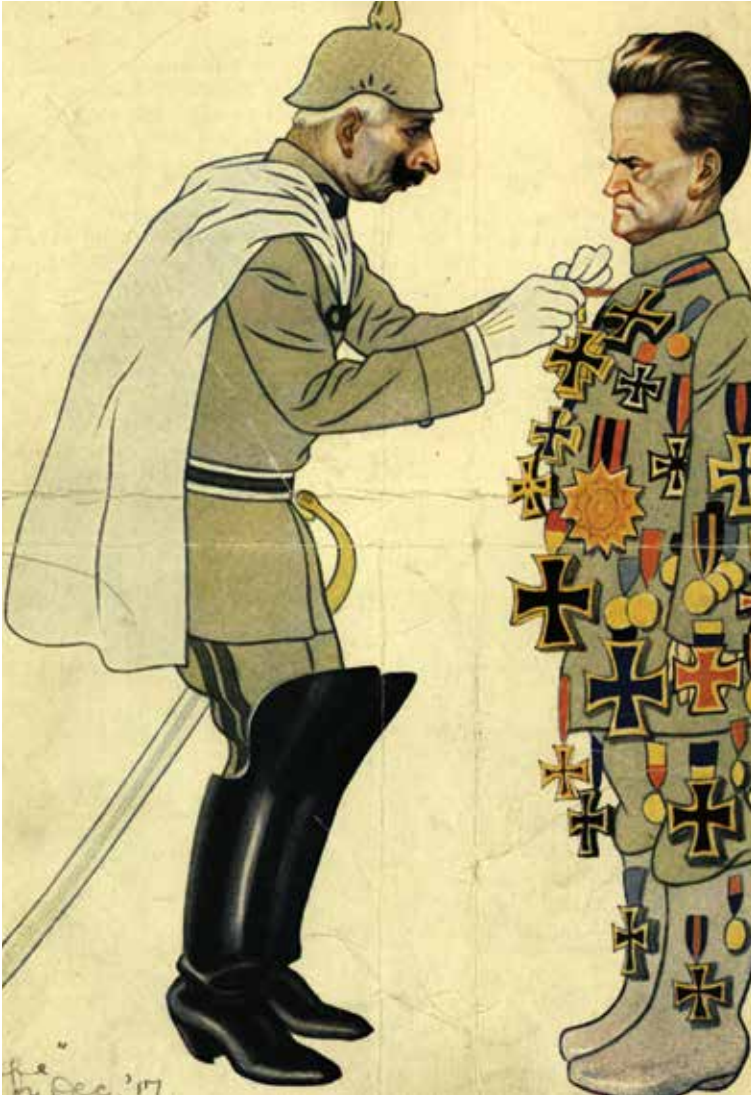


UW ARCHIVES S04697

ALL HANDS ON DECK

War work wasn't just for chemists and physicists. The UW's medical school offered its entire staff and students to the government. Doctors William Middleton and Robert Drane were sent to France, while the medical students enrolled in a reserve medical corps and were sent back to the classroom until needed. French professors taught in army camps. Historians worked for the Department of State and the Committee on Public Information, studying topics such as German war practices and offering analyses of the war's causes. Geologists studied mineral resources. The education department developed tests for aviation candidates. When the war ended, one historian, one political scientist, and two geologists were among the UW professors on hand at the Peace Conference in Paris.

The University Medical School Class of 1917 on the school's front steps. The UW sent both medical faculty and students into war service.



POLITICS AND PERSECUTION

The UW was eager to show its loyalty to the cause in part because of sharply divided opinions about the war that drew unwanted national attention to the state.

In 1917, nine of Wisconsin's 11 Congressmen and Senator Robert La Follette 1879, the face of the Progressive movement, voted against the U.S. declaration of war. La Follette's position was straightforward and unwavering but devastating to his national reputation: he stuck with President Woodrow Wilson's 1914 declared policy of neutrality, asserting that the war had little to do with American interests.

For his opposition to the war, La Follette was repudiated by a majority of the UW faculty in a resolution that deplored "his failure loyally to support the government to the prosecution of the war." Nearly all the faculty signed it, including La Follette's friend and UW President Charles Van Hise 1879, 1880, MS1882, PhD1892.

But the taint of disloyalty continued to haunt the

After Wisconsin Senator Robert La Follette helped kill a bill to give President Woodrow Wilson the authority to arm U.S. merchant ships, this cartoon identifying La Follette (right) as a pro-German traitor appeared on the cover of the December 13, 1917, issue of Life magazine.

campus. On April 6, 1918, Princeton history professor Robert McNutt McElroy addressed students in a lecture at the Stock Pavilion as a representative of the National Security League, an organization that advocated military preparedness and "Americanization" of immigrants. The students, McElroy told the *New York Tribune*, "sat with folded arms, staring wearily up at the ceiling. From time to time they'd turn and look at each other and smile superciliously, sort of pityingly. There was a good deal of fidgeting and shuffling of feet." When he couldn't take it any longer, McElroy leaned over the lectern and seethed, "Do you know what I think of you from your conduct tonight? I think you're a bunch of damned traitors!" McElroy declared the students disloyal in several interviews after his lecture.

President Van Hise and Wisconsin Governor Emanuel Philipp demanded retractions from the National Security League, but none came, so defenders of the university wrote letters to the editor to refute McElroy's charges. The students had marched more than two miles in the pouring rain and had grown restless because they were cold and wet, they said. Several of the students had, in fact, received medical attention for their extreme chills.

Many Wisconsinites were keenly sensitive to charges of betrayal due to the publicity surrounding La Follette and the state's German immigrant population. German Americans, one of the largest immigrant groups in the state, maintained a strong cultural unity based on pride in German accomplishments, and in Milwaukee, in particular, German immigrants largely drove the city's cultural and economic life.

But during 1917 and 1918, German culture became suspect. An editorial in the *Wisconsin State Journal* on June 22, 1917, called for the UW to be "Americanized," citing the large number of German teachers as evidence meriting suspicion. That fall, enrollment in German classes fell off nearly 43 percent while French and Spanish language enrollees increased. The German department staff was harassed and put on the defensive, and one member — a German national — resigned while the rest remained largely silent or supported the war.

German teachers in the Wisconsin Association of Modern Foreign Language Teachers adopted a resolution in 1918 to work to overturn suspicion, which read, in part, "... we must prove by word and deed, in the class room as well as in public and private life, that the sympathetic and effective teaching of the language and literature of our present enemy is in no way incompatible with the most whole-hearted Americanism."

The UW's German department shrank from 25 faculty teaching approximately 1,400 students during the 1916–17 school year to eight providing instruction to 275 students. It continued to suffer after the war as many high schools failed to reinstate German courses.



FOOD AS AMMO

Food was deemed a key weapon against the Germans. The dining halls did their best to skip meat on Tuesdays and wheat on Wednesdays to help feed the Allied armies, and the *Wisconsin State Journal* reported that more than 3,000 students signed a pledge to go without meat and wheat and refuse all candy and ice cream.

Home economics students produced a wartime recipe booklet using alternative ingredients, with recipes including scalloped cheese and steamed barley pudding. More than 2,000 copies sold the first day it was available, with all profits going to the Red Cross.

To increase food supplies, farmers around the state received letters, bulletins, and personal visits from county extension agents encouraging them to increase production. The College of Agriculture (now the College of Agricultural & Life Sciences) published lists of the best and most productive seeds and urged farmers to construct silos, a structure invented by UW scientist Franklin Hiram King. The college's food-production research led to record production levels and reduced food waste, and helped make Wisconsin a national leader in conservation.

Demand for farm labor grew so great that in late April 1917, the College of Agriculture organized a "war council" and began releasing students to work on farms for credit. By May 1, nearly 450 students had begun working on farms, and most continued into the summer. These students carried their own lunches so as not to be a burden to farm families.

UW President Charles Van Hise declared there should be "no idlers this summer" and urged all students to work for the war during the season. By May 23, 300 were enrolled in officer training, 448 in food production, and 216 in emergency work. ●

Window displays promoting food conservation were common during the war. This one from 1917, at John J. Blied & Sons near the Capitol Square in Madison, extolled the virtues of planting "victory gardens."

On November 11, 1918, student Daphne Grace Conover 1920 wrote in her diary: Peace world war at end. Greatest day in history. Whistles blew for signing of Armistice at 2:30. Again at 7:30. Parade in morning and mass meetings on lower campus — town wild — mobs march to Camp Randall. Speeches songs.

Erika Janik MA'04, MA'06 is a historian, author, and radio producer. Her latest book is Pistols and Petticoats: 175 Years of Lady Detectives in Fact and Fiction.

A Matter of Interest

Simon Potter helps determine how much it costs to borrow.

BY VICTORIA FINKLE

Put simply, Simon Potter MS'87, PhD'90 helps keep the economy ticking.

As the head of the Markets Group at the Federal Reserve Bank of New York, he's in charge of carrying out interest rate changes on behalf of the U.S. central bank.

The Federal Open Market Committee (FOMC), which directs the country's monetary policy, meets periodically to set short-term interest rate targets. When the committee decides to raise or lower rates, Potter's team has historically bought and sold government bonds and conducted other trades designed to move what's known as the federal funds rate, or the rate banks charge each other to borrow overnight.

The federal funds rate influences other short-term and long-term interest rates, such as those available when a consumer takes out a car loan. The decision to change rates has a ripple effect throughout the financial system, and the central bank uses its monetary authority to create conditions that will help the economy grow.

But influencing market rates is a challenging job these days. The Fed now has more than \$4 trillion in assets, including Treasury notes and mortgage-backed securities, on its books — the result of historic measures the central bank took to stabilize the economy during the 2008 financial crisis. That's forced policymakers to come up with new tools for triggering changes to interest rates.

Here, Potter talks about what it's like to be in the hot seat when Fed leaders decide to raise rates and what he's learned in nearly two decades working at the central bank.

Simon Potter has worked for the Federal Reserve Bank of New York since 1998.



7 years

Length of time that
the federal funds
target interest rate
remained near zero
before it was raised
in December 2015

How did you end up at the Fed? You've served in several positions since joining the Federal Reserve Bank of New York in 1998.

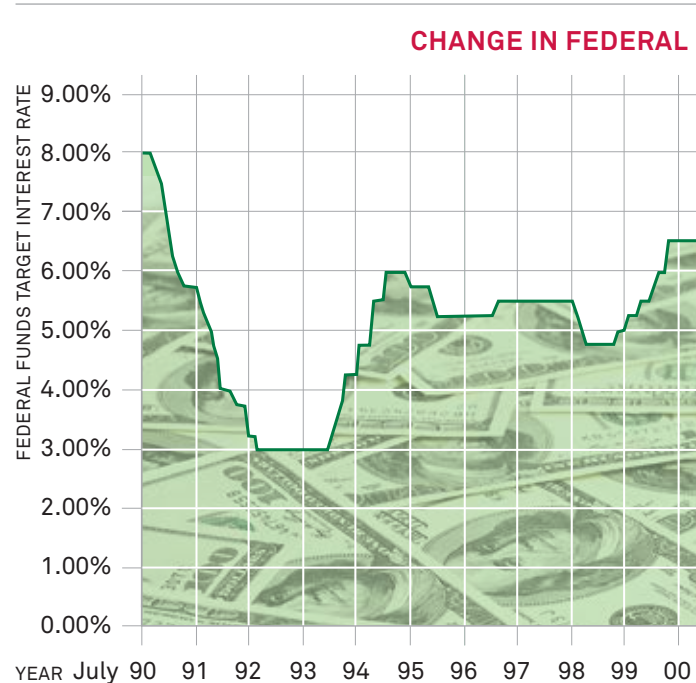
I started out in research. I was an academic for a few years on the West Coast, and then I got a job here as a researcher. One of the things that interested me straight away was the work that the Markets Group did, and that interest grew stronger through the years that I was in research.

The Markets Group was run at the time by Bill Dudley, who is now the president of the New York Fed. Working with those guys each day, trying to understand all of the events during the crisis and what happened, how quickly they responded to all of the desires to set up new approaches to making sure the financial system was working for households and firms — I was really impressed by that. When I looked at that and the skills I had, I thought they were pretty good matches.

In December 2015, the central bank's Federal Open Market Committee decided to raise rates for the first time in a decade. What did that mean for your team?

