

# OnWisconsin

FOR UNIVERSITY OF WISCONSIN - MADISON ALUMNI AND FRIENDS FALL 2017

## The Voice

Alexandra Noboa-Chehade '09  
habla el lenguaje del béisbol.

*Page 22*





## Vision

This female Norwegian Atlantic salmon seems pretty chill as it swims in a tank in the Water Science and Engineering Lab. It's part of a study researching ways to reduce stress on farmed fish. Wisconsin has more than 2,000 fish farms.

*Photo by Jeff Miller*









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# OnWisconsin

A view of Camp Randall Stadium in 1901.  
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UW ARCHIVES S09660

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## Cover

Alexandra Noboa-Chehade '09, the Spanish language translator for the St. Louis Cardinals, sits in the stands at Busch Stadium before a summer night game. Photo by Whitney Curtis.





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## Fascinated by Lochner

I was fascinated by “Our Man in Berlin” [Summer 2017 *On Wisconsin*]. For more on Louis Lochner’s experiences as AP bureau chief in Berlin on the eve of World War II, I recommend *Journalist at the Brink* by Morrell Heald. The book includes letters Lochner sent to his family from 1925 until 1941, when the Nazis expelled him. Because of German censorship, Lochner had to be careful what he wrote, but his access to the powerful and formerly powerful in Germany was unmatched, thanks in good part to his marriage to a German aristocrat. Full disclosure: Morrell Heald was my late father-in-law.

**Caroline Emmet Heald ’72**

*Alexandria, Virginia*

There is a tremendous amount of German and World War II history in “Our Man in Berlin.” Lochner and the article attempt to explain how an advanced and sophisticated country could fall so low. And certainly more than one reader compared that time to today. If I still lived in Madison, I would be on my way to the State Historical Society to read some of the dispatches from Berlin.

**Thomas Krajewski MA’79**

*Onalaska, Wisconsin*

## Of Derby Daughters

As a proud dad, I must add information to “A Rink of One’s Own” [Spring 2017]. My daughter Lara “Lucille Brawl” Bell ’99 skated as an original member of the (Austin) Texas Rollergirls, the league that resurrected roller derby in 2001. Lara inspired her sister Colleen “Crackerjack” Bell ’04 to found the Mad Rollin’ Dolls in 2004. Colleen was MRD general manager from 2004 to 2008. She also served as president of the board of directors of the Women’s Flat Track Derby Association (WFTDA), the sport’s governing body, during its formative years from 2005–12. WFTDA now oversees 397 leagues in 23 countries.

**W. Dan Bell JD ’76**

*Wilmington, North Carolina*

## Population Bomb

In regard to “Great Fall of China” [Summer 2017]: China is the sole country that has directly faced the population “bomb” (7.5 billion and counting) that is rapidly engulfing the world. We hear loud laments regarding global warming, energy use, habitat loss, food and water shortages, epidemics, wars, etc. — yet not one powerful spokesperson from any country other than China ever mentions that excessive population is the root cause of most of these problems.

As an environmental-health scientist and published researcher, I have reflected upon this key underlying cause of many, if not all, of the world’s environmental problems. In my lifetime, the population of the U.S. has more than doubled; the negative effects on quality of life are evident. My two adult children have opted to have no children, given their expectation of continually deteriorating quality of U.S. life.

**Janice Winter Yager ’62**

*Oakland, California*

## Not a Crime

Jake Lubenow of the College Republicans [Conversation, Summer 2017] appears to be a well-spoken, thoughtful man. It was very sad to read that [the College Republicans] are afraid that Democrats will come to their meetings to harass them and that they have to, in his words, “be a lot more mindful of your surroundings.”

He speaks as if being a conservative were akin to being a hunted animal, and sadly, that’s how many conservatives feel. Having an opposing view to that of a Democrat is not a crime.

**Stacy Wiegman MS’96**

*Fort Mill, South Carolina*

## Dance, Dance, Dance

[In response to the Recognition on Daniel Brenner ’92, Summer 2017 Class Notes]: The isthmus really is that stairway to the dancing stars. Way to go, Brother D!

**Donovan Hart**

## AT LAST

After long periods in hiding during 10 years of construction on Library Mall, the Hagenah Fountain started flowing again this summer. Dedicated in 1958, it’s named for William Hagenah 1903, LLB 1905, a former UW Foundation executive director, who donated \$16,500 to build it on the once-empty lawn.



## SLIDESHOW

“Football Fight” (page 34) examines college football’s popularity and controversies in the early 1900s. View more images at [onwisconsin.uwalumni.com](http://onwisconsin.uwalumni.com).







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## OnWisconsin

Fall 2017

### CO-EDITORS

Niki Denison, Wisconsin Foundation and Alumni Association (WFAA)  
Jenny Price '96, University Communications

### PUBLISHER

Wisconsin Alumni Association  
650 N. Lake Street, Madison, WI 53706-1476  
608-262-2551 or 888-WIS-ALUM (947-2586)  
Email: [onwisconsin@uwalumni.com](mailto:onwisconsin@uwalumni.com)  
Web: [onwisconsin.uwalumni.com](http://onwisconsin.uwalumni.com)  
Class Notes: [uwalumni.com/go/alumninotes](http://uwalumni.com/go/alumninotes)

### ASSOCIATE PUBLISHER

John Allen, WFAA

### ART DIRECTOR

Nancy Rinehart, University Marketing

### PRODUCTION EDITOR

Eileen Fitzgerald '79, University Marketing

### DESIGN, LAYOUT, AND PRODUCTION

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

### PHOTOGRAPHERS

Jeff Miller and Bryce Richter, University Communications

### CLASS NOTES/DIVERSIONS EDITOR

Paula Apfelbach '83, WFAA

### EDITORIAL INTERN

Madeline Heim x'18

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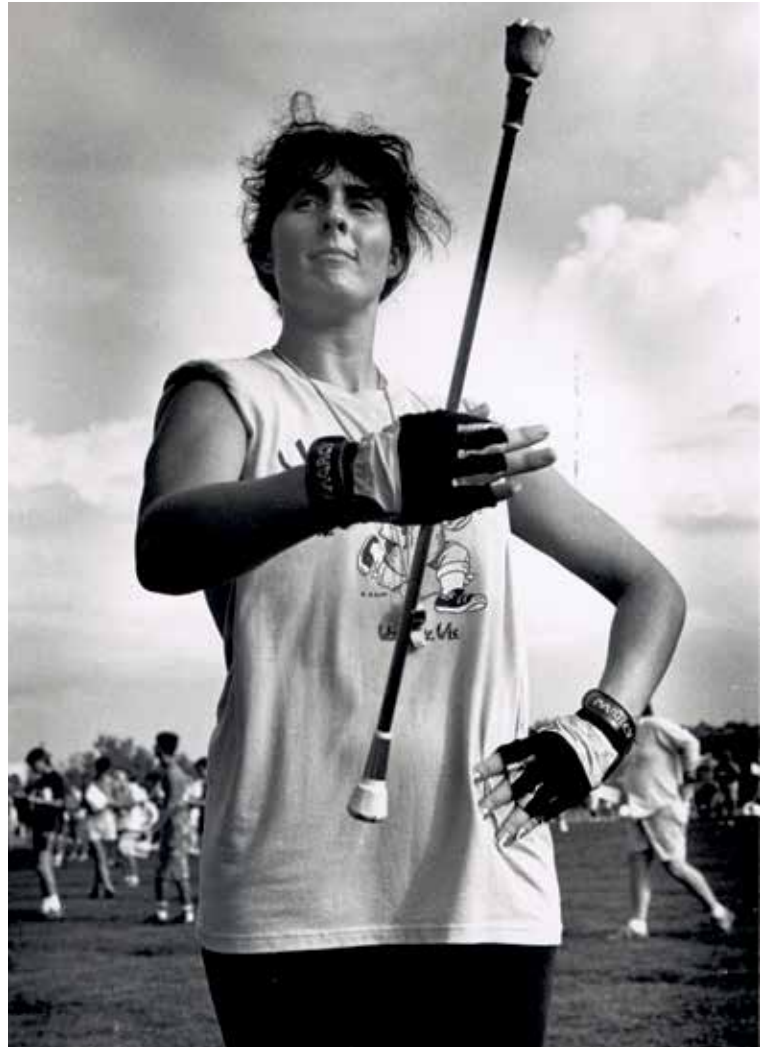
888-947-2586 or 608-308-5420  
Email: [alumnichanges@uwalumni.com](mailto:alumnichanges@uwalumni.com)

Quarterly production of *On Wisconsin* is supported by financial gifts from alumni and friends. To make a gift to UW-Madison, please visit [supportuw.org](http://supportuw.org).

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"I figured if it was going to happen eventually, it might as well be me," says Dee Willems '90, MS'96, who became the UW Marching Band's first woman drum major in 1989. (See Tradition, page 52, for more on the band's audition process.) Today, Willems teaches middle-school Spanish in Wisconsin Rapids, and is grateful for the on-field skills she gained that remain relevant in the classroom: how to work with a wide variety of personalities and "how to [use] a commanding voice ... to get a roomful of people's attention when they're misbehaving."

# Saving Kids' Lives:

## THE ULTIMATE BADGER VICTORY

Whether taking on the next gridiron opponent or beating childhood cancer, you can always count on the University of Wisconsin to lead the charge.

Every day, the UW Childhood Cancer Team is developing highly advanced treatments that are saving the lives of kids who would not have survived just a few years ago. To UW Badgers Football Coach Paul Chryst, this is the ultimate victory.

"Kids with cancer like Caylee are genuine heroes," says Coach Chryst. "She and dozens of others I have met inspire me to make a difference by supporting the efforts here at UW to save children's lives."

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## Popular Science

*Does entertainment have the power to sway public opinion?*



DAN STEINBERG/INVISION/AP

Can Bill Nye, the famed Science Guy of the '90s, really save the world?

UW researchers posed that question in jest in an online column following the spring release of Nye's new Netflix show. Their answer? No. But the show, *Bill Nye Saves the World*, serves as a valuable reminder that *how* we talk about science is just as influential as the science itself.

**Dominique Brossard** and **Dietram Scheufele MA'97, PhD'99**, life sciences communication professors, are leaders in researching the connection between how scientists communicate their work and how the public perceives it. Mixing science and politics is nothing new — but a new danger, they say, is the perception of science as *partisan*.

With today's fragmented media, the audience for science shows is relatively small and highly educated about the topics. And while reaching skeptics is one part of the equation, resonating with them is even more important. "Very often we end up polarized on values, not on facts," Scheufele says. "We should flip it around and ask, 'What are the values that actually unite us?'"

People use values — moral, religious, political, and otherwise — as filters to view any given issue, Brossard says. A common criticism of Nye's show is that he comes off as condescending, rarely validating the worldview of skeptics.