People have been hoping the U.S. would be strong enough to raise rates for a long time. We'd been planning for years, starting in late 2009.

The big thing that we hadn't been able to test was actually raising rates. We'd tested every other single thing. And we don't know what's going to happen until it's decided, but we have to be ready for



whatever the committee might decide. So there was a lot of checking that everything worked.

We were really the first central bank to try and lift rates using this kind of system [that employed new tools to raise rates in the postcrisis environment]. So we had a lot of staff available and a lot of potential resources if things didn't run smoothly.

How did it go relative to your expectations?

If I had a range of zero to 100 of how smooth it could have been, I'd say it was 100.

I imagine that was a pretty stressful day.

There wasn't much upside, and there was a lot of downside. There were many people who believed it was not possible to do this. I'd given speeches, and other people have given speeches, about how confident we were — and we were very confident — but one of the things that surprised us and that surprised some of the market participants was how well it worked from the first day.

The Fed voted to raise rates again this past December. Was that experience any different for you? Were you able to apply what you learned a year earlier?

We had about a year to observe the new regime of interest rate control away from the zero bound, and we were confident that overnight rates would all go up with a change in the target range. On Thursday, December 15, they did by 25 basis points. Overall, rate control in the new regime is robust.

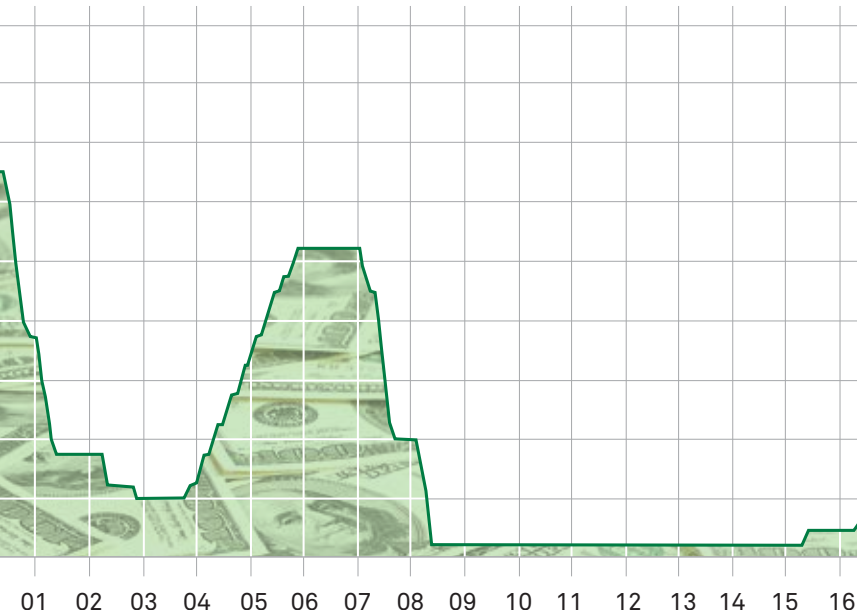
Why is this interest-rate decision so important for the economy, and how does that end

BANK ON IT

The Federal Reserve System is just a little over a century old — it was created by the Federal Reserve Act of 1913. There are actually 12 Federal Reserve Banks located in cities around the country, and the purpose of the system is to “furnish an elastic currency, to afford means of rediscounting commercial paper, [and] to establish a more effective supervision of banking in the United States.” In other words, it tries to provide economic stability. Everyone interacts with the Fed at least a little. We all carry Federal Reserve Notes — also known as dollar bills.

Simon Potter works at the Federal Reserve Bank of New York. Though it's designated as the second district, it's the largest bank in the Federal Reserve System, with more than \$2.6 trillion in assets. Madison falls within the Federal Reserve's seventh district, and its bank is in Chicago.

FUNDS TARGET INTEREST RATE



up affecting regular people?

There's a link between people's views about these rates and where they'll be in the future. If they expect, as they did in the fall of 2015, that it's very likely that the Fed will raise interest rates, a rate for three months will show the impact.

Perhaps the most important thing for people in the U.S. is fixed-rate mortgages. But there, the link is less direct in terms of the overnight rate that the Fed sets. However, there is still a link. If people think over the next few years that the interest rate the Fed is setting on overnight borrowing will stay relatively low, then that will make longer-term interest rates low, which will then make mortgage rates lower.

More broadly, when the Fed changes interest rates, that affects the prices of lots of other things that contribute to the wealth of households. For example, you could see the stock market go up, so that would have some influence.

You were at the New York Fed in the lead-up to the crisis and during it. What did you take away from watching that unfold?

I think I had really good training at Wisconsin, where I got my PhD, to think through these things. There, you have ways of understanding how the world works. It's a mistake to think the world always works in a really efficient way. I remember my thesis adviser, William Brock, was very good in explaining that the world could look like this, or if people believe something else, it could look exactly like that. This notion of *beliefs or confidence* was really critical in the financial crisis, particularly if you go back eight years ago to the height of the crisis. ... And because I'd worked on that area a lot, it was useful to have that background.

LOSING INTEREST

The Federal Reserve's Federal Open Market Committee (FOMC) sets a target interest rate range as part of the Federal Reserve's monetary policy efforts. When the country experiences economic growth, the target tends to rise, in an effort to control inflation. When the country is in recession, the FOMC lowers its target to encourage borrowing and spending and to increase economic activity. Since the economic crisis of 2008, the rate has been near 0 percent, though it rose a quarter of a percentage point in December 2015 and again in December 2016.

What I came to appreciate is that the practical end is critical, and some of what you see in economics training I think could benefit a little more from understanding this practical part of how the financial system works, when you take away some of the financial assumptions that make it easier to model. With the PhD, I was lucky that my thesis adviser was very careful in what assumptions you make and what happens when you relax assumptions in the models.

What's surprised you about this job now that you've been in it for a few years?

The importance of strong teams and how you nurture that — how critical that is. In a role like mine, you've got 500 professional people working with you. How do you make sure they're engaged each day in a way that leads the team to produce better results? How do you plan for the future?

One of the changes I've tried to put in place is more thinking three to five years ahead. I think we've gotten much better at that. One of the things that happened in the crisis is [that] these shocks hit us, and we responded to those shocks quickly. But it's also good to think about what shocks might hit in the future and be ready for those shocks in a more structured way.

You can walk in on a day and think you'll be dealing with certain problems — and then you'll be dealing with problems you've never seen before. I've gotten used to being surprised. ●

Interview conducted and edited by Victoria Finkle, a freelance business and banking journalist based in Washington, DC.

Around the World in

Alumni are pursuing personal and professional adventures on



UW-Madison

Colorado



Mariano del Carril '93, MA'94

Steven Gilbert '12

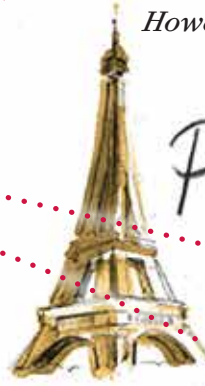


Bogotá

SOUTH AMERICA



Paris



Allison Howell MS'13

EUROPE

Emily Westerlund '09

Terry Benson '04, MS'08



South Pole
ANTARCTICA

Eight Badgers

SANDRA KNISELY '09, MA'13

every continent.



*Sara Beth
Horton '10*

*Thomas
Strieker '09*



SOUTH
AFRICA

Cape Town



AUSTRALIA

Sydney

*Vanessa
Akem '12*



UW-Madison has been a worldwide community since its earliest days. Canadian William Stewart was among the original 20 students enrolled in the university's first term in 1849, and Madison is still home to one of the most global student bodies in the United States, with more than 6,000 international students hailing from some 127 countries.

Though scores of Badgers have traveled abroad throughout the UW's history, the last two decades have witnessed a new trend among the intrepid: the sustained, significant increase in the number of Americans who live and work in other countries for long periods of time, if not permanently.

The Wisconsin Alumni Association knows of more than 14,000 alumni who live abroad — a number that includes both U.S. and foreign nationals. South Korea and China are home to the highest populations of Badgers, with more than 1,700 alumni in each country, followed by Canada, Taiwan, Hong Kong, and India.

So are international Badgers ahead of the curve or right on trend? Statistics about American expats are difficult to come by. The highest estimate is from the U.S. State Department, which in 2015 reported almost eight million Americans living in 160 countries. Federal agencies report that expat numbers have gone up in the last decade, with some countries recording double-digit-percent increases in American residents.

*Are you a Badger living abroad?
Find fellow alumni in your country
at badgerbridge.com.*

Mexico is believed to be the most popular country for American expats, with more than one million living there at least part-time, according to the U.S. consulate in Mexico City. Though Europe is still the continent that draws the most Americans overall, numbers in East Asia are rapidly increasing. Americans living in that region earn more income, according to the IRS.

While there's no such thing as a "typical" expat, the following eight Badgers, representing all seven continents, offer a cross section of the American émigré experience. Many moved to pursue professional opportunities. A few chased personal dreams. Some were experienced travelers before moving. Most were not. Some moved right after college, while others went a little later. But almost all say they couldn't have managed the move abroad without encouragement from fellow alumni along the way — and they have some words of wisdom for others looking to follow in their international footsteps. ●

Sandra Knisely '09, MA'13 is a freelance writer living in Vienna, Austria. A lifelong Wisconsinite before moving, her first phrase in German was, "Wo ist der Käse?" (Where is the cheese?)

Vanessa Akem '12

Hometown: *New Hope, Minnesota*

New town: *Sydney, Australia*

Akem had a nomadic childhood that included stops in Nigeria and Syria before attending high school in Australia. But as a journalism student at UW-

Madison, she wasn't sure where in the world she wanted to launch

her own career. A campus visit from fellow Badger and

global brand consultant Teresa Lenz Alpert '77

helped. "I was so inspired by her global achievements that it really helped

make my decision easier," she says.

Akem expanded her job search to Sydney, where

prospects were better thanks to

the dual Australian citizenship she

acquired during her high school years. She currently works for Slingshot Media as a media planner for several global brands. She also travels often in Southeast

Asia and is considering a move to that region.

"There is a great network of Americans in Australia, and when I first came here, I met many people in Facebook and Meetup groups," she says, adding a word of caution to anyone thinking of joining her Down Under. "I would advise everyone to be prepared for the expense — Sydney is a beautiful city, but it is one of the most expensive cities in the

world!"

What Do You Miss Most?

"I miss the holidays in the States. From the Fourth, to Halloween, Thanksgiving, and Christmas — America celebrates the holidays in the best way possible!"

Vanessa Akem



Sara Beth Horton '10 and Thomas Strieker '09

Hometown: *Janesville, Wisconsin* **New towns:** *Des Plaines, Illinois, by way of Kuala Lumpur, Malaysia, and Zhangpu, Chengdu, Qinzhou, Weifang, Shaoxing, and Zhangjiagang, China*

After Horton finished her degree in chemical engineering, she accepted a job at Unilever that involved inspecting and opening petrochemical refineries around the world. Strieker joined Horton on the road, and for the next two and a half years, he blogged

about their experiences in China. They moved frequently during that time and lived in eight different cities. Their longest stay was in Shaoxing for nine months.

Life on the road wasn't always easy, but Horton and Strieker took advice and encouragement from classmates, coworkers, and Sarah Atis, professor emerita of Languages and Cultures of Asia. "The best insights I received were to get out of the room and explore, learn as much of the language as possible, and be patient," says Strieker, adding that embracing uncertainty is a prerequisite for a nomadic lifestyle. "The best way we coped with it was to make no plans and have no expectations. We coached our families to not expect us for any major holidays or events, which always made it a valuable surprise when we could attend such occasions."

Family ultimately brought them back to the States: Horton and Strieker welcomed baby Lyla in 2015.



THOMAS STRIEKER

What Do You Miss Most?

"I miss being a foreigner: the humbling uncertainty of everyday interaction and the triumphant satisfaction when an understanding is achieved."

Thomas Strieker

Terry Benson '04, MS'08

Hometown: *Duluth, Minnesota*
New (part-time) town: *South Pole, Antarctica*

As an undergraduate hourly for the IceCube Neutrino Observatory, Benson jumped at an invitation to spend several weeks at the South Pole to help assemble the project's first drill, which bored holes more than 8,200 feet deep so that scientists could place detectors to study the movement of subatomic particles in the pristine ice.