Research shows that "consensus messaging" — stating that nearly all scientists agree on a matter — only works with people who are already open minded. And the notion that skeptics simply lack exposure to accurate information has also been discredited. Rather, the key is finding common ground, Scheufele says. For climate change, that could mean focusing on energy independence and global competitiveness.

Neil deGrasse Tyson, the astrophysicist who rebooted *Cosmos* in 2014, defended popular science shows by posting a comment on the researchers' article: "What a luxury to lament the limited success of science programming in modern times." To this, Brossard responds as she does to any scientist who resists her communication advice. "We're not telling you that you shouldn't do this show," she says. "We're just giving you the science to potentially do it better."

PRESTON SCHMITT '14



JEFF MILLER

## SERF's Down

For years, overcrowding and long lines have been the norm at the SERF (Southeast Recreational Facility), built in 1983 to give students a place to exercise. So it's no surprise that in a 2014 student-government referendum, 87 percent of students voted to dedicate more of their fees to improving recreational facilities on campus. Work will begin this fall on a new facility with more space for students and staff to work out, an Olympic-size swimming pool, and an expanded track. Unlike the old SERF, it will have central air-conditioning and more natural light. The new building, scheduled to open in summer 2019, is part of a master plan that also includes replacing the Natatorium and overhauling the near west and near east playing fields.

NIKI DENISON



Dominique Brossard



Dietram Scheufele

COLLEGE OF AGRICULTURAL AND LIFE SCIENCES (2)

## COOL IT WITH AC!

Cranking air-conditioning increases air pollution, a UW study has found. The additional electricity needed to ramp up AC produces increased emissions of sulfur dioxide, nitrogen oxides, and carbon dioxide — at the rate of 3 to 4 percent per degree of cooling. "The hottest days of the summer typically coincide with the days of highest air pollution," says the study's lead author, **David Abel '15, MS'16**, a doctoral student in the Nelson Institute for Environmental Studies.

## SCENE SETTING

**Elise Schimke '17** sought solitude in campus libraries during her time at UW–Madison. So when the history and English literature major from Stevens Point, Wisconsin, had to pick a subject for a project in an elective photo class, her choice was automatic.

The resulting softcover book, *Libraries of UW–Madison*, is a quirky trip through the stacks of a top university. In 41 photos, Schimke captures what makes each campus library unique. She also finds their commonalities. Each image was shot in a consistent manner, a photographic approach called typology.

To create her photos, Schimke placed a chair between two rows of books and then added items or artifacts that speak to each library's specialty area: taxidermized ducklings at the Zoological Museum Research Library; a fluffy puppet at the MERIT Library for future teachers; a fishing net at the Limnology Library. The book can be purchased at [etsy.com](http://etsy.com).

**DOUG ERICKSON**



JEFF MILLER (UPPER RIGHT); ELISE SCHIMKE (5)



## Dairy Drama

This past spring, when a group of 75 dairy farms found out they would be dropped by their processors, **Mark Stephenson** was among the first to hear about it. The Wisconsin dairy market faced a crisis. Canada had changed its trade policy, halting the flow of ultra-filtered milk from U.S. processors. The policy coincided with an unusually large amount

of milk. In the past, cheese plants had been happy to pick up additional supply, but “this situation was different,” says Stephenson, director of dairy policy analysis with UW–Madison and UW–Extension.

Within a week, Stephenson was in conversations with state agriculture officials, exploring ways to find processors and cooperatives that would take milk from almost all of the affected farms.

Wisconsin's dairy industry is worth \$43 billion annually, accounting for about one-seventh of the state's GDP. The industry has benefited from a long tradition of university and extension support to improve dairy feed, promote animal health and nutrition, help develop new artisan cheeses and other products, train the workforce, and assist with farm modernization and business decisions.

In June, the UW System hosted a summit to debrief and strategize for the future. Stephenson gave the keynote talk, explaining how Wisconsin's dairy industry has become more vulnerable to global market forces and proposing a work group to ensure that the state is positioned to thrive in this new reality.

**NICOLE MILLER MS'06**



BRUCE RICHTER





UW ARCHIVES 23/21 S00709

When students opened a new Black Cultural Center in the Red Gym in May, it marked the first time that the UW had offered a resource center specifically for African American students in more than four decades. Its first center was born and died amid protests and demonstrations.

The late 1960s saw volatile race relations on campus. In fall 1968, a student group called the Black Peoples Alliance issued a collection of 13 nonnegotiable demands, including the creation of a black studies department in which students would have equal responsibility with faculty in creating the curriculum. The univer-

sity declined. ("I do not think our students should have the major voice in department policy," said then-chancellor William Sewell). Soon after, the alliance launched a strike. Perhaps as many as 10,000 people joined in demonstrations. Although the UW refused to give in and the state legislature voted to deny financial aid to anyone who took part in protests, the strike produced some effects. One of these was the growth of the Afro-American and Race Relations Center, which opened on University Avenue, on the current site of Grainger Hall.

The center had a tumultuous five-year history. It moved loca-

**Kwame Salter MS'70, center, leads a protest against the UW regents' decision to close UW-Madison's Afro-American center in 1973. Salter was the center's director.**

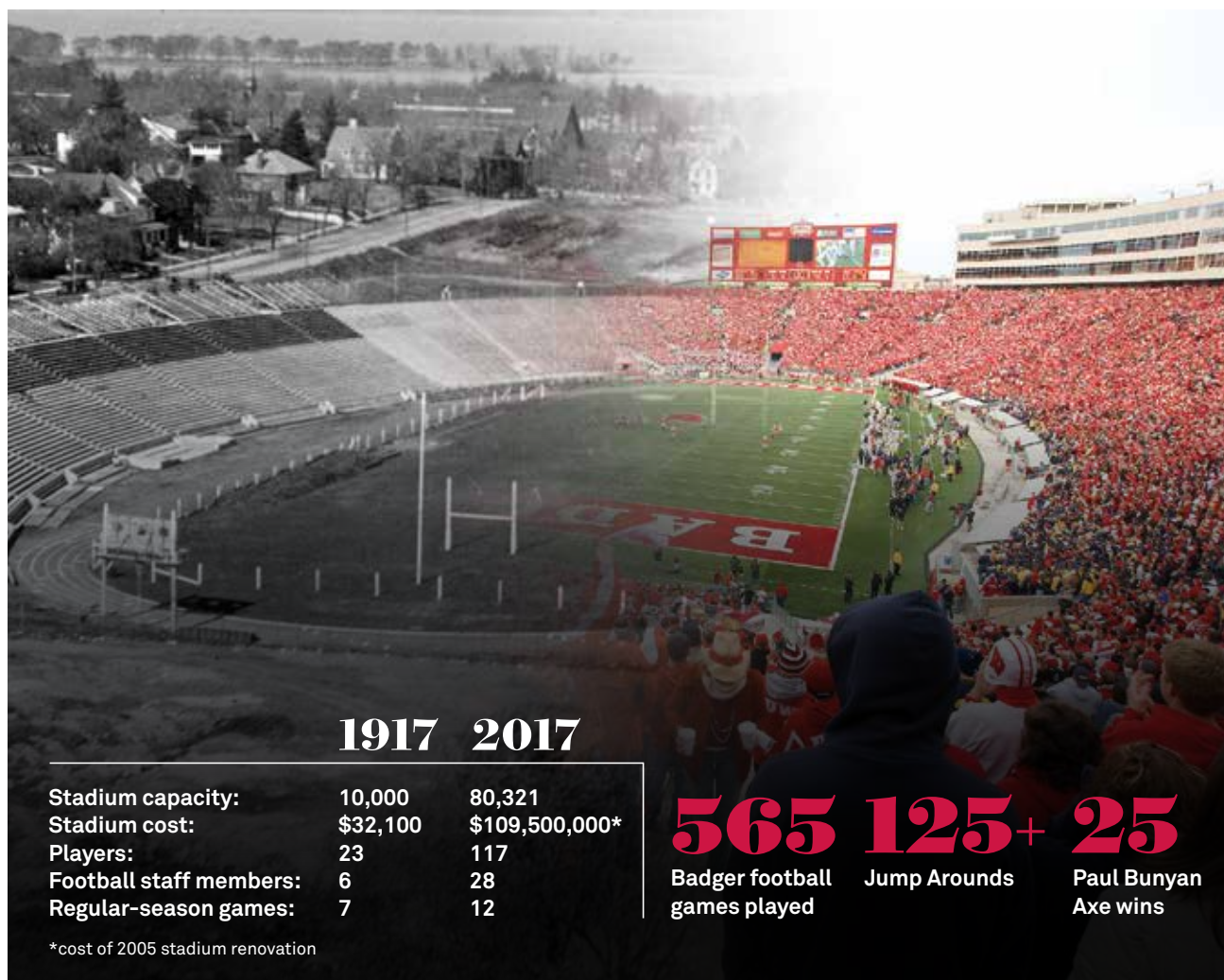
tions, changed its name, threatened further strikes, and disrupted a board of regents meeting. In 1973, in light of ongoing conflict with university leadership, the regents adopted a policy that effectively eliminated the Afro-American center's budget. In spite of renewed protests, it was closed.

After nearly 44 years, the Black Cultural Center has a new home on campus with a goal to "acknowledge the specific and particular realities of black communities at UW-Madison, while also connecting communities to the larger Wisconsin Experience and fostering a sense of belonging."

**JOHN ALLEN**

# Calculation *Camp Randall Turns 100*

UW ARCHIVES UWCLP-A0385.BIB; BRUCE RICHTER; PHOTO ILLUSTRATION BY DANIELLE LAMRY



## Built on Tradition

Long before “Jump Around” and the Fifth Quarter, the 50-acre lot on which Camp Randall now stands was home to Wisconsin state fairs and Civil War soldiers.

When the state donated the land to the university in 1893, the track and football teams used the space. The state legislature answered a years-long plea in 1915 to fund a permanent stadium (expedited by an incident of collapsed bleachers that injured hundreds), and the physical framework for today’s Camp Randall was eventually erected in 1917. The UW beat Beloit 34–0 in its first game at the new stadium.

This year, the UW Department

of Athletics has been celebrating Camp Randall’s centennial by featuring 100 people (CampRandall100.com) who have shaped the stadium’s legacy. While many names are embedded deeply in Wisconsin football lore — among them **Pat Richter ’64**, **JD’71** and **Ron Dayne x’00** — the more unexpected honorees underscore the stadium’s versatility.

Two months before his Olympic heroics in Berlin, Jessie Owens set two world records at Camp Randall in 1936. (Neither sprinting record stood, however, due to a strong wind at his back.) Pink Floyd, U2, and the Rolling Stones rocked Camp Randall in the ’80s



In honor of Camp Randall’s 100th year, UW athletics issued season football tickets with retro designs inspired by past game programs.

and ’90s, and the Green Bay Packers hosted 12 preseason games in Madison between 1986 and 1999.