"I was nervous. I had never traveled out of the country before," he says of that initial trip in 2004. He's now been to Antarctica eight times, with his longest stay lasting around three months. (He currently works for UW-Madison's Physical Sciences Lab, which partners with IceCube.)

"The Antarctic landscape is beautiful, transcendent. But I think it really was the team of people I got to work with that kept me going back," he says. The South Pole has developed into a lively international community of scientists. "There's a lot of [human] diversity on the continent, a lot of character, and endless good stories," he says. "Things are rather confined in Antarctica, and you get to know others really well. Cultural boundaries dissolve ... people are people."

The best way to connect with the locals if you



JEFFREY DONEFELD

swing down for a visit? "Pick up some limes on your way through New Zealand, and share them at social events — 'freshies' are hard to come by, so you'll be the life of the party for sure."



JOE HOWELL

Allison Howell MS'13

Hometown: *Madison*

New town: *Paris, France*

In 2013, Howell moved to Paris on a one-year fellowship to finish her dissertation research. Three years later, she's happily planning her wedding to a French national and working full time for an HR consulting firm that delivers corporate training programs, various types of assessments and psychometric testing, executive coaching, and head-hunting services.

What Do You Miss Most?
“Cold drinks chock full of ice cubes. Fried cheese curds or anything with some heat to it — the French palate doesn't tolerate spice well, so it's hard to find.”

Allison Howell

French immigration bureaucracy is notoriously difficult, but Howell says the eight months of paperwork were worth it. “Living abroad will put you out of your comfort zone in such a great way,”

she says. “It will forever change your perspective on the world.”

Her best advice for new expats? “Don't beat yourself up when things are uncomfortable or you don't feel you're adapting as quickly as you think you should. Culture shock is real and can affect you in ways you don't expect it to. So be patient with yourself.

“When I first arrived, I was so concerned about immersing myself into the culture and into the language that I did everything possible to lose my American-ness and my Wisconsin-ness. At a certain point, I realized that not only will I never be able to accomplish that, but that's also what makes me unique. For example, my terrible American accent is actually endearing to French people. Of course, it's important to acclimate into your new culture as much as possible, but embracing your old culture is just as important. Eventually, you will find a way to straddle the two cultures in a very positive way, but it takes time.”

Mariano del Carril '93, MA'94

Hometown: *Buenos Aires, Argentina*

New town: *Broomfield, Colorado*

As an expat *in America*, del Carril was pragmatic about building his global career in agriculture. Though he'd already obtained a graduate degree in his native Argentina, he enrolled at UW-Madison “because the dairy economics program is well known around the world.” He then founded Surtrading, an international company that trades cheese, butter, milk powders, whey, and other dairy products worldwide.

Del Carril, who has also lived in Kenosha, Wisconsin, suggests that moving from a small community to a large metropolis is actually more challenging than moving from a big city in one country to another in a different country. “My youngest daughter just moved from Broomfield to Madrid, Spain, and even though she spent all her life traveling, still the city and its rhythms can be challenging, and she has needed time to adjust,” he says. He adds that it's important to do your homework on local expectations about day-to-day things such as appropriate clothing, smoking norms, and interactions with waiters.

For him, openness was key to navigating the adjustment to the United States. “Open your mind big time to new ideas and people,” he says. Del Carril is also helping to build stronger bridges between Madison and Argentina as a Wisconsin Alumni Association contact for that country.



LANCIE MURPHEY



Steven Gilbert '12

Hometown: *Interlaken, New Jersey* **New town:** *Bogotá, Colombia*

Gilbert moved to Bogotá in fall 2012 with one seemingly simple goal: to improve his Spanish. He started working remotely for various digital startups, eventually founding the Gilbert Ginsberg Company this year. He now serves as a consultant for software companies in the United States, Canada, and Europe.

“If you’re thinking about moving abroad and don’t have a strong reason for going to one place over another, consider: 1) choosing a country where the cost of living is low, and 2) trying to earn dollars, which means you’ll probably be working remotely,” he says. “This is a good strategy because you get all the benefits of life abroad and it allows you to save and get a head start on financial independence, which

means you’ll be in the strongest position to make the biggest impact in whatever it is you want to impact.”

What does he say to Americans who still perceive Colombia as a dangerous country? “[Bogotá is] big, sprawling, fast moving, and has all the pros and cons of cities that are big, sprawling, fast moving,” he says. “Maybe the biggest surprise is just that, that there really weren’t many surprises. To those who still have a negative impression, I wish they knew the country is much safer than they might think. If you’re comfortable living in or visiting any major city in the U.S. or Europe — all with their fair share of decent and dicey neighborhoods — then you’d be comfortable living in or visiting Bogotá.”

Emily Westerlund '09

Hometown: *Eau Claire, Wisconsin*
New town: *Cape Town, South Africa*

Near the end of her undergraduate program, Westerlund was looking for a “drastic change” and decided to follow her heart back to Cape Town, where she’d studied abroad for a year and volunteered with the Adonis Musati Project (AMP), a local organization that provides support services to migrants and refugees from all over Africa. “The organization’s founders are a group of concerned women from Cape Town who responded to a need that they saw, and their vision has grown over the years,” she says. “It’s been incredible to work with a group of such passionate and caring people in such a positive environment.”

Westerlund originally planned to stay for 12 months, but six and a half years later, she’s now AMP’s longest-lasting employee. “Every visit to the U.S. makes me appreciate Cape Town even more — the natural beauty of the city, the diversity, the environment, the laid-back culture, and the general



BEN LUNGA
MUTIBA

What Do You Miss Most?
“There’s nothing like American customer service! It’s always a pleasure to experience the efficiency and helpfulness of people in the service industry when I visit home.”
Emily Westerlund

quality of life I experience here.”

She jokes that her lack of direction as a UW student is ultimately what led her to a focused career she’s passionate about. “That year I studied abroad really opened my eyes to a wider world, figuratively and literally,” she says. “I was captivated by all that I was exposed to, especially in gaining an understanding of how our globalized world connects us in so many ways, whether we realize it or not.”



Rebel Alliance

*Jennifer Warren '63 leads the charge
to put more women behind the camera.*

BY ANDREW FAUGHT

In the wedding portrait, a radiant Jennifer Warren '63 wears a flower lace gown and a modest string of pearls as she stands next to her equally resplendent bridegroom, the tuxedo-clad matinee idol Paul Newman.

But the couple (notwithstanding Newman's lengthy marriage to actress Joanne Woodward) couldn't be found on any gift registry. That's because the photo was taken for the 1977 film *Slap Shot*, the cult-favorite hockey comedy in which Newman and Warren play the estranged Reggie and Francine Dunlop, he a player-coach for the woeful Charlestown Chiefs. Fed up with Reggie's raffish ways, Francine, in the shadow of the then-roiling women's liberation movement, leaves her husband for parts unknown.

Warren laughs about it today.

"Not only was I married to Paul Newman, but I chose to leave him," she says, acknowledging her costar's sexual magnetism and widely acknowledged reputation as a real-life good guy. "Now, that's acting!"

Today at 75, Warren's ongoing work is no act. That path out of the fictional Charlestown, it turns out, led her to a different calling. She is the founder and chair of the Alliance of Women Directors, a 20-year-old nonprofit in Los Angeles that has confronted — patiently and persistently — a calcified Hollywood reality: of the top 100 films released in 2016, women directed only 4 percent; women directed 17 percent of all TV episodes in 2015–16.

The Alliance, which offers regular tradecraft workshops and mentorship opportunities, serves as a central gathering place for women trying to break through the so-called celluloid ceiling. That Warren is leading the charge is no surprise to those who know her.

"Jennifer is a visionary who realizes that there's strength in numbers," says Jacqui Barcos, an Alliance board member with writing, producing, and directing credits. "She's really the godmother of bringing women together in a professional alliance, where we can all rise up and support one another."

The proportion of female directors has held stubbornly constant over the past two decades, but the conversation has slowly gained traction as Hollywood engages in a broader dialogue about the need for more voices reflecting the perspectives of women and minorities. In 2016, the president of the Academy of Motion Picture Arts and Sciences, which awards the Oscars, launched an effort to expand the organization's voting rolls to include more members with diverse backgrounds.

Other forces are coalescing. The Equal Employment Opportunity Commission and the Office of Federal Contract Compliance Programs are investigating discrimination allegations in the directing ranks. The probe, industry watchers say, could spur rules that would force studios to at least consider female directors for jobs.

"The last year and a half, maybe two years, is the first time that the issue has moved an inch," Warren says. "People are coming to the Alliance saying, 'We

Previous spread: Jennifer Warren, photographed at the USC School of Cinematic Arts, leads the Alliance of Women Directors.

want a female director for our film.' The agents aren't very helpful. They'll say, 'There are only a couple,' but I've got a website listing 250 directors, all women. The problem is, it's a lousy industry and the men have controlled it."

Warren knows the gender divide firsthand. After starring in films including *Night Moves* (opposite Gene Hackman) and *Fatal Beauty* (with Whoopi Goldberg), the roles dried up in her 40s. She was accepted into the Directing Workshop for Women at the American Film Institute, and she went on to direct features including *The Beans of Egypt, Maine* (a "Best Pick" at the Boston and Seattle film festivals), and *Partners in Crime* with actors Rutger Hauer and Paulina Porizkova.

Warren also coproduced the short documentary *You Don't Have to Die*, about a boy's battle with cancer, which won an Academy Award in 1989.

For Warren, who teaches directing as an associate professor of practice in the School of Cinematic Arts at the University of Southern California, advocating on behalf of female directors is a matter of perspective.

"When you see stories about girls and women, why would the choice of a male director be better than a female director?" she asks. "Women do see the world slightly differently, and we have different values to some degree."

Women fare little better in front of the camera, research finds. In 2015, just 31.4 percent of actors

“When you see stories about girls and women, why would the choice of a male director be better than a female director?”

with speaking roles in the top 100 films were women, according to a study by the USC Annenberg School for Communication and Journalism. That number has not significantly changed since 2007.

Warren criticized 2016's *Ghostbusters* reboot, which starred female leads but was helmed by a male director, Paul Feig. "It had all of these women, but Paul pushed it into making it about male humor," she says. "I was really disappointed."

She reserves particular enmity for the 1994 film *True Lies*, starring Jamie Lee Curtis and Arnold Schwarzenegger.

"I mean, she was supposedly a wife, but she was directed to be this sex object for Schwarzenegger," Warren says. "It was the most off-putting representation of a relationship. It could've been written by

Trump. Oh, I was so angry.”

As for the newly minted commander-in-chief, Warren, an avowed liberal, offers a backhanded compliment.

“We really have to thank Mr. Trump for making misogyny and female-bashing an accepted thing now,” Warren says. “All of a sudden, it’s a real issue.”

Warren is well suited to navigate Hollywood turpitude, says Steve Albrezzi, a director and associate professor of practice at USC’s School of Cinematic Arts. The pair has known each other for more than two decades, and Albrezzi cast Warren in his most recent film, *Commencement*, about multiple generations of a Southern California family. Studio negotiations for acquiring the film are under way.

“Edward Albee said [that] to be in this business you need the skin of an alligator and the heart of a baby,” Albrezzi says. “Always in the midst of great tension, Jennifer has the ability to defuse it. She’s a very strong and centered woman, and at the same time she’s somehow remained vulnerable and sensitive. You need that in order to do the work.”

One of Warren’s close friends is Rosilyn Heller ’59, who was the first woman vice president of a major Hollywood studio when she took on the role for Columbia Pictures in 1973. “Like me, she doesn’t take no for an answer,” Heller says. “I think women still try to accommodate men. They try to fit in, they try not to make waves.”

Heller and Warren’s relationship was cemented by common experiences in a cutthroat industry. Both women, Heller says, have found success “by being better than the others.”

Part of the Alliance’s work means acknowledging those who are effecting change. In 2016 it held its inaugural AWD Awards and Benefit, at which it honored producer Greg Berlanti, whose six current TV shows include *Supergirl*, *The Flash*, and *Blindspot*. Berlanti is a vocal proponent of assembling gender-balanced film crews. The Alliance also honored Ilene Chaiken, showrunner for the Fox music drama *Empire*.