The UW men’s soccer team played its first seven seasons at Camp Randall, starting in 1977. The stadium’s turf transitioned to ice for a pair of UW hockey games in 2010. And outdoor commencement ceremonies at the stadium date as far back as 1925.

When asked at a press conference earlier this year why preserving a historic venue like Camp Randall is more important than constructing a new, state-of-the-art stadium, UW athletic director **Barry Alvarez** didn’t hesitate.

“You can’t build tradition,” he said.

**PRESTON SCHMITT ’14**





SHANNON ABBEY/LINDAREPS

## Wait for It

Even for entrepreneurs, slow and steady wins the race.

Those who play it safe and wait to quit their day jobs until new businesses show clear potential are 33 percent less likely to fail than those who dive in headfirst, a UW–Madison study found.

**Joseph Raffiee MBA'10, PhD'16** and **Jie Feng PhD'15** conducted the research during their graduate work in the Wisconsin School of Business. They compared the tendencies of aptly named “hybrid entrepreneurs” with people who take a more traditional approach to a startup.

Hybrid entrepreneurs follow risk-aversion theory — they tend to minimize risks. Launching a new business little by little gives them “breathing room,” says Feng, now an assistant professor at Rutgers University.

Prior to examining data from the Bureau of Labor Statistics, the two had studied small businesses and big companies such as eBay and Nike that started as side ventures for entrepreneurs who were looking to go out on their own. They also spoke with colleagues who wanted to start businesses but were afraid to abandon their current jobs.

With that information in hand, they wondered whether an incremental approach to a brand-new start-up would eventually yield a more successful business.

The study supported that hypothesis, as well as shattered the myth that all entrepreneurs are uber-confident risk-takers. While people who followed the traditional start-up method often fit that mold, the hybrids barely differed from nonentrepreneurs in terms of those character traits.

Raffiee, now an assistant professor at USC's Marshall School of Business, says that particular finding was good news for folks who are eager to start a business but don't see themselves in the idealized prototype of a risk-taker. “A lot of people want to be entrepreneurs,” he says.

**MADLINE HEIM X'18**

## Seismic Shift

UW–Madison geologists **Randy Williams PhD'16** and **Laurel Goodwin** used radioactive elements trapped in crystallized, cream-colored “veins” in New Mexican rock to illuminate a historical record of earthquakes along the Loma Blanca fault in the Rio Grande rift.

This kind of intraplate fault generally produces earthquakes much less frequently than those at the boundaries of tectonic plates, such as California's San Andreas fault, and tends to be less understood by geologists. Some intraplate faults have experienced increased seismicity in recent years, likely due to deep injection wells used for wastewater disposal.

“We can't predict an exact date for when earthquakes will occur, and it's unlikely that we ever will,” says Goodwin, a professor in the UW's geoscience department, “but we want to understand what is driving them so we can better prepare.”

The team showed that an unusual cluster of earthquakes more than 400,000 years ago resulted from an increase in fluid pressure deep beneath the surface. Increases in such pressure can decrease the friction between the two sides of a fault, leading to easier sliding.

Williams, a postdoctoral fellow at the UW, says injected wastewater is likely to increase pressure at a faster rate than most faults have experienced in the geologic past.

**KELLY APRIL TYRRELL MS'11**



COURTESY OF LAUREL GOODWIN AND RANDY WILLIAMS

## NEWS FEED



**The Arboretum has a new director: Karen Oberhauser '81**, an internationally renowned monarch butterfly researcher. She comes to the UW from the University of Minnesota's Department of Fisheries, Wildlife, and Conservation Biology, where she has been a professor and conservation biologist.

**The departments of landscape architecture and urban and regional planning merged this summer to create the Department of Planning and Landscape Architecture. The new department will be housed in the College of Letters & Science.**



**The Chazen Museum of Art** unveiled a new mural by artist Jim Dine. The 80-foot-long artwork was originally created in Paris, but it was shipped to Madison and now borders a skylight on the museum's third floor.

GREG MITCHELL; RUSSELL PANCZENKO

# Moon

By Timothy Yu

That cloud-hid moon made a silent Oh  
every night my daughter asked for her mother  
and maybe I told her the moon was her mother  
not knowing if tomorrow she'd ask me where  
the moon was hiding when the sun is  
shining or if the sun is happiness

This poem by UW professor Timothy Yu appeared in *The Golden Shovel Anthology*, a tribute to Pulitzer Prize-winning poet Gwendolyn Brooks. In April, it was reprinted in the *New York Times Magazine*. Yu teaches English and Asian American studies, and his first book of poems, *100 Chinese Silences*, was published in 2016. "Moon" is copyright ©2017 by The University of Arkansas Press. Reprinted with the permission of the publishers, [www.uapress.com](http://www.uapress.com).



BRUCE RICHTER

## NEW LINEUP:

The east wing of Memorial Union's first floor reopened in December to reveal renovated study areas, updated dining options, and a new location for the Daily Scoop. The counter serves Babcock Hall Dairy ice cream at a faster pace — thanks to two service lines — and menu options range from basic cones to a Freshman 15 sundae comprising 15 scoops of ice cream. Renovation work continues on the Union's second, third, and fourth floors, which are expected to fully reopen this fall.

## GENDER GAP

A team of UW researchers spent two years immersed in a first-of-its-kind effort: analyzing mountains of data on gender differences in depression, which affects nearly twice as many women as men. The team looked at studies of more than 3.5 million people in more than 90 countries and emerged with a key finding: girls show higher rates of depression beginning at age 12. "We need to start before age 12 if we want to prevent girls from sliding into depression. Depression is often quite treatable," says study coauthor **Janet Hyde**, a UW professor of psychology and gender and women's studies. "People don't have to suffer and face increased risk for the many related health problems."

**DAVID TENENBAUM MA'86**



CALINATI/ISTOCK

# 56,000+

The number of eye specimens — mainly from cats, dogs, and horses — held by the Comparative Ocular Pathology Laboratory of Wisconsin at UW–Madison, including 6,000 from exotic species such as African elephant, chimpanzee, jaguar, octopus, and okapi — a giraffe relative.

## NEWS FEED



**Hajjar Baban x'20** was one of two finalists for the inaugural title of National Youth Poet Laureate. Baban is part of UW–Madison's First Wave Learning Community, a multicultural program that brings young artists together to live, study, and create.

The UW's **Nelson Institute for Environmental Studies** has developed a new master's program to train students to use drones and satellites to gather and process data about the oceans, land, atmosphere, and wildlife. The **Environmental Observation and Informatics** option is a 15-month program.



**UW researchers believe that Zika virus** is far more dangerous than previously thought. A study led by Sydney Nguyen of the Primate Research Center and Kathleen Antony and Dawn Dudley of the School of Medicine and Public Health indicates that the virus is transmitted from pregnant mothers to fetuses almost 100 percent of the time and may cause problems in addition to microcephaly.

MASHA VOYANIK; JEFF MILLER



## Conversation Paula Bonner MS'78

After just a year of teaching physics to eighth graders in her native South Carolina, Paula Bonner moved to Madison for graduate school and began a 40-year relationship with the UW. She helped lead the evolution of the Badger women's intercollegiate sports program, and then in 1989 joined the staff of the Wisconsin Alumni Association (WAA). She led the organization from 2000 until her retirement this fall.

### ***What were alumni relations like when you assumed leadership of WAA?***

The new millennium welcomed Rose Bowl championships, but also a drumbeat of reduced state support of UW-Madison — and all UW public colleges and universities. WAA [had to] invest in resources and new people as well as marketing and public relations in order to further support and advocate for this university.

### ***Where did your work begin?***

In 1998, WAA had decided to distribute the alumni member magazine, *Wisconsin Alumnus* (now *On Wisconsin*) to all alumni households in the U.S. No longer would the magazine be an exclusive benefit to dues-paying members of WAA. Indeed, this

led to a new strategy of engaging all alumni. In 2000, when I assumed the WAA presidency, we had to develop a top-notch marketing, communications, and creative team that not only created a new and more powerful brand for WAA, but also provided expertise and additional resources to UW-Madison.

### ***What were the keys to your work at WAA?***

Everything we've done and accomplished is because of relationships — with alumni and with campus and with others. And one of the joys of this job has been building the staff that we have. I've been able to work with and for some amazing people. It's those relationships that have made things happen.

Paula Bonner celebrates the construction of Alumni Park, which will open in October.

### ***Things like what? What are you proudest of?***

A hallmark of this time was a commitment to providing alumni with a new level of academically based lifelong-learning programs. WAA partnered with UW offices to offer Alumni University, Wednesday Nite @ the Lab, Made in Wisconsin, and the now-legendary Grandparents University.

### ***One of your biggest projects in recent years has been the creation of Alumni Park.***

#### ***What makes it so special?***

Alumni Park isn't just a park — it's an effort to tell a story. I want to convey meaning, to symbolize what's iconic about Wisconsin. Madison is a special place, and the ideas and principles that students learn while they're here and carry out into the world as alumni — that's what this park is meant to honor.

Interview conducted,  
edited, and condensed  
by John Allen  
Photo by Jeff Miller







BRUCE RICHTER (2)

“I was always a tinkerer,” **Steve Narf** explains from his Chamberlin Hall workshop lined with towering cabinets, each one stuffed with an amazing array of tools, bolts, and wires.

It seems fitting, then, that the Madison native returned to his hometown 22 years ago from the Twin Cities to manage the L. R. Ingersoll Physics Museum. As he builds and fixes the museum’s 70-plus hands-on exhibits, Narf designs experiments, solves puzzles, and, well, tinkers — all in the service of physics education.

Narf views it as a place to encourage the next generation of tinkerers. In 2016, more than 4,000 schoolchildren visited the free museum to spin bicycle-wheel gyroscopes, crank electrical generators, and yank on pulleys. Each exhibit demonstrates a physical law, explained by printed placards or in person by Narf and his student docents.

“It’s putting the physics at the fingertips of the kids, so they can play around with it,” he says. “We’re always catering to the kids.” The thick stack of thank-you notes next to Narf’s desk points to just how much young visitors enjoy the experience.

The museum was established 100 years ago by its namesake, **Leonard Ingersoll PhD1905**, and **Benjamin Snow**, two physics professors who wanted to extend their teaching mission beyond the classroom. Some exhibits, such as the differential gears, date back to Ingersoll’s days; others teach science, such as chaos theory, that had yet to be discovered in 1917.

Students from the Milwaukee Excellence Charter School explored hands-on exhibits during a tour of the L. R. Ingersoll Physics Museum this spring.