Elsewhere, advances are afoot. For the second season of Netflix’s Marvel superhero vehicle *Jessica Jones*, women will direct all 13 episodes. Such developments are hailed as a victory for the Alliance, and for Warren’s long advocacy career.

Her own journey to Hollywood started as a young girl growing up in Greenwich Village.

There, she and her mother, stage actress Paula Bauersmith, reveled in the film comedies of London-based Ealing Studios, whose offerings included *The Lavender Hill Mob*, starring Alec Guinness.

Warren enrolled at UW–Madison in large part to get away from the East Coast, but also because the university was palpably political. “In New York you’re exposed to politics,” she says, “and I was always active.” She was in Madison at the same time

Warren (left) starred opposite Paul Newman (right) in the 1977 film *Slap Shot*.



GETTY IMAGES

4 percent

of the 100 top-grossing films released in 2016 had female directors, according to the Center for the Study of Women in Television and Film at San Diego State University.

the House Un-American Activities Committee was investigating allegations of Communism in America during the early Cold War.

The art history major performed in several campus stage productions, and served as the head of lighting for all stages at the Memorial Union in her last year on campus. Even though she never took a theater class, the theater department nominated her for a McKnight Fellowship — which she won — at Minneapolis’s renowned Guthrie Theater.

“It’s unheard of to nominate somebody who’s never been in your department, and it really was an extraordinary thing for them to do,” Warren says. “It certainly was a pivotal moment.”

She launched her own stage career, winning a Theatre World Award in 1972 for her Broadway debut in *6 Rms Riv Vu*. Warren later married the late Hollywood producer Roger Gimbel, winner of 18 Emmy Awards for his more than 50 TV films and specials.

In a career full of memories, one of Warren’s best loved sits framed on a “shelf of favorite things” (which includes pieces of meteorite and a small Inca statue) in her Brentwood, California, home office: that same wedding photo from *Slap Shot*. In it, Newman’s baby blues gaze out from another time. The future lay ahead for the attractive couple — a future ostensibly full of hope and promise.

For Warren, the future is now, and promise is being realized incrementally. While many of her earliest Alliance collaborators move on to other pursuits, “I’m the one who has stayed and pushed it up the hill for almost 20 years.

“In this business, you have to develop a Zen-like view of life in order to not have it make you crazy,” Warren adds. “I’m a very impatient person, but I must say, I now view this as a process.” ●

Andrew Faught is a freelance writer based in California.

THE DISEASE DETECTIVE

UW researcher Tony Goldberg is on the hunt for deadly viruses.

**BY TERRY DEVITT '78, MA'85
PHOTOS BY BRYCE RICHTER**





If you are Tony Goldberg, the unknown agents of disease are right under your nose. Sometimes they are even in your nose.

For Goldberg, a professor of pathobiological sciences in UW–Madison’s School of Veterinary Medicine, the ever-lurking emissaries of infectious disease — viruses, bacteria, fungi, parasites — are the epidemiological Easter eggs that nature sprinkles on the landscapes of the world. Hiding in soil, water, plants, insects, and, frequently, other animals are pathogens that seemingly spring from nowhere to sow misery, death, and economic ruin.

Only a fraction of the world’s pathogens are known. More often than not, these organisms pose little or no threat to people, although they can cause disease in other mammals, fish, or plants. On occasion, though, they can jump to a new host species, including humans, whose immune defenses may not be prepared to ward off the invading microorganism.

Goldberg and many other scientists seek to identify pathogens before they emerge to threaten human and animal health. “We want to understand how pathogens in real ecosystems are transmitted,”

Tony Goldberg (opposite, right) has worked around the world, from Uganda to Wisconsin’s Driftless Region (above), where he joined a state Department of Natural Resources team to collect blood samples from brown trout.

explains Goldberg, who also serves as associate director for research at the UW’s Global Health Institute. “Our goal is to catch emerging diseases in the early stages so that we can contain them.”

The quintessential example in our lifetime — and the one that steered Goldberg from studying chimpanzees and other primates toward studying emerging diseases in animals — is HIV, the virus that causes AIDS. An estimated 70 million people have been infected with HIV, and more than 35 million have died from the disease. Scientists now believe AIDS originated from simian immunodeficiency virus in chimpanzees in the forests of Central Africa and took root in humans possibly as long ago as the 1850s.

More benign, perhaps, but rather creepy, is the new species of tick Goldberg found lodged in his nose after returning from fieldwork in Uganda’s Kibale National Park in 2013. The stowaway belonged to the genus *Amblyomma* and is a common parasite of chimpanzees. It makes a dash for the nose, scientists speculate, to avoid being groomed off. “*Amblyomma* ticks are known disease carriers, so this could be an underappreciated, indirect, and somewhat weird



way in which people and chimps share pathogens,” Goldberg told an interviewer at the time.

Goldberg’s occupational-hazard-turned-scientific-discovery is just one in an astonishing series of disease-hunting adventures for the scientist whose boyish looks and good humor belie decades of tramping the world to track down pathogens. Goldberg and his team have worked for years in the lush forests of Uganda to seek out new viruses in monkeys and apes, animals that can be both the sources of new human diseases and also susceptible to human or livestock diseases that threaten their own health and conservation. Kibale National Park boasts an exceptional diversity of primates, many of which routinely come into contact with the people living in and around the park.

Closer to home, Goldberg spent a decade studying the spread of mosquito-borne West Nile virus in the suburbs of Chicago, where in 2012 he helped identify the American robin as a major player in the U.S. epidemic. West Nile is an opportunistic virus that has spread to at least 46 states and the District of Columbia since it was first documented in the United

A fish survey crew (opposite) shocks sections of a Wisconsin stream to catch trout to test (above) for “Fishbola,” the nickname for a deadly infectious disease that arrived in the Midwest from Europe a dozen years ago.

States in 1999. More recently, Goldberg has begun to plumb Wisconsin’s lakes and streams in search of pathogens that may be spreading in fish. A recent discovery by his group identified a new virus associated with largemouth bass dying off in large numbers in northern Wisconsin.

The task at hand for Goldberg and other disease hunters is extraordinarily difficult because, for starters, they often have no idea what they are looking for.

“How do you find a disease you don’t know anything about? We see a lot of cases in wildlife or people where we suspect an infection but we can’t quite figure out what it is,” he says. “Traditional methods of testing involve knowing something about what you’re looking for. You either use an antibody that detects a specific pathogen protein or a molecular test that targets the specific DNA sequence of a pathogen.”

Technology has advanced to the stage where scientists can randomly sequence millions of molecules of DNA in a sample and use powerful computing techniques to compare the resulting snippets of genetic material to known pathogens. When scientists get a promising “hit,” they can follow up with more



targeted tests. “This is how you do virus hunting these days,” says Goldberg, noting the “deep sequencing” technique is used in his lab to ferret out viruses that affect a diversity of animals, from baboons to bass. “It is a very powerful diagnostic tool.”

Working with African primates, Goldberg’s group has employed these tools to identify dozens of new viruses, some of which might pose a threat to humans. With colleagues at the Wisconsin National Primate Research Center, he used the same techniques in 2015 to expose the culprit responsible for the death of Mahal, a beloved young orangutan at the Milwaukee County Zoo.

Mahal was a media star almost from the get-go. Born at a zoo in Colorado but rejected by his mother, the infant ape was ferried to Milwaukee in style aboard a private jet, and the *Milwaukee Journal Sentinel* routinely chronicled his early life. It was a shock in late 2012 when the five-year-old ape became ill and died unexpectedly.

The cause of Mahal’s death, Goldberg and his Milwaukee County Zoo colleagues discovered, was infection by an unrecognized species of tapeworm. Working only from a description of the orangutan’s clinical condition and small tissue samples, Goldberg and Primate Center colleague David O’Connor PhD’01 applied deep genetic sequencing tools. They found the unmistakable signature of a tapeworm that previously had been found only in weasels from Africa and Europe, deepening the mystery of how the ape became infected.

Tapeworms begin their life cycle as eggs in soil or water and transform into a larval stage in an intermediate host such as a rabbit or a mouse. When a predator or scavenger eats the rabbit or mouse, it

“There are thousands if not millions of unknown viruses in the world. They all have little tricks up their sleeves that they have evolved to survive inside their hosts.”

consumes the tapeworm larvae, too, which develop into the adult form. If a tapeworm finds itself in an unfamiliar intermediate host, chaos can ensue.

“Mahal played the inadvertent role of intermediate host,” says Goldberg. “He must have eaten tapeworm eggs by accident, and the parasite found itself in an unusual place — an orangutan, instead of the mouse or rabbit it would typically infect. Without the proper checks and balances, it multiplied out of control and diffused throughout his body.”

But how did the ape become infected? Mahal was fond of eating dirt — something orangutans do naturally to aid digestion and obtain minerals. After a two-year investigation, it became apparent that Mahal was likely infected as an infant in Colorado, and that the tapeworm stayed quiet in his body for years.

Figuring out the story began with trapping wild animals at the Milwaukee County Zoo and sampling them for tapeworms. The zoo’s urban wildlife includes raccoons, skunks, coyotes, and mink. “We caught nothing but raccoons,” Goldberg says. “We kept catching the same ones.”

Ultimately, Goldberg found a genetic match in a tapeworm from an ermine in Colorado, with aid from a worldwide network of parasitologists and the U.S. Department of Agriculture’s National Parasite Collection. That finding supported the idea that Mahal was infected at the zoo where he was born. “This parasite is a new species,” says Goldberg. “You can’t classify these types of organisms using genetics alone. But if we someday are able to name the new species, I’d like to see it named after Mahal.”

Hip deep in an ice-cold southwestern Wisconsin stream, wildlife biologist and veterinarian Bridget Baker ’01, MS’10, DVM’11 takes hold of a brown trout and expertly inserts a needle into its tail, probing for the largest vein. She carefully draws blood from the mottled, brassy brown fish, puts it in a labeled vial, and places it with the other samples she and her team have collected.

On this gunmetal gray July morning, Baker and her colleagues from the Wisconsin Department of Natural Resources are piggybacking with a fish-survey crew shocking 140-meter sections in two of the hundreds of streams that lace Wisconsin’s bucolic Driftless Area. The team works quickly to gather their samples of trout blood, 32 per stream. “We generally try to go with fish eight inches or longer,” Baker says. Fisheries biologists like Baker are on the front lines of confronting disease in Wisconsin’s fish. Today’s sampling exercise, they hope, will turn up no evidence of viral hemorrhagic septicemia, or VHS, a deadly infectious disease that arrived in the Midwest from Europe about a dozen years ago.

“We jokingly call it ‘Fishbola,’” says Goldberg of the virus that scientists speculate was introduced into the Great Lakes via the discharged ballast water of ships transiting the Saint Lawrence Seaway. The virus weakens blood vessels and causes severe hemorrhages in skin, muscle, and internal organs. It can survive in the water for at least 14 days, infecting some of the state’s most prized game fish, including largemouth bass, musky, pike, and trout. The virus has been found in Green Bay, Lake Superior, and some inland lakes, including Lake Winnebago. “We really don’t know how far it has spread,” Goldberg says.

The fish blood samples will be subjected to an antibody test devised by Kathy Toohey-Kurth ’73,



MS'84, a virologist with the Wisconsin Veterinary Diagnostic Laboratory and a UW clinical professor, in collaboration with Goldberg and funded by the UW Sea Grant Institute. Previously, testing for the virus required sacrificing the fish. "You had to take organs and grind them up to try and isolate the virus," Goldberg says. "You don't want to do that. So we developed a nonlethal test, which we are now applying to fish populations all around the state of Wisconsin."

The key piece of information Goldberg and his collaborators want to provide to state wildlife officials is where the virus *hasn't* shown up yet. "We really don't want this virus spreading farther than it already has," notes Goldberg, who, as a passionate fisherman, feels a personal stake in helping keep Wisconsin's waters free of what could become an economic and quality-of-life disaster.

Despite the knowledge he and his colleagues have amassed about this deadly fish virus and similar diseases, Goldberg stresses there is more work to do.

"There are thousands if not millions of unknown viruses in the world. They all have little tricks up their

Testing for the deadly virus VHS used to require killing the fish, before Goldberg and UW clinical professor Kathy Toohey-Kurth developed a non-lethal test.

sleeves that they have evolved to survive inside their hosts," he says. "Although most will never emerge to cause us problems, some undoubtedly will."