During his long tenure, Narf has tinkered with the museum itself, too. He established the student-worker docent program and has added more than 30 exhibits. Now he’s trying to raise funds to hang a Foucault Pendulum, which demonstrates the earth’s rotation, in the light well outside the museum.

Its founders would recognize Narf’s vision.

“Snow was really wanting to get more people interested in science, and he thought having experimental things around where people can throw switches, and push buttons, and have something happen would drive interest in science,” says Narf.

“We’re trying to carry on that legacy.”

**ERIC HAMILTON**



# Money Matters

UW-Madison is part of a coalition of universities and groups that aims to block the alarming cuts to higher education and research spending included in President Donald Trump's proposed 2018 federal budget.

Chancellor **Rebecca Blank** led a delegation from Big Ten universities that met with House Speaker Paul Ryan in April. The Wisconsin Republican "made clear he understands the importance of federally funded research," Blank says. Meanwhile, the UW's federal relations office in Washington continues to lobby Congress — which will draft the spending bills — emphasizing how critical federal dollars are to the health of the state and national economy.

Along with cuts to various agencies that fund UW research and financial aid programs, the proposed budget would also drastically cap how much universities can recover from the National Institutes of Health for certain costs that support research, such as utilities, Internet, telecommunications, data storage, and hazardous waste disposal. That provision alone could cost UW-Madison as much as \$53 million a year.



When UW surgeon **Susan Pitt** captured an homage to a *New Yorker* cover on her smartphone with help from some colleagues at a conference, she created a Twitter meme that spread across the globe. Pitt, an assistant professor of surgery, used a hashtag launched by a female medical student in 2015 — #ILookLikeASurgeon — to encourage female surgeons to duplicate the shot. In response, photos of female surgeons from Australia, Brazil, Ireland, Mexico, and Turkey trended on Twitter. At UW-Madison, nearly half of the faculty in general surgery are women.

## NEWS FEED

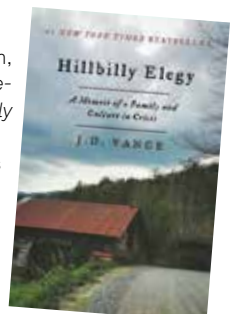
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**Susan Brantly** — a professor of German, Nordic, and Slavic, who's also affiliated with the Department of Theatre and Drama — has helped to create a sequel to a classic Henrik Ibsen play. The *New York Times* called *A Doll's House, Part 2*, the best play of the Broadway season. Written by Lucas Hnath, it picks up the tale of Nora Helmer 15 years after she left her husband at the end of Ibsen's original.

**The UW will receive about \$9.3 million to fund nuclear-energy research. That means that more than one-sixth of the U.S. Department of Energy's grant dollars for 2017 will come to UW-Madison.**

**Go Big Read**, the UW's common book program, has chosen *Hillbilly Elegy: A Memoir of a Family and Culture in Crisis*. Author J. D. Vance tells his story of growing up in the Rust Belt and escaping generations of poverty.



## Contender *Jim Leonhard*

When the stadium lights shine on Camp Randall and the bleachers shake with the weight of students jumping around, Jim Leonhard '06 will be in the middle of the action, reminding his Badger players that football is meant to be fun.

At 34, Leonhard is the youngest defensive coordinator in the Big Ten and has just one year of coaching under his belt. His direction of the defense will be measured against coaches across the country who are years his senior.

"It is pretty special to be at this point in my career, where I'm at right now, really in only year two," Leonhard says. "I'm just trying to learn as much as I can, as fast as I can."

But what he lacks in coaching experience, he makes up for with a solid playing career rooted in his love of the game.

Once a small-town Wisconsin kid who hadn't witnessed Game Day at the UW until his senior year of high school, Leonhard walked on to the Badger football team and proceeded to wow fans with his speed and defensive finesse at safety. He then played 10 seasons in the NFL with six teams, beginning with the Buffalo Bills and ending with the Cleveland Browns.

The lessons he carries with him from his time in the pros? First, there are different ways to achieve success, so flexibility is key to building team talent. Sec-

ond, to be a great coach, you've got to be yourself.

"I was very fortunate to be around some coaches with very strong personalities," Leonhard says. "They were who they were, and everybody respected it."

As for his own style, Leonhard walks the line between cracking jokes and demanding discipline. And some wisdom from a former coach, Rex Ryan, guides his approach: football is a game meant for kids — one that college and professional athletes are lucky to still be playing.

"You're supposed to enjoy it. We try to push that to our guys," Leonhard says. "You can work really, really hard and enjoy it."

**MADELINE HEIM X'18**  
**PHOTO BY BRYCE RICHTER**

Jim Leonhard, a Wisconsin native, walked on to the Badger football team.







UW ATHLETICS/SAVID STILUKA

# Beyond the Game

*UW program helps student-athletes chart a course for life after sports.*

Most student-athletes don't make it to the pros — or last long once they get there. And the hours devoted to playing a college sport can make it difficult to connect with internships or other experiences that lead to a viable career off the field of play.

During his second year on campus — and his first on the football team — walk-on Badger running back **Dare Ogunbowale '16** joined Beyond the Game. The program, launched in 2011, was designed in partnership with Wisconsin's Equity and Inclusion Laboratory, with help from a research grant. Its main focus: improving graduation rates and postcollege outcomes for student-athletes by introducing them to opportunities outside of sports, including seminars and internships.

Beyond the Game also helps student-athletes have a more complete college experience by drawing them out of their "athletic bubble," since a restricted social life can pose as much of a strain on them as time limitations do, says **LaVar Charleston MS'07, PhD'10**, a former senior researcher and assistant director for the laboratory that helped design the program.

"Sometimes, their peers can alienate them by having stereotypes about academic ability and why they come to school," he says. "So based on these experiences that they have — or being ostracized by their peers — sometimes, they want to stay inside that bubble to feel safer."

From amassing a terrific academic track record to polishing his piano-playing skills,

Ogunbowale dedicated much of his UW career to developing an identity outside of athletics. His peers elected him copresident of Beyond the Game, and he worked with faculty members to organize career fairs, networking events, and lectures by working professionals. He also joined We're Better Than That, a student organization dedicated to eradicating sexual violence, and he ultimately landed an internship at Merrill Lynch during summer 2016 to pursue his interest in finance and wealth management.

At the investment firm, Ogunbowale found that skills he developed through athletics were also assets in the workplace.

"Having the ability to appeal to people and have them trust you is huge in any kind of job-like setting," Ogunbowale says. "There's a lot of trust that goes into working out and training with the same people over and over again, and having people rely on you on Saturdays. Being competitive and personable are huge skills that I was able to learn throughout my time playing football."

After the 2017 NFL draft in April, he signed as an undrafted rookie with the Houston Texans.

"After football's done, however long that is, I've learned some valuable skills and made some really good connections that will be beneficial," Ogunbowale says. "A student-athlete has so much more to offer than just playing sports, and Wisconsin has allowed us to showcase that to anyone who wants to see it."

**DAVID GWIDT X'18**

## TICKER



The Department of Athletics has promoted **Chris McIntosh '04** to deputy athletic director. McIntosh, a former Badger football player, succeeds Walter Dickey '68,

JD'71 (who is also a professor emeritus at the UW Law School), who will remain with the department.

UW ATHLETICS (5)

The UW Athletics Hall of Fame will induct 10 people in September: athletes **Sara Bauer '08**, **Darrell Bevell '96**, **Brooks Bollinger '03**, **Brian Elliott '07**, **Tamara Moore '14**, **Arlie Schardt 1917**, and **Tracy Webster '95**; coaches **Bob Suter** and **Guy Lowman**; and marching band director **Mike Leckrone**.



**Bauer '08**



**Moore '14**



**Webster '95**



**Lowman**

Former UW volleyball star **Lauren Carlini '17** led the U.S. team to gold at the Pan Am games in June. It marked the fourth time in the last six years that the U.S. squad had won that competition.

Former Badger runner **Mohammed Ahmed '14** won his second straight title in the 5,000-meter race at the Canadian Track and Field Championships. Ahmed is a two-time Olympian.



SEAN BURGESS/AP PHOTO

# The Voice





*Major League Baseball translator Alexandra Noboa-Chehade '09  
is an MVP for her team's Spanish speakers.*

**BY KRISTIN BAIRD RATTINI**

**PHOTOS BY WHITNEY CURTIS**



A scrum of reporters crowds around Carlos Martinez, the staff ace and \$51 million man in the St. Louis Cardinals' pitching rotation. Today's game against the Milwaukee Brewers was his sixth start of the 2017 season, but only his first win. As the reporters launch their questions, they direct them not at Martinez, but at the woman standing at his side: Alexandra Noboa-Chehade '09, the Cardinals' Spanish translator and international communications specialist.

Had Martinez been working on his sinking fastball? How did the movement of his sinker during his warmup set his game plan for the night? Noboa-Chehade translates each question into Spanish and listens intently as Martinez responds in the rapid-fire style of Spanish spoken in his native Dominican Republic. Noboa-Chehade doesn't look at Martinez's face. Instead, she gazes down or into the distance as she focuses on his every word, nodding repeatedly in affirmation and encouragement before giving the English translation.

The last question brings a quick smile to her face: "How much has he been waiting for a night like tonight?" As she shares Martinez's response, the words that Noboa-Chehade speaks could easily be her own story: "I have been working really hard. I always had faith in myself and my team. I knew it would come eventually, but I really worked hard for this, so it feels great."

She graduated from UW-Madison with a bachelor's degree in Latin American studies, political science, and Spanish literature — hardly the credentials a ball team would look for. But her upbringing in a Spanish-speaking family with a father obsessed with baseball — as well as her subsequent bilingual media training and experience — made her the right person, with the right skills, at the right time when Major League Baseball mandated last year that all teams with Spanish-speaking players hire full-time translators.

"Many people only wish they could do this," Noboa-Chehade says, as she pulls open the doors to the Cardinals' locker room and strolls in before another early season game. Songs from AC/DC and the Scorpions are blasting on the sound system. A couple of players chat at their lockers. Martinez — today's starting pitcher and her main translation "client" — strolls through the locker room, but makes no eye contact with Noboa-Chehade or anyone. "No one talks to the starting pitcher," she says. "That's the rule."

Noboa-Chehade is one of five women working as major-league translators. Her presence in the locker room is a given now that she has been on the job for a year, but that wasn't the case at first. "There was that initial feeling of intimidation, walking into a clubhouse with 20-plus men and being the only woman," she says. "I had to remind myself, 'Yes, I have the qualifications and the skills to be here.'"