The pathogens that threaten us may best be thwarted by informed policy teamed up with the potent new tools deployed in the hunt for unknown diseases, but confronting them one at a time is like a game of Whac-a-Mole, Goldberg says.

Instead, he argues, we need to pay attention to larger forces in the world — environmental change, human encroachment on wildlife habitat, intensive agriculture, urbanization, changes in human population density — that may be "root drivers" of emerging diseases. The hypothetical bushmeat hunter who may have been the first to be infected with the chimpanzee precursor of the AIDS virus in Africa "may have lit the HIV match, but what stoked the fire was social change." ●

Terry Devitt '78, MA'85 is UW–Madison's director of research communications.

Bryce Richter is a photographer for University Communications and had to remove five ticks after this photo shoot.

On Alumni

Alumni News at Home and Abroad



ANDY MCNEILL

In January, UW–Platteville Chancellor Denis Shields (left) and UW–Madison Chancellor Rebecca Blank attended one of several UW Systemwide events to discuss the impact of budget cuts.

Building Badger Leaders

In October, hundreds of alumni chapter leaders, admissions volunteers, students, and friends of the UW attended the 2016 Building Badger Leaders conference on campus. The event provided an opportunity for attendees to network and focus on the nature of leadership. Speakers included Louisiana State University's president, F. King Alexander PhD'96, and Steve Pogorzelski '83, CEO of Avention, Inc.

Boosting Bucky's Budget

Alumni advocate for reinvesting in the UW.

As the Wisconsin State Legislature begins work on another budget, the Wisconsin Alumni Association (WAA) is rallying UW–Madison alumni to advocate for more state funding for the UW System. WAA's Alumni for Wisconsin initiative hopes to surpass its efforts during the previous budget cycle, when nearly 16,000 alumni engaged in the budget process, either through contacting the governor or a legislator, or by attending an advocacy event, according to **Mike Fahey '89**, the managing director of state relations for the Wisconsin Foundation and Alumni Association.

For nearly three decades, the initiative has enlisted alumni to educate state legislators about the university's needs.

"A big part of what we're doing is providing facts in an era where misinformation abounds," says Fahey. "We try very hard to provide information on the state budget — why it's important and what impact state support has on UW–Madison."

Nancy Schanke '76, president of the WAA: Fox Valley alumni chapter, says that at first she was nervous about approaching her legislators. "I've learned a lot since then and have formed a good relationship with my state senator, even though we often disagree," she says.

Alumni have partnered with UW–Madison and several UW System schools to organize joint events featuring Chancellor Rebecca Blank and other campus administrators. At UW–Platteville in January, alumni from both schools, as well as business and community leaders, gathered to discuss how budget cuts have affected their campuses and why it's time for the legislature to reinvest in the UW. This fall, similar events were held at the Eau Claire, Green Bay, Oshkosh, and Parkside campuses, and another is scheduled for River Falls in April.

For the first time, Alumni for Wisconsin is also organizing citizen lobby days — one in Washington, DC, on March 8 and one at the Wisconsin state capitol on April 12 — to give alumni an opportunity to tell their stories on behalf of the university. "We are asking them to share why UW–Madison mattered to them so that legislators can see the value of the university to the people they represent," says Fahey.

To get involved in advocacy efforts, visit uwalumni.com/advocacy.

21,597

donors gave during the university's 2016 Annual Campaign.

43,116

donors in all contributed to UW–Madison in 2016. Thank you, Badgers!



Farewell to Tom Murphy

Tom Murphy '49, who served as editor of the *Wisconsin Alumnus* (the former name of *On Wisconsin*) from 1968 to 1987, passed away in December in Madison. He faithfully chronicled alumni, faculty, and students during a time of tumult, growth, and change on campus. Rest in peace, Tom. It was a good run.

The Wisconsin Alumni Association (WAA) is open to all alumni, students, and friends of the university. WAA encourages diversity, inclusivity, and participation by all of these groups in its activities and does not discriminate on any basis.

On, Wisconsin Idea!

We salute this year's Forward under 40 Award winners, who were chosen based on their exceptional career accomplishments before the age of 40, as well as their commitment to the Wisconsin Idea, which seeks to spread the benefits of the university to the world. To suggest a young alum for next year's awards, complete the nomination form at uwalumni.com/forwardunder40 by July 1, 2017.

Matthew Aliota '05, PhD'10, a research scientist at the UW School of Veterinary Medicine, is on the front lines of battling the Zika virus. He is developing a mouse model to study how the virus affects the brain, as well as confirming that a particular type of bacterium can prevent transmission of Zika in mosquitoes. He has also served as a research ambassador, sharing his findings at UW outreach and continuing-education events.

Shana Hazan '02 is the chief development officer at Jewish Family Service of San Diego, where she and her team raised more than \$14 million last year to support services ranging from free parenting workshops to a home-delivered meal program. She also launched youth efforts such as kindergarten readiness, service learning for girls, and teen leadership development, and she founded the Hunger Advocacy Network, a coalition that works for policies that increase food security.

As a science and technology policy fellow with the American Association for the Advancement of Science, **Katherine Himes MBA'01** led programs to improve access to water, support economic growth, and increase international research partnerships. Working at the intersection of diplomacy and development, she served in the USAID Office of Science and Technology and lived overseas as its regional science adviser to Central Asia. She is now a freelance foreign policy scholar and author.

An attorney with the U.S. Department of State, **Neha Lugo '06** earned her JD at Harvard Law School. As an attorney for the Legal Adviser's Office of Oceans, International Environmental and Scientific Affairs, she works on multilateral treaties that protect marine environments, prevent wildlife trafficking, and promote biodiversity. She also teaches International Human Rights Law at Georgetown University Law Center.



Steven Olikara, featured on the cover of the *Forward under 40* magazine, is one of eight alumni to receive the 2017 award.

Stacy Igel '99 is the founder, creative director, and fashion designer for Boy Meets Girl USA. Her BMG line is worn by major celebrities, sold online and at Nordstrom stores, and was recently featured at the Colette boutique in Paris. She also launched Boy Meets Girl University, a hands-on learning experience for fashion industry hopefuls, and she has collaborated with charities on breast cancer and anti-bullying designs. She was featured in UW-Madison's Big Apple Badgers video series (see page 7).

Steven Olikara '12 is the founder and president of the Millennial Action Project, a national, nonpartisan organization dedicated to empowering millennial policymakers to champion collaborative governance. He spearheaded the creation of the nation's first and only bipartisan caucus for young members of Congress. His work has been featured by NBC, ABC, CNN, the *New York Times*, the *Washington Post*, and many other news outlets.

Peter Tempelis '01, MPA'06, JD'06, an assistant Wisconsin attorney general, previously served Milwaukee County and was named Wisconsin Assistant District Attorney of the Year in 2015. He commissioned a UW study that led to a law aimed at reducing the high turnover rate among assistant DAs, and he implemented a program to support domestic-violence victims at the greatest risk of homicide. He now prosecutes cases of Medicaid fraud and elder abuse.

Yee Lee Vue '10, MA'12 is an adult services and engagement librarian at the Appleton, Wisconsin, Public Library. Previously the library's first Hmong outreach specialist, she taught Hmong families how to access library services and cultivated a love of learning and reading in children. She also helps her husband run an Appleton restaurant called City Cafe where she began City Cafe Cares week, inviting local residents experiencing homelessness to enjoy free meals.

Exhibition *Poage Sculpture*



MICHAEL LIEURANCE (2); MURPHY LIBRARY SPECIAL COLLECTIONS, UNIVERSITY OF WISCONSIN-LA CROSSE

No one alive today has seen **George Coleman Poage 1903, MA'1904** run. Only grainy black-and-white photos remain of the UW track star who became the first African American to win an Olympic medal.

But **Elmer Petersen MS'56, MFA'61** has seen hurdlers crouch in their blocks, listening for the starter pistol to crack, and then leap up and over the bars. So when the city of La Crosse, Wisconsin, commissioned Petersen to create a larger-than-life-sized bronze sculpture to honor Poage, who grew up in the city, he knew he didn't want to simply build a standing statue. He imagined something more fluid, a piece reminiscent of thumbing a flip book's pages to reveal a short movie of sorts.

"The concept is exactly what I envisioned, with him flying over the hurdle and nothing under him," says Petersen, who is known locally for his large public sculptures of lacrosse players and eagles. The sculpture was unveiled during the 2016 Rio Olympics in a La Crosse park named after the hurdler.

It's a fitting tribute to a trailblazer who has been somewhat lost to history. Poage was a standout student and athlete at the UW, setting school records while specializing in sprints and hurdles. The history major was the first black athlete to run for the Badgers and the first black athlete to win Big Ten championships in the 440-yard dash and 220-yard hurdles in 1904. He drew the attention of Milwaukee Athletic Club coaches, who included him on a team sent to the 1904 Saint Louis Olympics. Poage ran four events, winning bronze medals in the 400-meter and 200-meter hurdles.

Petersen, who lives in Galesville, Wisconsin, didn't know a Badger was the first African American to stand on an Olympic podium. "I think the difference is he didn't win a gold," he says. "If he had, he'd probably be up there with Jesse Owens."

MEG JONES '84



Sculptor Elmer Petersen (above) created a statue (top) of George Poage (at left in his track uniform) for the city of La Crosse, Wisconsin. Poage was a standout athlete at the UW and the first African American to medal in the Olympics.

Tradition Spring Fashion Show



JEFF MILLER (5)



In the moments before the music begins, the nervous energy is palpable.

Nearly three dozen student models line up along a wall in a second-floor hallway inside Nancy Nicholas Hall. Some hold shoes in their hands, waiting until the last moment to step into gravity-defying heels while designers make final adjustments to their looks. Racks of clothes — with each outfit numbered and labeled to indicate its place in the lineup — fill a small room nearby.

For the last three decades, the annual spring fashion show has given fledgling designers in the School of Human Ecology's Textiles and Fashion Design Program

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.

the chance to present their best work and point of view.

A clutch of students, dressed in black and wearing headsets, directs traffic and settles last-minute questions. The show's performance lead, Sarah Winter '16, instructs the models on how to walk, including where to stop and strike a pose (at the end of the runway and before exiting the stage). Just moments before showtime, Winter breaks into a confident smile and says into her microphone, "Anyone who can hear me, I love you; you're all my people. We're going to kill it."

On the other side of the curtain, students have used lights and pulsating music to transform

the mood of a large conference room. Hundreds of handmade paper flowers adorn the stage backdrop.

Cory Allen Linsmeyer MFA'15, a menswear designer who teaches in the program, compares the students' journey to the "craziest roller-coaster ride at Six Flags" and notes that each collection represents long hours in the studio. He welcomes the proud parents and friends who sit alongside the runway, and he points out the room's two exits "in case of a fashion explosion."

The show begins. The models walk. Garments float. Vision becomes reality.

JENNY PRICE '96

30s

Arthur Jacobs '34, MA'35 and **Marcia Fox Jacobs '38** of Rye, New York, met on campus, were wed in 1937, and just may be the UW's oldest married alumni. We wish them happiness in advance of their summer birthdays, when Marcia will be 100 years old, and Arthur will reach 105. They speak often of their wonderful college years.

We also send birthday greetings to **Delbert Clavette '39**, whose March birthday will take him to the century mark. He served in the Pacific in WWII; raised eight children in Hubertus, Wisconsin; traveled the country as an internal auditor for PPG; and still follows UW sports. His granddaughter **Laura Clavette Giberman '98** of Fort Belvoir, Virginia — one of several Badger grandkids — shared his story.

40s

Representing the many volunteers who have shaped the community of Random Lake, Wisconsin, **Jean Leistikow Sepstead '46** was the marshal of its summer fire-department parade. In addition to being part of the Sepstead egg-processing business, she cofounded her town's garden club in 1956 and remains its secretary, helped to open a library in 1957 and was an early president of its board, and still volunteers at the local historical society.