"Code switch" is the current buzzword for her skill, the ability to fluently switch between languages

*"You eat, sleep, and dream baseball," says Alexandra Noboa-Chehade (at right in previous spread with first base coach Oliver Marmol) of her role with the St. Louis Cardinals.*

within a single conversation. Noboa-Chehade performs nimbly for the Cardinals' 162 regular-season games, plus spring training, public appearances, and (fingers crossed) the post season. "You eat, sleep, and dream baseball," she says. The truth, however, is that Noboa-Chehade was code switching long before the term was coined.

Born in Puerto Rico to a Dominican father and Colombian mother, she was not even a year old when her family moved to Middleton, Wisconsin, so that her mother, Nayla Chehade MA'90, PhD'99, could pursue her PhD in Spanish literature at the UW. Outside their front door, it was an English-speaking world; but at home, her parents spoke to her and her older sister, Nadia Noboa-Chehade '03, JD'09, only in Spanish. "I remember coming home and wanting to speak English, and my parents wouldn't let me or respond to any of my questions," she says. "When we would travel to Colombia for the summer and then come back to Wisconsin, I would forget English. I'd sometimes make words up. I grew up with this duality, living this double life."

To tweak a famous line from the movie *Field of Dreams*, one constant amid the dueling languages in Noboa-Chehade's childhood was *béisbol*. Her father, Diogenes "John" Noboa, had been a promising player in his youth in the Dominican Republic and continued to play in recreational leagues in Middleton. The family's TV was constantly tuned to baseball games.

"We didn't so much follow teams as players," Noboa-Chehade recalls. Pedro Martinez on the Red Sox. Sammy Sosa on the Cubs. They were definitely not Cardinals fans. "They beat everybody — they were too good," she says with a laugh. The family's favorite player was, well, family: cousin Junior Noboa, a utility player who spent eight seasons in the majors.

When it came time for her to choose a college, Noboa-Chehade admits that, as a local, she initially resisted attending the UW. But she came into her own identity during her time on campus. As a freshman, she joined Lambda Theta Alpha (LTA), a Latina sorority that her sister had helped to form a few years earlier. "Through LTA, I was able to bring cultural awareness to campus and be a part of a bigger movement that empowers Latinas in higher education," she says.

That year she also took professor Francisco Scarano's class on Latin American history. "I found it so interesting, to understand where I am from," she says. "He inspired me and added so much to who I am today, to be bilingual and bicultural and to gain so much knowledge about both cultures."

After graduation, Noboa-Chehade struggled for a year to find her path: she tried acting and modeling in Los Angeles and translated for social service agencies that served children and families in Madison. Then she firmly set her sights on a career in broadcast





communications. She took a public speaking course in Colombia to polish her broadcast Spanish, then moved to Miami to complete a master's degree in Spanish-language journalism and multimedia at Florida International University. "It was in Miami that I came to appreciate my UW-Madison education," she says. "Compared with my fellow grad students, I realized how well formed I was in terms of my study habits and my level of accountability."

In Miami, she connected with her family's favorite player, Junior Noboa, now an executive with the Arizona Diamondbacks. "He became a mentor for me," she says. He encouraged her to consider baseball as an outlet for her skills. When she called home to tell her parents she'd landed a job as a social media reporter for MLB.com, her father was thrilled.

For two years at MLB.com, Noboa-Chehade coordinated the Spanish-language Facebook and Twitter feeds for several East Coast teams. "You have 140 characters in English, but Spanish is so much longer when it's written out, so that job made me a concise writer and thorough reporter," she says. She relished the work trips to the World Series and All-Star Game, but MLB.com's large-scale operations and the isolation of working from home weren't the best fit for her outgoing personality.

"I wanted something smaller; I wanted to be with one club," she says. When the Twitter announcement for the league-wide Spanish translator mandate crossed her desk, she saw her opening. "The fact that I am a native speaker was a big advantage," she says. "I am able to understand the players' culture and where they are coming from."

That mutual understanding is greatly appreciated by the Cardinals' players. "She has helped us tremendously since she came," says Aledmys Diaz, the Cardinals' Cuban shortstop. "When we don't

*Noboa-Chehade — above in the Cardinals dug-out with Director of Communications Brian Bartow — joined the club last year when the league mandated that teams with Spanish-speaking players hire full-time translators.*

understand the question, she helps us to elaborate more when it comes to our response. Especially now that there are young Latino players coming up, the work she is doing is fundamental."

While Noboa-Chehade never has to make translation trips to the pitching mound — manager Mike Matheny is fluent in Spanish — the Cardinals call on her language and broadcast skills in many other ways. Behind the scenes, she helps players with everyday issues such as tax forms, housing deposits, travel arrangements, and ticket requests. For the Cardinals' weekly TV show, she's recording a series highlighting all the diverse backgrounds — Korean, African American, Hawaiian, and more — represented on the team.

During games, as the crowd cheers and the wave ripples around the stadium, she follows the action — especially Martinez's performance — from the surprisingly quiet press box with her communications staff colleagues. With each major play, she updates the Cardinals' Spanish-language Twitter and Facebook feeds, which she launched last year. "Our Spanish-speaking players have such a passionate following," she says. "Any time I want to do an interview for our Spanish-speaking fans, the players always say, 'I am so there — I'll do it.'"

And when the players need her translation skills — signaled by a quick shout of "Ale" or a subtle nod — she is right there, at their sides. "What I most love about having Alexandra as my translator is that when I make a mistake in the interviews or I didn't have a good game, she always helps me show my best side," Martinez says. "She makes the interviews fun and helps me keep my cool. She truly helps me as a person on and off the field." ●

*Kristin Baird Rattini is a veteran freelance writer in the Saint Louis area, but her allegiance remains with her hometown Chicago Cubs.*



An aerial photograph of a lush, dense tropical jungle in Honduras. A muddy brown river winds through the lower half of the image, surrounded by vibrant green vegetation. The background shows rolling hills covered in thick forest under a bright, cloudy sky.

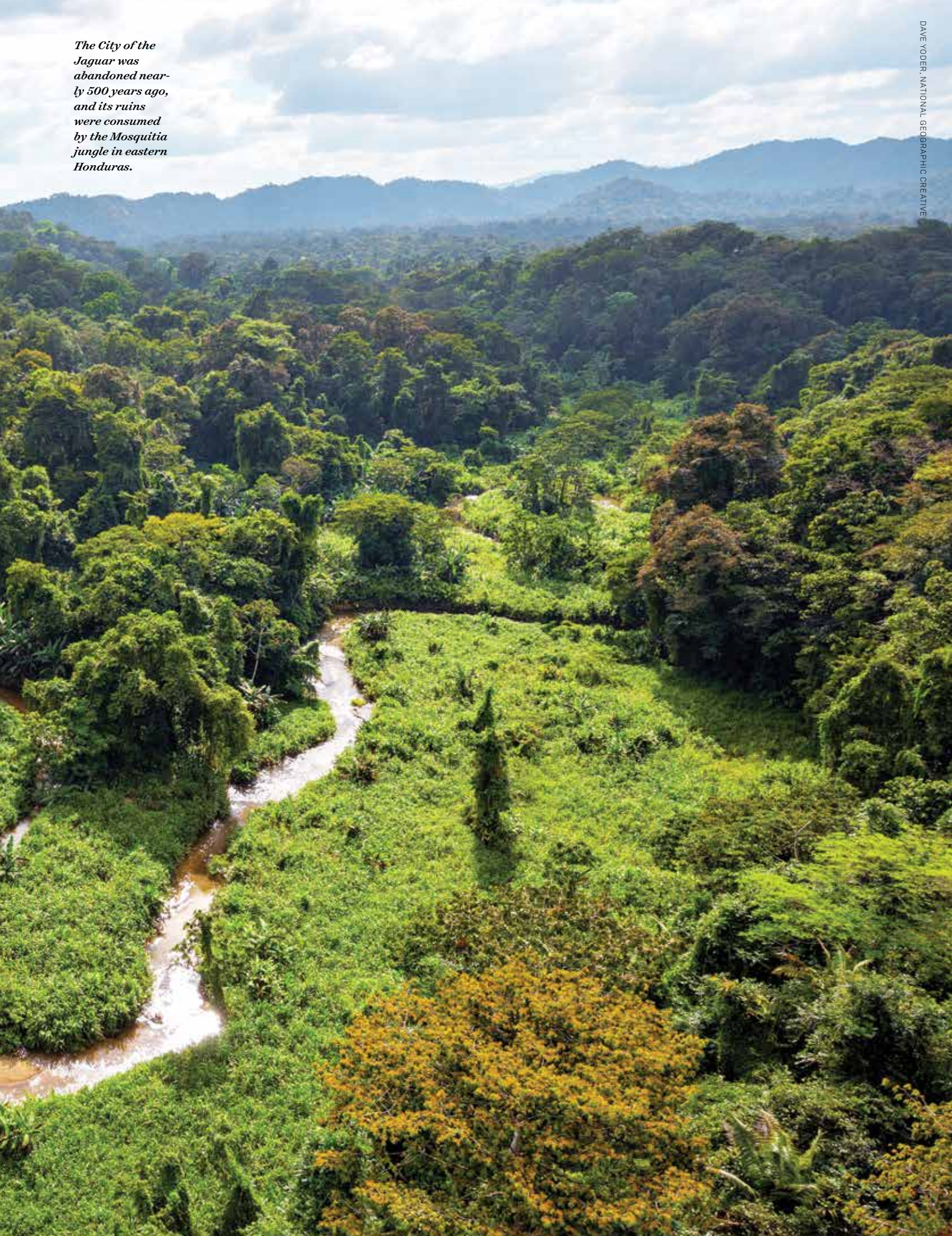
# Map Quest

*Aerial lasers inspired Chris Fisher to lead an expedition into the Honduran jungle — and to change his view of archaeology.*

**BY JOHN ALLEN**



*The City of the Jaguar was abandoned nearly 500 years ago, and its ruins were consumed by the Mosquitia jungle in eastern Honduras.*







This is not an adventure story. It would be easy to make it one. The discovery of the City of the Jaguar is a tale rife with adventure: a site lost to human knowledge for five centuries, a jungle that is impenetrable (or nearly so), mysterious legends, brushes with death, deified monkeys, temples, idols, helicopters, and poisonous snakes.

But this is not an adventure story because it's the story of Chris Fisher MA'95, PhD'00. "Adventuring doesn't interest me at all," he says. "People going off in the jungle and trying to find this place and coming back with tales of cities with monkey-god statues and all kinds of crazy stuff — that side of it just bores me to tears, honestly."

Fisher, an archaeologist with Colorado State University, was the lead researcher on the expedition to the rain forest of the Mosquitia region in Honduras. He found, documented, and named the City of the Jaguar in 2015. He then returned and excavated a small portion of the site in 2016.

The city was built by a poorly documented culture that existed on the frontier between the better-known Mesoamerican cultures (such as Maya and Aztec) and the Isthmo-Colombian civilizations of Panama and the north end of South America. The city supported tens of thousands of residents with a complex system of irrigation and agriculture. Then the Spanish arrived, and with them European diseases.