"It was four decades ago that I had [2016 U.S. vice presidential candidate] Tim Kaine enrolled in my elementary honors economics course at the University of Missouri as a first-semester freshman," wrote **John Kuhlman MS'49, PhD'53** of Weaverville, North Carolina, after they reunited at a presidential campaign rally. Kuhlman also praised the influence of UW economics faculty **Walter Morton PhD'27, William Kiekhofer,** and **Edwin Witte 1909, PhD'27** and concluded, "Some 24,000

students have gone through my classes, and I owe them a monumental debt for both my age (93) and my health (awesome)."

50s

Representatives of the National Senior Games Association visited the 2016 Wisconsin Senior Olympics swimming competition in September to present a Personal Best Award to Wisconsin's first recipient: 85-year-old **Don Hoepfner '53** of Whitewater. A competitor in most of the sports offered, he was a great choice for an honor that lauds athletes who inspire active, healthful lifestyles. For the 2017 National Senior Games, Hoepfner plans to be a serious contender in basketball and track and field.

As school was starting in September, the Herb Kohl Philanthropies spent \$500,000 to fully fund every request made by a Wisconsin educator that appeared on the crowdfunding site DonorsChoose.org. Roughly 600 teachers had their wishes fulfilled for nearly 700 projects in 140 school districts. Former U.S. senator **Herb Kohl '56** of Milwaukee said in a statement to the *Milwaukee Business Journal*, "We owe a lot to our teachers and hold enormous hope for our students. They are both a constant source of inspiration."

In August, Badger State sisters **Kay Kuester Doran '57** of Antigo and **Mary-Beth Kuester '60, MS'74** of Clintonville competed for the third time in the Strong Man/Tough Chick competition in Clintonville. In their division, Kuester and Doran took first and second places, respectively, by pulling a car, flipping a large tire, and carrying heavy objects. And, the super siblings did it all while wearing Wonder Woman costumes.

Harvard Business School's Creating Emerging Markets project chronicles — through compelling interviews — how the leaders of businesses and

NGOs are creating value in African, Asian, and Latin American societies. One such leader is **Suresh Krishna MA'59**, the founder (in 1962) and chair of Sundram Fasteners — now India's largest manufacturer of industrial fasteners. Krishna, of Chennai, stresses his passionate belief that Indian business leaders must step up to help eradicate that nation's poverty.

60s

Joan Krapfel Collins '64 has earned the inaugural Wisconsin Governor's Trailblazer Thrive Award for Women in Business. She founded Madison's Joan Collins Publicity in 1966 at age 25 with a manual typewriter, self-discipline, and lots of energy. Today, as its owner and president, she still promotes Wisconsin-based businesses and nonprofits. Her personal philanthropy includes funding a UW-Madison Great People Scholarship.

Walter Dabberdt MS'66, PhD'69 is now a Knight, First Class, of the Order of the Lion of Finland — an honor bestowed annually for civic and cultural contributions. As chief science officer since 2000 at Vaisala, a Helsinki-headquartered global weather and environmental-measurement company, he's used his meteorology expertise to help Vaisala partner with research facilities and thus advance Finnish environmental technology. Dabberdt is based in Boulder, Colorado.

The Wisconsin Law Foundation's Goldberg Distinguished Service Award — its highest distinction, given to recognize career accomplishments and service to the legal profession and the public — has gone to Madisonian **John Skilton '66, JD'69** for 2016. A partner in Perkins Coie's patent litigation practice, he's served as president of numerous bar associations and legal organizations and earned many other accolades.

BOOK NEWS

Authors and publicists, please submit book news at uwalumni.com/go/bookshelf. We then post these submissions to the Wisconsin alumni section of the book website [Goodreads at goodreads.com/wisalumni](http://Goodreads.com/wisalumni). Summaries of a handful of the books posted there also appear in *On Wisconsin*.

CLASS NOTES

SUBMISSIONS uwalumni.com/go/alumninotes

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Recognition *Angie Stanton '98*



ANDY MANIS

A CAMPUS TRIP THROUGH TIME

Young-adult author **Angie Stanton '98** dove deeply into University of Wisconsin history while researching her latest novel.

Waking in Time, published in spring 2017 by children's publisher Capstone, follows college freshman Abbi Thorp as she accidentally starts traveling backward in time on the UW–Madison campus. Abbi's adventures feature real-life events, such as the Sterling Hall bombing and a Cheap Trick concert at the former Headliners club.

"I've always loved time-travel stories, and I've always wanted to write one, but I could never figure out what the vehicle of travel would be," Stanton says.

While accompanying her daughter on college tours, Stanton was struck by the interesting history of the campuses they visited. The people and events that she learned about inspired her to set her story on a campus — and what better choice than that of her alma mater?

Abbi travels as far back as the 1920s, so Stanton began her research by delving into the campus archives, spending days in Steenbock Library flipping through old copies of the *Daily Cardinal* student newspaper and the *Badger* yearbook. She also interviewed UW alumni from earlier eras to learn details such as what students wore and how they spent their free time before watching Netflix became popular. She gleaned nuggets such as the fact that students would carry bandannas and wear tennis shoes everywhere during the late '60s and early '70s in case they needed to cover their faces or run to escape tear gas or pepper spray during antiwar protests.

Waters [formerly Elizabeth Waters] Residence Hall plays a significant role in the book, and researching the iconic building was one of Stanton's favorite parts of writing the story.

"There used to be typewriting rooms and a fudge kitchen. They used to have an outdoor patio and a pier where the girls would go out to spend time and watch the boys on the lake," she says.

After earning a degree in journalism, Stanton worked as an event planner in the Madison area before transitioning to writing. *Waking in Time* is her eighth novel, and she's also a contributing editor to *Broadway World*.

"The campus served as the perfect setting for a time-travel book," Stanton says. "Anyone who's stepped foot on it knows it's historic and beautiful, but after doing all the research, I have an even greater appreciation for UW–Madison. I hope other Badgers feel the same way after reading the book."

CLAIRE COURCHANE SWINARSKI '13

John Tanner Jr. PhD'66 of Idaho Falls, Idaho, is a new honorary member of the International Society for Magnetic Resonance in Medicine, recognizing his role in developing "pulsed magnetic field gradient NMR technology."

Even though UW professor emeritus **Glen Broderick '67, MS'70, PhD'73** has retired from his joint appointment in the UW's dairy science department and the USDA's U.S. Dairy Forage Research Center, his expertise in ruminant nitrogen metabolism is sought worldwide through his Madison-based consulting firm, Broderick Nutrition and Research. His nearly two decades of work with Swedish researchers have also earned him an honorary doctorate from Sveriges Lantbruksuniversitet. We thank UW professor **Murray Clayton** for sharing his friend's accomplishments.

70s

Denny Schackter '70 is a former UW men's head tennis coach, retired Wilson Sporting Goods executive, and board member since 1975 of the intercollegiate Milwaukee Tennis Classic tournament — which now bestows the annual Denny Schackter Award on diverse, no-cut, Milwaukee-area high school tennis programs. He also founded Tennis Priorities Company in Palatine, Illinois, to place coaches at Midwest tennis clubs.

David Keene JD'71 says he would have been happy to remain a Wisconsin attorney, but after he left the state to work in the White House offices of Vice President Spiro Agnew, he just remained in the nation's capital. These days, he's the commentary editor of the *Washington Times*, a frequent speaker on politics, and a coauthor of *Shall Not Be Infringed: The New Assaults on Your Second Amendment*. Keene balances work with outdoor pursuits, including hunting and fly fishing.

Recognition *Eric Barrow '93*



ANDY CLANTON, NEW YORK DAILY NEWS

BEYOND THE SPORTS PAGE

Six months after graduating, **Eric Barrow '93** was knocking around Tokyo, brushing up on his Japanese, and considering a career in international relations when the Wisconsin football team rolled into town for a big game at the Tokyo Dome.

Barrow, a lifetime sports devotee who had dreamed of becoming a professional baseball player, sneaked onto the practice field and met Steve Rushin, a reporter for *Sports Illustrated*. They went out to dinner, and Barrow recalls asking Rushin, "So let me get this straight: you travel the world covering sports, get locker-room passes, go out to dinner, and *Sports Illustrated* picks up the tab? Why the hell am I not doing this?"

Pretty soon he was. Back in Madison, Barrow and two friends started a local sports publication, and by 2000, he was an editor for the *New York Post*. In 2003, he landed a spot at the *New York Daily News*, and last year he was named sports editor for the paper, becoming one of only a handful of African American sports editors at major U.S. daily newspapers.

"All of a sudden, to have people reaching out to me to talk about that was a little overwhelming," Barrow says, "but I saw the responsibility to bring stories that I am interested in to our publication."

Just before being named sports editor, Barrow joined a special in-depth coverage team at the *New York Daily News* and wrote "Doin' Pain," a story about a group of rehabilitated gang members who reduce gang violence in New York City through mediation. The story won best-feature awards from the New York State Associated Press and the National Association of Black Journalists.

As sports editor, one of Barrow's daily decisions is what to put on the back page — the tabloid's prime real estate. Last July, in response to the shootings of unarmed black men by police, he encouraged one of his writers to weigh in on why professional athletes should address the issue. During the week when that column ran, two more black men were killed by police, and five police officers were gunned down in Dallas.

When New York Knicks star Carmelo Anthony posted a powerful call to action on Instagram challenging fellow professional athletes to demand change, Barrow ran Anthony's words and image — and nothing more — on the back page. "I think that page was shared more than 100,000 times," Barrow says. "To be in a position where I could respond, be part of that conversation, and make a small difference was special," he says.

CHRIS QUIRK

Fred Klancnik '72, MBA'77 spent 15 years as president and principal engineer of the engineering consulting firm JJR, but now he's a professor of practice in the UW's Department of Civil and Environmental Engineering. He teaches the Integrated Waterfront Planning and Engineering course and mentors seniors for their capstone design classes.

After work with the UW's law school and Division of International Studies, **Catherine Sandin Meschievitz '72, MA'73, JD'79, PhD'86** directs the Office of International Programs, is a history faculty affiliate, and chairs the Council on International Education at Florida Atlantic University (FAU) in Boca Raton. She's also been named one of FAU's Legacymakers: 100 Women of Distinction for promoting global competency and taking its study-abroad and exchange programs to new heights. Thank you, Madisonian **Joan Raducha '72, MA'76, PhD'82**, for sharing this news.

After 37 years in the transit industry, **Doug Johnson '73, MA'77** has retired as a planner. He learned the ropes at Madison Metro, worked in Alaska, then moved to Washington State, where he began work with Kitsap Transit in Bremerton in 1990. He and his wife plan to continue their annual trips to Europe — and ride transit there, naturally.

This fall and winter, Penn Libraries in Philadelphia hosted theoretical artist **Dan Rose PhD'73's** solo exhibit *Arbitrary Pleasures: Plaisirs Arbitraires*, a 21-year retrospective that included some never-seen-before artist books that "flip advertising, anthropology, and gender identity on their heads." Trained as an anthropologist, Rose is a University of Pennsylvania professor emeritus of landscape architecture and the cofounder of the visual-experimentation collaboration Steamroller Labs.

On Alumni Class Notes

The 2016 Moonbeam Children's Book Awards' bronze medal winner for non-fiction chapter books is **Billie Holladay Skelley '74, MS'78** of Joplin, Missouri, for *Luella Agnes Owen: Going Where No Lady Had Gone Before*. These awards recognize exemplary books and their creators, and they encourage childhood literacy and lifelong reading.

We wish **Beth Walter Honadle '75** happy, new adventures following her September retirement from the USDA's National Institute of Food and Agriculture in Washington, DC. She was its national program leader in social science.

Israel Hanukoglu MS'76, PhD'80 heads the Laboratory of Cell Biology at Ariel [Israel] University and researches hormone action. He's earned a 2016 Certified Sentinel of Science Award from the international reviewing organization Publons for his peer reviews of biochemistry, genetics, and molecular biology articles — and among Israeli scientists, he was ranked number one for 2016. Hanukoglu credits the late UW professor **Harry Karavolas** with teaching him how to review manuscripts.

In September, former attorney and *On the Record* host **Greta Van Susteren '76** left the Fox News Channel, which she'd joined in 2002 after a decade at CNN. In addition to working on a book about social media, she's now with the NBCUniversal News Group and premiered her Washington, DC-based MSNBC show, *For the Record*, in January.