*Chris Fisher (center) stands amid the ruins of the City of the Jaguar. These carved stone artifacts (called metates) were seen on a laser survey of the region.*

In the early 1500s, the City of the Jaguar suffered a population collapse. The area was abandoned, and the jungle reclaimed the ruins. Few humans, if any, visited the site for nearly 500 years.

But the story of the City of the Jaguar is about more than history. It's also a story of a new technology called LiDAR and its increasing role in archaeology. An acronym for *light detection and ranging*, LiDAR uses lasers much in the same way that sonar uses sound: by reflecting many thousands of light beams off a surface, it can create a highly accurate, three-dimensional topographic map. Using airborne lasers, an archaeologist can survey many square kilometers of territory to see signs of human habitation. Though not all archaeologists accept the results of LiDAR surveys, Fisher has become an advocate.

"LiDAR has been transformative to my career in ways that I couldn't possibly have imagined," he says. "This is a paradise for archaeology. I can't help but pursue that line of inquiry for the remainder of my career."



LiDAR is a recent passion for Fisher. When he was a graduate student at UW-Madison, he trained in boots-on-the-ground methods of digging and classifying artifacts and evidence. He specialized in studying the Tarascan people, Mesoamerican neighbors of the Aztecs before the arrival of the conquistadores. At



the UW, Fisher studied with anthropology professor Gary Feinman and wrote his dissertation about work in western Mexico around Lake Pátzcuaro, in the state of Michoacán de Ocampo. He's returned there regularly ever since to excavate the ruins of a city that he helped to discover, a city he calls Angamuco. It's his true passion, and his connection there is much stronger than at the City of the Jaguar.

For his dissertation, "Landscapes of the Lake Pátzcuaro Basin," Fisher challenged orthodox thinking. The standard view on early urban populations was that cities grew until they became too great a strain on their local environment; when that happened, it caused an ecological crisis, and then the cities fell. Many archaeologists believed that the cities of Mesoamerica were on the verge of environmental collapse before the arrival of Columbus. The influential archaeologist Sylvanus Morley, for example, wrote that "the Maya collapsed because they overshot their carrying capacity. They exhausted their resource base, began to die of starvation and thirst, and fled their cities en masse."

Fisher suggested that this was backward: that more people meant more labor to maintain environmental stability, and that it was rapid population loss that led to environmental disaster.

"People need the labor from that population to be invested in the landscape so that it's more productive, more stable," he says. "When you pull the population out, then that created landscape, which is dependent on human labor, ends up falling apart. It ends up being an environmental catastrophe. And that's exactly what happens at the time of European contact. You see decimated Native American populations. People weren't able to maintain this landscape, and it eroded away and melted away."

Fisher returns to Lake Pátzcuaro virtually every academic season, excavating with a team of a dozen students. That group can work through about a square kilometer each year that they work there, but Angamuco covers some 26 square kilometers.

"You're looking at a career, just to map and understand one place," Fisher says. "If I were still in grad school, or if this was a decade ago, that might be acceptable. But I'm pretty impatient."

It was impatience — and the influence of Stephen Leisz MS'96 — that connected Fisher with a new way to map the lost city.



Though Leisz, too, is a member of Colorado State's anthropology department, he's not an archaeologist, nor a specialist in pre-Columbian America. He's a geographer. A product of the UW's Nelson Institute for Environmental Studies, he focuses on modern land use, particularly in Southeast Asia, and how this affects global warming.

"My interest is really not just in changing patterns of land use and land cover, but what are the drivers

of that change?" he says. "And that ties in to climate change, because when you look at land cover, you're looking at the level of carbon sequestration on the landscape."

Leisz's work requires him to look at large swathes of land all at once, and so much of what he does is dependent on remote viewing: satellite and aerial photos. This led him to discover LiDAR — a tool that wasn't of great use in his work, as the data it generates are too finely detailed, but which he realized could be a great boon to an archaeologist.

A LiDAR scan, Leisz notes, can create three-dimensional images — not merely a view of the ground, but the height of every surface. Further, it can generate thousands of laser returns per square meter of ground, coverage so dense that it can see through thick vegetation and produce maps as clear as if there were no plants. By filtering out the returns from tree and bush height, LiDAR technicians could get 20 to 25 returns per square meter of ground.

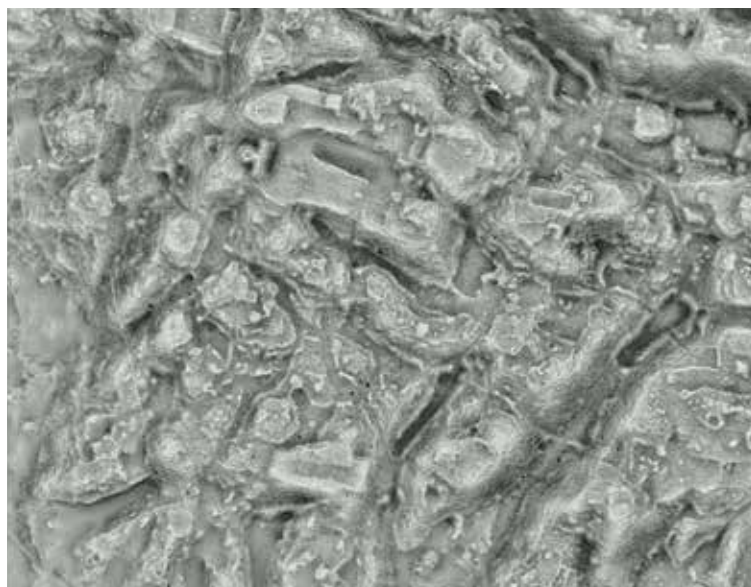
"We could see through forest canopy," Leisz says. "We could make a high-resolution map of the ground."

Leisz told Fisher about the technology, and the two convinced the Denver engineering firm Merrick to make a scan of Angamuco. They were able to map nine square kilometers in a single flight. They documented terraces, pyramids, and the foundations of buildings — nearly a decade's worth of work on the ground.

From that effort, Leisz authored a chapter ("An Overview of the Application of Remote Sensing to Archaeology during the Twentieth Century") for the textbook *Mapping Archaeological Landscapes from Space*.

In the meantime, documentary filmmaker Steve Elkins, who was preparing for an expedition to Honduras, was also thinking about LiDAR, and he was intrigued by the work Fisher had been doing.

*This LiDAR scan shows what exists beneath the jungle. The aerial laser generated an image that shows raised mounds and flattened plazas and even suggests where artifacts lie (the small white spots).*



COURTESY OF CHRIS FISHER



The Elkins connection begins with an adventurer — one of Fisher's least favorite opportunists.

Theodore Morde was a radio reporter, sometime diplomat, and occasional explorer when he went off to the Mosquitia jungle in Honduras in 1940. When he emerged four months later, he fired off a story for the *New York Times*. “‘City of the Monkey God’ is believed located,” read the headline on July 12.

Morde offered artifacts and rumors of gold, silver, oil, and platinum. To spice the story further, he added lurid stories of human sacrifice, monkey-human hybrids, and a temple that could easily have graced King Kong's hometown.

“The lost City of the Monkey God thing is crazy,” Fisher says. “It's fraudulent. I hate dealing with it.”

But Elkins was interested in Morde's story, or at least in how it connected with Honduran legends of a place called Ciudad Blanca — a “white city” lost in the jungle.

Ciudad Blanca is the Mosquitia's version of El Dorado — a place of vast wealth that the conquistadores had heard accounts of but had never quite been able to locate. Explorers had speculated about it for centuries, and occasional reports kept the legend alive. Charles Lindbergh x'24 was one of the rumor mongers — in 1927, he claimed to have seen its ruins while flying over Honduras. Morde happily wrapped those rumors into his claims about the City of the Monkey God.

Elkins and his partner Bill Benenson wanted to find out if Ciudad Blanca existed, so they funded a flight over the Mosquitia to create a LiDAR map. They then approached Fisher and Leisz to interpret their data.

“He came out here to Colorado, and my team could instantly look at the data and say, yeah, there's a city here, and there's another city,” Fisher says. “You've got hundreds of other features here, terraces and landscaping.”

Elkins and Benenson then helped to outfit Fisher for an expedition to do what Fisher calls

*Fisher named the site after the werejaguar figure shown below. He suspects that it might represent a shaman figure leaping into the form of a spirit animal.*

*ground-truthing*: to go to the site and manually document what the scans showed — to prove that the lost Honduran city existed. The knock on LiDAR, among traditional archaeologists, is that the technicians who look at scans are imagining order out of random returns, like seeing shapes in clouds. Until an expedition confirms the facts on the ground, a scan holds little sway.

“So out of Morde's fraud,” Fisher notes, “we actually got some real archaeology done.”



Then began Fisher's experience with adventuring. He and his colleagues had to penetrate a trackless forest: this region of the Mosquitia has no roads or paths or settlements. Flown in by Honduran military helicopters that are U.S. Army surplus from the Vietnam War, Fisher and his team had to cut their way to the site that the LiDAR scans had shown them.

“We were dropped into this place, and it's the only place I've ever been in my life where there was no evidence of people having been there,” he says. “There's no plastic. There's no garbage. There's no trails. The animals aren't afraid of people.”

But the people were afraid of the animals. The Mosquitia is home to several species of poisonous snakes, as well as jaguars, crocodiles, and bullet ants. The nonanimal threats, Fisher would learn, were even worse. During the expedition, he and most of his teammates were bitten by sand flies and contracted a parasitic protozoan — one carrying a form of the disease leishmaniasis. This, too, was a discovery of a sort, as this particular species of *Leishmania* protozoan had never been documented. Leishmaniasis causes open sores and decaying flesh. For treatment, Fisher had to undergo a process similar to chemotherapy over several weeks at the National Institutes of Health in Washington, DC.

“They actually cultured the variety that we got from my lesion,” says Fisher. “I'm trying to get them to name it after me, to call it *Leishmaniasis fisherensis*. Because I would kill for that.”

But the ground-truthing effort proved to be a success. The team found every feature that the scans had indicated: walls, foundations, terraces, platforms, and even individual artifacts. In the city's center, it found a cache of objects lying on the surface that appeared to have been undisturbed since the 16th century. There were apparent ceremonial pieces, including a carving of what Fisher calls a *werejaguar* — a half-human, half-jaguar sculpture that may represent “a shaman figure leaping into a spirit animal.” Fisher, reluctant to validate the legends of Ciudad Blanca or Morde's City of the Monkey God, named the site in honor of the werejaguar instead.