The All-America Selections (AAS) Breeder's Cup went to **Janika Eckert MS'77** of Albion, Maine, at AAS's annual summit, held in Madison in August. As a plant breeder for Johnny's Selected Seeds, she's created four AAS-winning varieties so far: the "Diva" spineless sweet cucumber, the "Carmen" sweet red Italian pepper, and last year, both the "Escamillo"

and "Cornito Giallo" sweet golden Italian peppers.

The 2016 Scholar of the Year in Marquette University's Diederich College of Communication — based on his current and career-long research — is **Robert "Dr. Bob" Griffin MA'77, PhD'80**, who joined the Milwaukee institution in 1978.

80s

"I never studied theater or writing, but I have been a writer and theater artist for many years," writes **Barbara Seyda '80** of Tucson. Her new play, *Celia, A Slave*, bested more than 1,500 international submissions to earn the Yale Drama Series' 2015 Horn Prize of \$10,000, publication by Yale University Press, and a staged reading at Lincoln Center. Oral histories and archival records inform her "vivid tableau of interviews with the dead" about racial and sexual violence in the pre-Civil War South and a 19-year-old African American slave who was convicted of murdering her master and hanged.

To taste a handcrafted bourbon made from heirloom red corn that was developed at the UW in 1939, head to J. Henry & Sons in Dane, Wisconsin. There, Joe Henry and **Liz Cunningham Henry '83, MBA'96** grow the bourbon's corn, wheat, and rye ingredients on the Henry farmstead and barrel-age the bourbon for at least five years. How satisfying it must have been when their first batch won a gold medal in the aged bourbon category from the American Distilling Institute!

In September, President Obama announced his intent to nominate **Brent Nelsen MA'84, PhD'89** as a board member of the Corporation for Public Broadcasting. Nelsen is chair of the South Carolina Educational Television Commission and a professor and former chair of political science at Furman University in Greenville.

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.

"Some 24,000 students have gone through my classes, and I owe them a monumental debt for both my age (93) and my health (awesome)."

John Kuhlman MS'49, PhD'53

The new executive director at the not-for-profit Federal Defender Services of Wisconsin — stepping up from his previous post as senior trial lawyer — is Milwaukeean **Craig Albee '85, JD'90**. The group's Green Bay, Madison, and Milwaukee offices represent clients who cannot afford counsel in federal criminal cases in two Wisconsin districts.

This fall, 25 artists worldwide participated in the fifth annual From Waste to Art program in Baku, Azerbaijan. There, **Ingrid Goldbloom Bloch '85** created her artwork *Current* using recycled eyeglass lenses and acupuncture needle guides to address plastic pollution in the world's oceans. It was shown at an exhibition and placed in a museum. Bloch, of Needham, Massachusetts, is also a career counselor and public speaker.

An American Chemical Society Hero of Chemistry is in our Badger midst. The society has honored **Stanley Frey '85** — who's spent 31 years at Honeywell UOP as an R&D fellow in its international energy business — for developing Honeywell Green Jet Fuel from renewable sources. Frey, of Palatine, Illinois, says hello to the Alpha Chapter of the Alpha Chi Sigma chemistry fraternity at the UW.

Helen Klebesadel '86, MFA'89 is a very busy, Madison-based artist and instructor. This fall she offered an art and creativity workshop in Wisconsin's Door County, taught for the UW—Madison Division of Continuing Studies, put her work under the representation of Artsy Shark Gallery, and displayed it in *Big Ten(t): University of Wisconsin Alumni Artist Showcase* in Brooklyn, New York. Klebesadel also writes a blog, *The Muse and Her Artist*.

The Minnesota Chapter of the National Association of Women Business Owners has recognized **Stacie Gould Usem '86** with one of its 2016 Women Achieve! awards for innovation

in finance. She's a CPA and partner in the entrepreneurial-services group at Lurie, a Minneapolis accounting firm.

The Wisconsin Academy of Physician Assistants' 2016 Physician Assistant (PA) of the Year Award belongs to **Jeffrey Baranek '88**, a cardiovascular PA with Ascension Wheaton Heart and Vascular in Milwaukee and an active PA mentor.

Gregg Calpino '88 says he's "thrilled to come back home" to rejoin SmithGroupJJR as a principal landscape architect in its Madison office and waterfront design studio.

Jill Droster Eshbaugh '88 of Dundee, Illinois, began her career with United Airlines in 1995 and has now been promoted to VP of operations, engagement, and leadership. She was most recently the managing director of airport operations for domestic lines, as well as Pacific and Atlantic operations director. **Sally Innis Droster MS'81** of Madison sent this good news.

Felicitations, **Laura Gorfkle Gillman PhD'88**, on being named a professor emerita. Since joining Virginia Tech in Blacksburg in 1999, the professor of women's and gender studies has directed the Women's and Gender Studies Program, assisted in its transition to the sociology department, and earned a 2014 Undergraduate Research Mentoring Award.

The new dean of the College of Biological Sciences at the University of California, Davis arrives there after 25 years as a University of Colorado Boulder faculty member and chair of its Department of Molecular, Cellular, and Developmental Biology. He is **Mark Winey PhD'88**, who specializes in the genetics and molecular biology of microtubule organizing centers, where defects may contribute to cancer development and miscarriages.

90s

Probably only one among us

can claim to be an International Society of Arboriculture (ISA) True Professional of Arboriculture: **Mark Duntemann MS'92**. The founder and owner of Natural Path Urban Forestry Consultants in Oak Park, Illinois, is also an ISA master arborist and one of only 27 instructors worldwide for ISA's tree-risk-assessment qualification. Duntemann is passionate about transgenerational trees and protecting historic species, and he's been an expert witness in 40-plus tree-related injury and fatality cases.

Holly Kasun '92, MA'96 has applied her work experience with brands such as Nike, Adidas, Nokia, and Brother to the San Francisco-based startup Flybrix as its business and marketing brain. She and two scientist partners began shipping their build-it-yourself, crash-friendly Lego drone kits in September, with hopes that they'll get more kids enthused about STEM fields.

Clifford Wood PhD'92's professional expertise in cartography has earned him honorary membership in the Canadian Cartographic Association. He's lived in Canada since 1977 — currently in Ilderton, Ontario — but he values his ties with Wisconsin and the university. Wood has been especially inspired by his mentors and friends **Phil Muehrcke** and **Joel Morrison MS'64, PhD'68**.

Two pairs of Badger attorneys have formed their own law firms. **Jane Dragisic Clark JD'95** — whose husband is **Chris Clark**, head coach of the UW men's rowing team — and **Mike Gotzler JD'97** have founded Clark & Gotzler in Madison and Milwaukee to focus on employment and human resources matters. Their first hire was **Kathleen Garvey McNeil '90, JD'97**, and the rest of their growing staff has UW-Madison ties. Meanwhile, **Bridget Finke JD'04** and **Christine Rasmussen**

'02, JD'06 have opened Valley Crossing Law in Baldwin, Wisconsin, to concentrate on estate planning, probate, business, and real estate issues.

Congratulations to **John Lumkes Jr. PhD'97**, who's earned the American Society for Agricultural and Biological Engineers' Kishida International Award for facilitating student engagement in international development and developing the Practical Utility Platform multifunctional vehicle for use in tillage, transportation, water pumping, and grain grinding. Lumkes is an associate professor of agricultural and biological engineering and associate director of the Global Engineering Program at Purdue University in West Lafayette, Indiana.

A tweet called our attention to great news about former Badger and San Diego Charger running back **Terrell Fletcher '98**, now the senior pastor of San Diego's City of Hope International Church: he was ordained a bishop in September. He's also the Chargers' chaplain, a global motivational speaker, and the author of *The Book of You: Discover God's Plan and Transform Your Future*, his first book.

On the first day of October — Domestic Violence Awareness Month — **Mark Harrod '99** of Belleville, Wisconsin, wrote, "I've decided to do all I can to raise awareness of this epidemic." Among his efforts was releasing a new EP called *SOULS*. Harrod will donate all proceeds from its sale to support entities that work to end domestic violence.

Since returning from adopting his son from Ethiopia in 2009, **Chris Jimieson '99** of Fitchburg, Wisconsin, has raised funds for 13 water-well projects — improving the lives of 10,000-plus people — through the organization he founded, Strides for Africa. It seeks to free women to become entrepreneurs and children to become learners

"We owe a lot to our teachers and hold enormous hope for our students. They are both a constant source of inspiration."

Herb Kohl '56

"I've decided to do all I can to raise awareness of this epidemic."

Mark Harrod '99

Recognition *Melissa Murphy '01*

instead of walking miles to gather water from roadside potholes to survive. Jimieson's sister, **Stacy Jimieson Wieme '02** of Verona, Wisconsin, shared news of Strides for Africa's run/walk fundraiser in August.

Two of the *Midwest Energy News* 40 Under 40 awardees for 2016 are helping to lead the region's transition to clean energy. **John Maslowski '99, MBA'13** is the VP of market development in Missouri for Renovate America, which provides clean-energy financing for residential properties. **Daniel Ludois MS'08, PhD'12** is a UW-Madison assistant professor of electrical and computer engineering, the associate director of the Wisconsin Electric Machines and Power Electronics Consortium, a Wisconsin Energy Institute affiliate, and a cofounder and the chief science officer of C-Motive Technologies. He earned a National Science Foundation CAREER award in 2015.

00s

Laura Gmeinder '00 believes in developing the potential of women, and *Madison's In Business* magazine believes in her. She was honored as part of its 40 Under 40 list for 2016 as the founder of Laura Gmeinder Coaching & Consulting, as a motivational speaker and facilitator, and for Ladies Who Lead, a community of women dedicated to supporting each other on their leadership journeys.

Tumara Campbell

Jackson MBA'01 worked for Primedia, Target, Wells Fargo Online, Williams-Sonoma, and EarthLink before joining the Atlanta-based Purchasing Power in 2009. She began her rapid corporate rise and is now its VP of marketing. Purchasing Power offers an employee purchase program for products and services, plus tools to improve employees' financial wellness.

Way to go, **Lee Gordon '02!** He's the new associate



HAIR STYLIST FOR THE HOMELESS

When 73 percent of hiring managers say that appearance is a big factor in who gets the job, it's smart to look your best for an interview.

But for people who are trying to find a job while experiencing homelessness, taking care of one's appearance isn't always easy. **Melissa Auerbach Murphy '01** knows that a good hair day could make a big difference.

She's the founder and executive director of Beautiful World, a Washington, DC, nonprofit that offers beauty tutorials, makeup, and hair products to people living in shelters or transitional housing. The self-care products and services for those who could not otherwise afford them bring a boost of confidence as residents prepare for job interviews.

"How you feel about yourself when you look in the mirror is so powerful," says Murphy, a master hair stylist and colorist who trained at Vidal Sassoon in London. "It can really propel you to make some big changes in your life when you have the confidence to be out and about in the world."

Word about Beautiful World spread quickly after a successful pilot at DC's largest women's shelter, N Street Village. The organization has helped upward of 400 people during the last year, and Murphy is always recruiting volunteer cosmetologists, aestheticians, and nail technicians to keep up with demand.

Now UW-Madison is home to Beautiful World's first campus chapter, where intern **Shanti Varma-Lenz x'17** leads efforts to support the nonprofit's mission. College students may not often meet people who are food- or housing-insecure, but Murphy says that talking about appearance can be a common bond.

"No matter who you are and where you are in your life, that [appearance] could still be a priority ... that was a huge realization for me," Murphy says. "Image and beauty are a really great place to start because everyone cares."

Murphy is optimistic that her efforts to seek donations and volunteers will inspire more philanthropy within what she describes as the "profit-driven" beauty industry. She ensures that Beautiful World's services are inclusive by stocking products for people of color; recruiting volunteers to serve men, who seek haircuts more frequently; and offering services to anyone — women, men, and people who identify as nonbinary or along the gender spectrum.

But as she meets people from many walks of life, Murphy says one thing is constant: "Everybody wants to know how to do their eyebrows."

KATE KAIL DIXON '01, MA'07

SCOTT SUCHMAN



BETTER THAN BRAILLE

Blind from birth, **Yeaji Kim DMA'14** learned to play the piano at age five. Instead of feeling isolated from her peers, Kim formed strong connections with both blind and sighted musicians. Her experiences inspired her to pursue a career in music education and travel from South Korea to UW–Madison, where she earned her doctorate from the School of Music.