Some of the objects resemble the Mesoamerican cultures to the north; others suggest Isthmo-Colombian ties. “It's something else, something different,” Fisher says, and he classifies the City of the



DAVE YODER, NATIONAL GEOGRAPHIC CREATIVE





Jaguar as “Mosquitia culture,” though that’s not an official designation.

“The objects were pretty fabulous,” Fisher says, but more fabulous was the performance of the aerial scans. “Everything that I had marked on the LiDAR was there in the field.”

Further, the site seems to suggest that Fisher’s graduate dissertation is correct: the city appears to have collapsed due to rapid population loss. “It all evaporated away in exactly the point where my dissertation research suggested,” he says. “Today most people think of this region of tropical rain forest as pristine, but it’s actually more like an abandoned garden.”



The 10 kilometers of jungle that separate the City of the Jaguar from the nearest deforestation are so difficult to pass that it “might as well be on the moon,” Fisher says, but he knows that the jungle won’t be a barrier forever. The team worked quickly to document, stabilize, and curate the site before leaving it in the hands of Honduran authorities. He won’t return — it’s too remote and too dangerous.

“I’m going to stick with working in Mexico for a while,” Fisher says. “I love archaeology, but I’m not going to die for it.”

But the expeditions to the Mosquitia did more than establish the location of a new archaeological site.

*Fisher hikes through the dense Mosquitia jungle. Though the site of the City of the Jaguar is only 10 kilometers from the nearest cleared area, it’s so difficult to reach that Fisher says it “might as well be on the moon.”*

The attention moved the Honduran government to protect the archaeological site and to protect the forest that surrounds it. “We think that without these protections, it would be deforested in a decade or less,” says Fisher. “Maybe for just a few years, we actually are responsible for helping to save parts of the remaining Mosquitia tropical forest.”

Second, and perhaps more important, it confirmed the potential of LiDAR. Fisher is increasingly concerned about the rapidity with which the world is losing its archaeological heritage. There may be many sites like the City of the Jaguar that are currently unknown, and which could easily be destroyed by the spread of agriculture and urbanization. These scans offer an opportunity to document the remains of the ancient world before they’re lost forever.

“I came up doing fieldwork. I love fieldwork. It’s the life blood of an archaeologist,” he says. “But we’re losing so much archaeology — really *cultural and ecological patrimony* is the way that I usually phrase it. The world is endangered in a way that it never has been. There’s an argument that we should leave our boots in the closet and just scan, scan, scan. Create baseline data of what we’re losing before it’s too late.” ●

*John Allen is the associate publisher for On Wisconsin.*



# Brain Trust

*The process of discovery — and the people who do it — keeps an octogenarian professor striving long after retirement age.*

**BY JILL SAKAI PHD'06**

**PHOTO BY BRYCE RICHTER**



*Professor Tony Stretton, pictured during a lecture in spring 2017, estimates he's taught 20,000 UW-Madison undergraduates.*



**I**n April 2016, Tony Stretton's lecture to undergraduate biology students began on an ordinary note, until members of the UW Varsity Band marched into the room with a surprise salute in honor of his 80th birthday. Stretton wiped away tears of joy as the class clapped and cheered, a wide grin on his face.

At an age when most professors have the word *emeritus* attached to their titles, Stretton, a professor of zoology, still relishes his work with students both in and out of the classroom. "I'm very lucky to have the job I have, and it's tremendous fun," he says.

This fall, Stretton is starting his 47th year of teaching at UW-Madison, using science as a vehicle to impart his unflagging love of learning and discovery. Yet he finds as much meaning in the people he encounters as in the pursuit of knowledge itself.

Stretton trained in his native England during the advent of molecular biology, and his list of colleagues is a *Who's Who* of the biologists enshrined in textbooks. As a young scientist, he started working in the same lab as Francis Crick just a few years after Crick and James Watson reported the structure of DNA, work that would earn them a Nobel Prize.

Now Stretton is teaching students two to three generations his junior in one of the hottest undergraduate programs on campus — brain science. Student interest in neurobiology at the UW has steadily grown since it was introduced as an option for biology majors nearly 20 years ago. That interest supported the launch of a new neurobiology major last fall, which has seen rapid growth. More than 450 students enrolled in the first year.

The brain represents a worthy challenge for anyone looking to push the boundaries of human understanding. And with technological advances in recent decades, "you're able to ask questions that were inconceivable when I was a kid," Stretton says.

His own research focuses on how tiny but abundant bits of protein, called neuropeptides, work in the nervous system to drive behavior. He is spurred on by the puzzle of figuring out how many complex pieces fit together to add up to the wonder that is a living creature, even a simple worm.

"He's just so curious about everything," says Jennifer Knickelbine '10, PhD'17. She joined his lab as an undergrad to help prepare for medical school, but was so taken with the process of inquiry — and Stretton's contagious excitement about it — that she ended up staying after graduation. This spring she earned her doctorate, likely as Stretton's final graduate student.

His lab has at times become a refuge for students struggling to find their place. Joanne Yew PhD'03

joined Stretton's research group midway through graduate school, when she faced serious doubts about her future in research. "I thought about quitting science," she says.

Stretton was on Yew's graduate committee and offered her space in his lab to regain her footing. "I said I'll try it out, but I might quit after a year," Yew recalls. "But he had this great humanity about it: life is complicated, people change, and he was willing to deal with that complication. I always felt like he wanted the best for me."

Yew now runs her own lab at the University of Hawaii at Mānoa.

"He believes in the best possible version of each person," she says. "And that makes the person live up to that version."

That genuine, compassionate interest in people shines through in all his interactions. "All of his mentoring extends beyond the lab and beyond coursework," Knickelbine says. But his guidance is powerfully nonjudgmental and always based on "you could" rather than "you should."

"It's tremendous in a mentor, that whatever you say, you know you're not going to disappoint him," she says.

For students willing to put in the effort, Stretton creates opportunities to succeed, from extensive office hours in campus cafés to "second chance" exams that offer opportunities to boost grades. He received an Undergraduate Mentoring Award in 2016, bolstered by more than a dozen glowing letters from alumni.

Yet Stretton would say he has gained as much from his students as they have from him. He estimates that he's taught some 20,000 undergraduates, in addition to a couple dozen graduate students and several postdoctoral trainees.

"In science, you always have to be ready to abandon what you think you know," Stretton says, before launching into a story about witnessing Crick become ecstatic upon learning his pet theory had just been disproven by another scientist, and how powerfully it influenced him as Crick's young colleague.

"You have to have an open mind and be prepared to entertain all sorts of things. And that's certainly true of my interactions with people. I love interacting with people who have all different backgrounds and assumptions."

Reflecting on his days as a young researcher, he chuckles at his own naïveté. "I'm probably still immature, but I feel I'm more mature than I was then," muses the 81-year-old. "I think I have a little bit more perspective. And I thank my students for that." ●

*Jill Sakai PhD'06 is a Madison-based freelance science writer who aims to be a lifelong learner.*

# FOOTBALL FIGHT

*As the sport's popularity soared in the early  
20th century, the UW's Frederick Jackson  
Turner questioned its role in college life.*

**BY TIM BRADY '79**



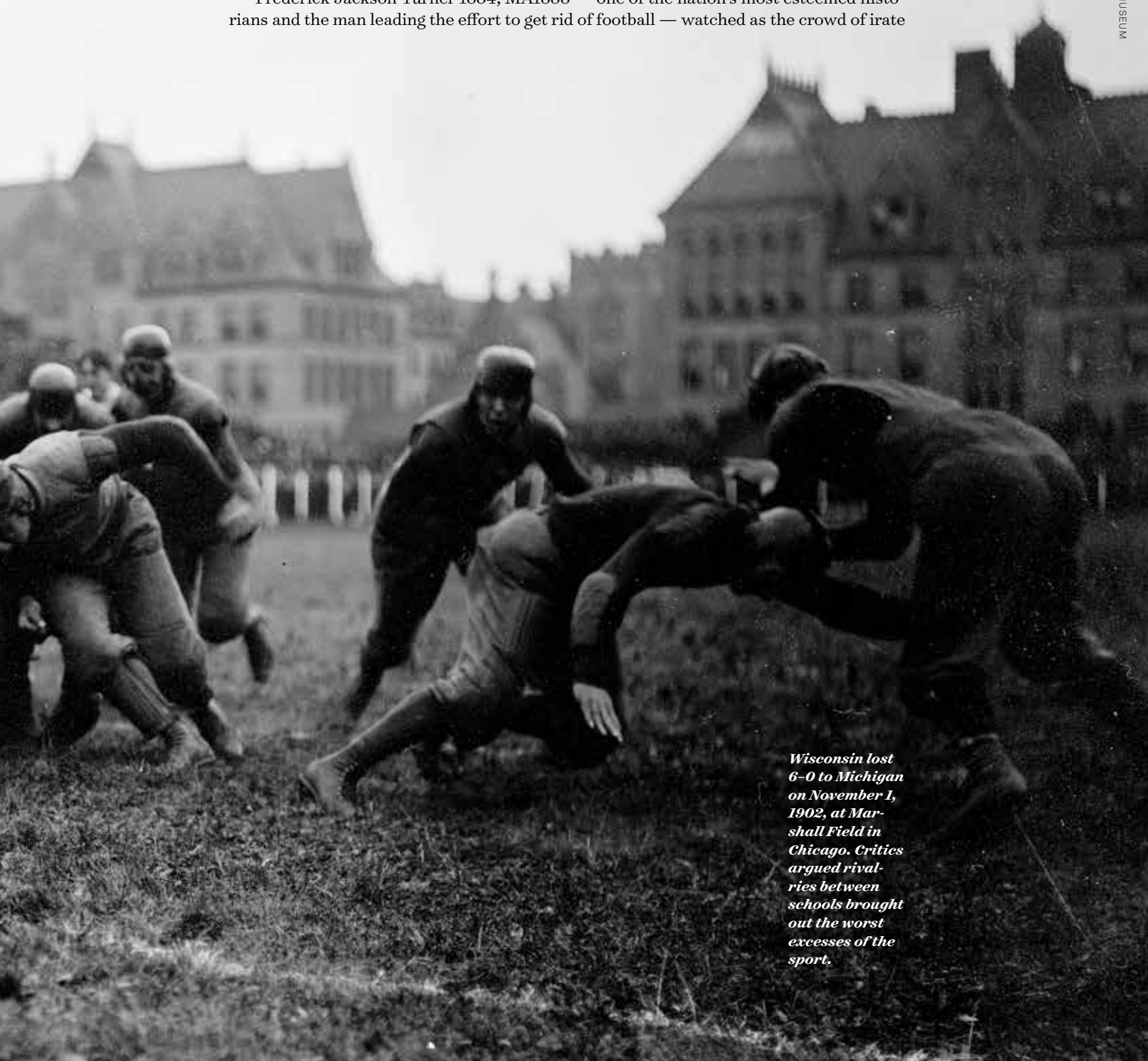


The first students began gathering by the Red Gym around 9:30 on the night of March 27, 1906. Loud and boisterous, they might have been mistaken for a band of fraternity brothers reveling in a mild spring night after a long Wisconsin winter. A closer look, however, revealed that a number of the young men carried shotguns, while others were packing pistols.