One day, while she struggled to play a piece, Kim and one of her professors discovered that the conventional score indicated that some notes should be “beamed,” or connected, in a way that wasn’t communicated on the braille music sheet. This small but vital discrepancy led Kim to develop Tactile Stave Notation: a method that renders sheet music in three dimensions by slightly elevating the staff and notes above the surface of the page. It’s a universal system that could become the bridge between sighted and blind musicians.

Her revolutionary process created a new opportunity for collaboration between disciplines: a team of graduate and undergraduate students from UW–Madison’s Department of Mechanical Engineering brainstormed ways to mass-produce a 3-D printing process for the system.

Kim has since returned home to South Korea, where she has been active in performing. She is also in the process of patenting her system and exploring ways to mass-produce it in her home country.

Thanks to Kim’s solution, blind and sighted musicians are finally on the same page.

For more information about supporting UW–Madison’s tradition of research and innovation, visit allwaysforward.org.

chair of the film department at the New York Film Academy’s Los Angeles campus, where he teaches screenwriting, develops curricula, and manages the production department.

The American College of Mortgage Attorneys considers its fellows to be “the best of the best ... and they make a point of giving back to the industry.” Madisonian **Nathan Wautier JD’03**, a shareholder at the Reinhart Boerner Van Deuren law firm, has met the rigorous criteria to become such a fellow.

Jessica Merino ’04

has used her experience as a financial adviser for Ameriprise Financial to launch Merino Wealth Management in Chicago. Her new financial-planning firm focuses on Gen X and Gen Y female entrepreneurs, and she’s active in numerous organizations that empower women and girls.

Rachel McPhee ’05

Astoria, New York, starred in *Dead Shot Mary* at New York’s Bridge Theatre this fall. The solo show, written by McPhee’s husband, tells the true story of Mary Shanley, who joined the NYPD in 1931, quickly became a tabloid sensation, worked undercover to make a thousand arrests during her 30-year career, was among the first women to make detective first grade — then nearly lost it all. **Jackie LaVanway ’06**, also of Astoria, was the play’s marketing consultant.

Kyle Tran Myhre ’05

— the Minneapolis-based artist, emcee, and poet known as Guante — is a boundary-pushing voice at the confluence of spoken-word poetry, hip hop, and social justice. He says, “I’m interested in questioning and reframing the idea of power — other people’s and our own.” The two-time National Poetry Slam champion has now showcased his most powerful poems, song lyrics, and essays in the debut book *A Love Song, A Death Rattle, A Battle Cry* and its companion CD.

Well done, **Stephanie Smith EMBA'05**, on being promoted to VP of marketing and brand management at Sentry Insurance. With the company since 2013, she led its recent corporate rebranding, among many other initiatives. Smith is also active on many boards in her home community of Wausau, Wisconsin.

Marcus Zelenski '05 of Green Bay has been sworn in as a family court judge for the Oneida County of Wisconsin. He was previously a social-services/child-support attorney for the Menominee Indian Tribe of Wisconsin and assistant corporation counsel for the state's Brown County.

The 2016 Young Lawyer Pro Bono Award, bestowed by the Chicago Lawyers' Committee for Civil Rights Under Law, belongs to **Adam Diederich '06** for his work with its Education Equity Project to ensure that students facing expulsion receive due process. The associate at Schiff Hardin was also named the project's 2015 Advocate of the Year.

Joe Paulsen '07 has assisted President Obama in numerous roles since 2007 and most recently was his "body man": working right outside the Oval Office, constantly being at the president's side, and quietly doing whatever was needed. "He's a smart, steady presence here at the White House, on the road, and around the world," Obama said in a statement to the *Star Tribune* of Minneapolis in October. "I'm lucky to have him on my team through the finish line and beyond." Paulsen plans to stick with Obama as a special assistant — and golf partner — whatever the future holds.

At the Rio Olympics this summer, former UW track-and-field runner and swimmer **Gwen Jorgensen '08, MAcc'09** became the first American — male or female — ever to earn a gold medal in

the triathlon and the first UW female track-and-field athlete to medal at the Olympics.

Jorgensen, of Waukesha, Wisconsin, also finished 14th among women in November's New York City Marathon.

Megan Frisk PhD'09 is one of 266 scientists and engineers who are spending a year in federal government as 2016–17 science and technology policy fellows through the American Association for the Advancement of Science (AAAS). She's serving as a foreign-affairs officer in the U.S. Department of State's Office of the Science and Technology Adviser to the Secretary, but normally she's a senior editor of AAAS's journal *Science Translational Medicine* and editor of *Trends in Biotechnology*.

"She's tough. She's smart. And — as any reporter in New York knows — she's tenacious." So said New York governor Andrew Cuomo's chief of staff to the *New York Daily News* about **Dani Lever '09**, who's been promoted from spokesperson to the first woman press secretary in Cuomo's administration. She's also worked on President Obama's 2012 campaign and for the Clinton Foundation.

10s

The new director of state relations in UW–Madison's University Relations office, **Crystal Lee Potts '10**, is a busy advocate as the 2017–19 Wisconsin state-budget cycle unfurls. She was previously chief of staff in Wisconsin state senator Howard Marklein's office and supported the legislature's Joint Finance Committee. "I enjoy politics and love my alma mater," she says, "so this role is an ideal way for me to combine two of the passions of my life."

Dustin Bui '11 and **Robert Sixsmith '11** — also known as the Chicago-area musical duo High Rule — released their debut EP, *In Real Life*, this fall after amassing nearly a million

plays on Spotify with their debut single, "Touch." On campus, they lived in Witte Hall with **Andrew Fitzpatrick '11** of Los Angeles — the Vine musician known as 80Fitz and a boxer in *Pitch Perfect 2*. **Patrick Plank '12** sent this news from Atlanta. Good luck, High Rule!

After earning a degree in real estate, **Ari Kahan '11** returned to his native Los Angeles and opened Mainland Poke in 2015 after falling in love with the Hawaiian staple of cubed, raw fish and seafood mixed into customizable salads. Kahan's two restaurant locations — with plans to expand to several more soon — use sustainable, whole, unsauced, sushi-grade fish.

A 2016 Rona Jaffe Foundation Writer's Award — one of six \$30,000 prizes that go annually to early-career women writers who demonstrate exceptional promise — is in the hands of **Ladee Hubbard MFA'14** of New Orleans. The award is allowing her to take time off from teaching to complete her first novel, *The Talented Tenth*: "conceived as an allegory of African American life during the second half of the 20th century [that] looks at the meaning of talent." Her nominator calls it "inventive and surreal but edged with truth and real pain."

The choral ensemble Vocal Essence has created the ReMix Composer Mentorship Program to pair four emerging Minnesota composers — **Jonathan Posthuma MMusic'15** of Newport among them — with four seasoned composers for six-month, one-on-one partnerships to create two original choral pieces each. The works will premiere at the national conference of the American Choral Directors Association in March.

Class Notes/Divisions editor Paula Wagner Apfelbach '83 is reminded that in life — as in raffle drawings — you must be present to win.

"He's a smart, steady presence here at the White House, on the road, and around the world. ... I'm lucky to have him on my team through the finish line and beyond."

President Obama about Joe Paulsen '07

OBITUARIES
Very brief death notices for Wisconsin Alumni Association (WAA) members and friends appear in WAA's magazine for its members, *Badger Insider*. You may submit a full-length obituary and photo at uwalumni.com/go/alumninotes for online posting.

Nirvana (below at a 1991 gig) re-recorded at Smart Studios in 1990.



JAY BROWN / WWW.JFOTOMAN.COM

ALT-ROCK APEX

From its founding in 1983 until its unceremonious closing in 2010, Smart Studios bore witness to the rise and fall of alternative rock's heyday.

The Madison recording studio founded by **Butch Vig '80** and **Steve Marker '89** — members of the band Garbage — helped to create and capture the sounds of some of the most influential bands of a genre, including their own: Depeche Mode, Killdozer, Korn, L7, Nine Inch Nails, Nirvana, The Smashing Pumpkins, and U2.

The studio that helped to catapult the Midwest into the international music scene is the focus of Madison filmmaker **Wendy Schneider x'94's** documentary *The Smart Studios Story*. The film is available for preorder on iTunes on March 1, and DVDs and vinyl can be purchased at thesmartstudiosstory.com.

Schneider worked at the studio while attending the UW in the early '90s, and she used her experience to tell a piece of rock history that was American to the core: two men who started with nearly nothing and ended up making waves worldwide.

"It was a really potent time and place in Madison," says Schneider. "It was about the work, music, and nothing else."

Working on the film during a span of seven years with a limited budget, Schneider relied on help from several UW communication arts alumni and interns: instructor and finishing supervisor **Kaitlin Fyfe PhD'17**, **Ally Carlson '12**, **Hannah Frank '16**, **Brad Giroux '14**, **Leah Haefner MA'16**, **Jed Hobson x'17**, **Chase Lederer '16**, **Bianca Martin '14**, **Aaron Martinenko '12**, **James Runde '15**, and **Jamie Wagner MA'12**.

Vig, who with Marker served as an executive producer for the film, hopes the production inspires a new generation of artists. "Smart was never meant to be a museum; it was about existing in the moment," Vig says. "With a ton of passion, hard work, some luck, and a bit of blind faith, we had an amazing, 30-year run."

RILEY VETTERKIND X'17

BIBLIOPHILES will find oh-so-much more about works by Badger alumni and faculty at goodreads.com/wisalumni — our UW–Madison section of the book website Goodreads.

John Kaminski PhD'72's *Alexander Hamilton: From Obscurity to Greatness* is a remarkable collection of quotations by and about the fascinating man behind the musical. This nuanced "word portrait" of Hamilton's life launches a Wisconsin Historical Society Press series on America's founders that's edited by Kaminski, who established and directs UW–Madison's Center for the Study of the American Constitution.



In *American Panic: A History of Who Scares Us and Why*, **Mark Stein '73** of Washington, DC, highlights phrases that have recurred in each of the nation's many social panics, from the Salem witch hunts to fears of African Americans, Communists, gay marriage, Catholics, Jews, Freemasons, women, immigrants, Muslims, and many others. Stein then explores what causes people to panic or remain rational in the face of change.

The Rye Baker: Classic Breads from Europe and America is **Stanley Ginsberg PhD'74's** definitive source for recipes, history, chemistry, and baking methods for this iconic staple. He owns The New York Bakers, a San Diego-based purveyor of ingredients and supplies.

The "new retirement" is about reimagining and redefining where to live and how to spend your time and money — especially if you're navigating this life phase alone. **Lori Kahn Martinek '79** of Rio Verde, Arizona, covers it all in *Retiring Solo: Plan to Be Happy, Healthy and Independent in the Years Ahead*. She's a serial entrepreneur and the owner and principal of ED/c Partners.

Former Madison elementary-school teacher **Marc Kornblatt '01** now produces documentaries and film shorts. Recently, he spent six months crisscrossing the nation as a one-person film crew, interviewing people of all walks about the pressing issues of the day. His resulting documentary, *In Search of America*, premiered at the Twin Cities [Minnesota] Film Fest.

Pen to Paper: Artists' Handwritten Letters from the Smithsonian's Archives of American Art proves that letter writing can be an artistic act. **Mary Savig '06** of Arlington, Virginia — the archives' curator of manuscripts — edited this collection of letters, transcriptions, photos, artworks, and essays to explore what we can learn from the handwriting of celebrated artists.

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scott.mckinney@supportuw.org or 608-308-5450



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JEFF MILLER, BELOW; LEFT TO RIGHT: JEFF MILLER; WISCONSIN UNION; BRUCE RICHTER



The Sett, named for a badger's den, features a two-story climbing wall and a one-story bouldering wall. The ground floor offers eight full-length bowling alleys, billiard tables, and other games.



Former Badger star Devin Harris x'06, now with the Dallas Mavericks, signed pieces of the old basketball court salvaged from the Kohl Center that make up one wall in The Sett.

Since Union South reopened in 2011, students and community members frequently pack The Sett Pub for watch parties, including Badger sporting events and presidential debates.



The Sett also hosts team trivia contests, live music, and events connected with Wisconsin Welcome, a series of orientation and new-student programs held at the beginning of each semester.

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