The weaponry was primarily for show and sound effects, but the students figured instilling a little fear in observers couldn't hurt. After all, the University of Wisconsin was trying to do away with their favorite pastime — the fate of Badger football was at stake. Just that afternoon, the faculty had voted to recommend that university president Charles Van Hise 1879, 1880, MS1882, PhD1892 scrap the team's fall 1906 schedule and put the sport on hiatus.

A crowd of 100 doubled and doubled again, until eventually about 500 students were there, according to the *Daily Cardinal*. The chant that rose from the crowd — “Death to the faculty! Death to the faculty!” — did nothing to cool matters.

Frederick Jackson Turner 1884, MA1888 — one of the nation's most esteemed historians and the man leading the effort to get rid of football — watched as the crowd of irate



*Wisconsin lost 6-0 to Michigan on November 1, 1902, at Marshall Field in Chicago. Critics argued rivalries between schools brought out the worst excesses of the sport.*



*In 1906, UW history professor Frederick Jackson Turner helped draft rules intended to fix college football.*

students made their way down Frances Street toward his home on Lake Mendota.

To its critics, college football at the turn of the 20th century was a corrupt and bloody swamp. To its many fans, it was a thrill. Since the sport's advent in the 1870s, players had become bigger, stronger, and faster. As the number of broken bones, knockouts, and even deaths soared, so did the game's popularity, attracting thousands of fans from on and off campuses around the country.

Attendance skyrocketed, as did the money supporters were willing to spend on tickets. University football programs, including the UW's, brought in enough cash to fund other campus sports. Playing fields with rows of simple wooden bleachers gave way to large stadiums to accommodate tens of thousands of fans. Successful programs were willing to pay huge sums to get the best coaches in the country, in some cases offering salaries that exceeded those of prized professors. Colleges offered training tables for hungry athletes and held preseason camps. Recruiters sought out the most talented high school stars. Semipro players were openly recruited, too. Alumni pledged support to their alma maters by finding good jobs for players — or just paid them cash.

The impetus for change began in the fall of 1905, when a series of muckraking magazine articles detailed the game's many sins. *Collier's Weekly*, *The Nation*, and the *Chicago Tribune* all published exposés of college football programs. In October, President Theodore Roosevelt, a Harvard football fan, invited coaches and administrators to the White House to discuss reforms. But it was the death of a Union College football player in a contest in New York in November that finally prompted action.

In December, college representatives gathered in New York to draw up new rules designed to purge violence by "opening up" play. The forward pass (developed by UW alumnus Eddie Cochems 1900) would be allowed in the coming 1906 season, and only six men could be on the line of scrimmage. An offense gaining 10 yards would earn a first down (rather than the 5 yards then in effect). Penalties for holding and illegal forms of tackling would be more severe, and each game would have an umpire, a linesman, and two referees, instead of the two officials who had previously covered the whole field.

While these reforms were thought to adequately diminish the bloodiness of football, demands to remove the corruption that surrounded the college game continued.

Wisconsin's vices, along with those of its chief rivals in the Western Conference — Minnesota, Michigan, and Chicago — were outlined in the *Collier's* series. The Badger program, it was claimed, brazenly paid a couple of players during the 1905 season. A faculty committee allowed the team captain to take three "snap" courses when it appeared that failing grades were about to make him ineligible. And another player got a \$400 contract from the university to move a section of the grandstand at Camp Randall — work that was ultimately done by someone else.

The charges acutely embarrassed university officials in Madison and elsewhere in the Western Conference, prompting the league to call a January meeting in Chicago. Reform was in the air, and Turner led the UW's delegation.

A native of Portage, Turner, just 44 years old, was widely recognized as one of the preeminent scholars of American history. A dozen years earlier, at the Chicago Exposition, he had presented his famed "Frontier Thesis," in which he posited that the closing of America's western frontier would force coming changes in the economic, social, and psychological characteristics of the nation.

In Madison, Turner was also known as an "unwavering enemy of overemphasis on college athletics," according to his biographer Raymond Billington. In the late 1890s, he helped expel two members of the football team who had been paid to play. He was also known to be a hard grader whose classes were generally avoided by football players.



While a few in the UW's administration (most notably President Van Hise and Dean Edward Birge) argued for more lenient measures against the sport, the majority of professors wanted wholesale changes, including a two-year suspension. Their argument: competitive sports had gotten completely out of hand and subverted the purposes not only of college athletics, but of college education. Regarding football and campus life, Turner was quoted as saying that the tail was wagging the dog.

In Chicago, Turner and other conference representatives drafted a list of rules intended to fix the game: limit student-athletes to three years of eligibility in any one sport and restrict play to undergraduates only; cut schedules to five games per season; eliminate preseason contests against high schools; cap admission at 50 cents for any game; and require coaches to be college instructors to keep professionals out of the game. Even training tables were to be abolished. The committee urged that if any of the Western Conference's nine member schools did not agree to abide by the changes, intercollegiate football should be suspended for two years.

In the weeks after Turner's return, university faculty chewed on the proposed new rules. Among students, while the general sentiment was that some reform was necessary, a complete suspension of football was too hard to swallow. Because football financed other sports on campus, it meant that the track and baseball teams were in jeopardy, too.

Tensions grew as the faculty vote neared. Students staged a protest "carnival" in front of the Wisconsin Historical Society building, featuring football players playing marbles and Ping-Pong to mock faculty concerns over the physicality of their favored game. Where, students asked, was their voice in all this talk of reform? Didn't the faculty and administration realize that football, in the words of one student petition, "is distinctively the major college sport of today and it is the only unifying force existing at the present time in the University of Wisconsin"?

Such was the atmosphere on campus when the faculty finally voted to approve the new rules and



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suspend football at Wisconsin for two years. Some six hours later, 500 students, armed and angry, stood outside Turner's home offering their say in the matter.

Three faculty effigies, including one of Turner, danced in the air above the crowd gathered at the lakeshore. There were continued shouts of "Death to the faculty!" and new ones of "Put him in the lake!"

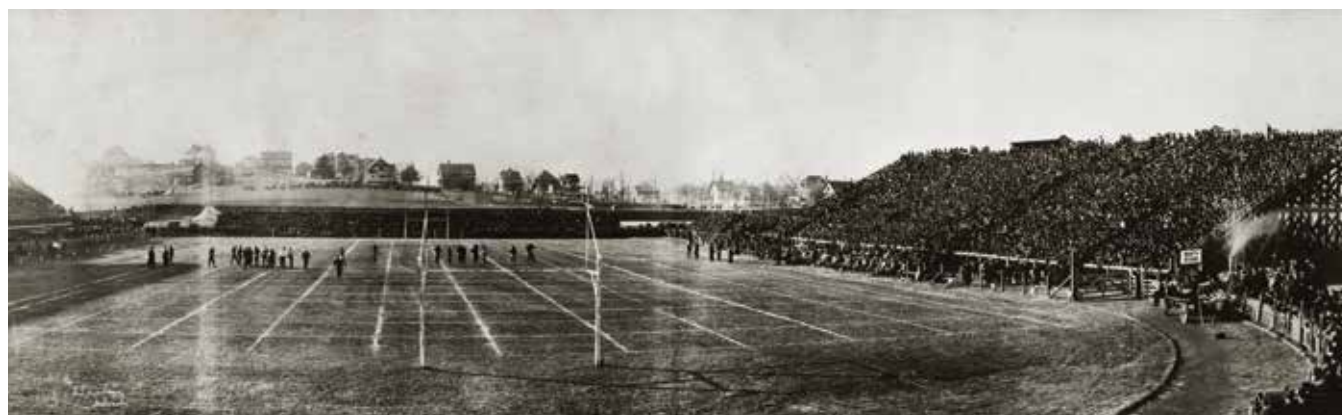
*A postcard commemorating a 1905 Badger matchup with the University of Chicago (above); an interior view of the old Camp Randall Stadium.*

Turner was known as an "unwavering enemy of overemphasis on college athletics." In the late 1890s, he helped expel two members of the football team who had been paid to play.

Turner stepped out in the light of his front porch, and his appearance seemed to take some of the madness out of the crowd. Something like a reasonable back-and-forth dialogue between professor and students started. Pistols were tucked into belts; shotguns rested on shoulders.

"When can we have our football?" someone yelled.

"When you can have a clean game," Turner



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## Varsity Football Team



answered. "It's been so rotten for the last 10 years it's been impossible to purge it."

After 15 more minutes of debate, the crowd decided to find a more sympathetic ear. Students marched on to the nearby home of Birge, who played to the audience: "I understand the sentiments of this crowd to be for football," he shouted as though he didn't know their answer. They roared back.

To more cheers, the crowd moved on to the capitol and marched around the Square, before heading back toward campus, pulling pieces of wooden sidewalk and fence rails as they moved along. Back down by the Red Gym, they lit a bonfire with their accumulated kindling and set their effigies on fire. The evening ended when the fire department arrived. One of the burning dummies, the Turner effigy, was saved from the flames.

In the end, just one student was arrested: a freshman charged with setting off fireworks on the nearby streetcar line.

By the time Van Hise returned from a business trip to California a few days later, passions had cooled. He announced another faculty meeting for April 5 and promised students that their grievances would be heard. One day earlier, an assembly of some 1,000 Wisconsin undergraduates soberly passed a

resolution denouncing the activities of the previous week's mob — but at the same time lobbied to keep football on campus.

Van Hise offered a compromise: play the 1906 football season with a five-game schedule that would include none of Wisconsin's major rivals. Games against Michigan, Chicago, or Minnesota brought out the worst excesses in the sport. If those games were eliminated, and the UW instituted other changes proposed at the Chicago conference, the game would be substantially reformed. When Turner agreed, the rest of the faculty acquiesced. The UW's 1906 football season was saved.

But stopping football's campus popularity would turn out to be a difficult thing. The Badgers continued to play a five-game schedule in 1907, 1908, and 1909, at Turner's continued insistence, but rivalry games were back in the mix. By 1910, everyone in the Western Conference had returned to a seven-game schedule.

Turner's days as a football reformer were over. So, too, was his time at Wisconsin. In 1910, he took a position on the faculty at Harvard. ●

*Tim Brady '79 is a freelance writer based in Saint Paul, Minnesota. His most recent book, *His Father's Son: The Life of General Ted Roosevelt, Jr.* was published this year by Penguin/Random House.*

*Attendance skyrocketed at games since the advent of college football in the 1870s, including at the UW (left); the 1906 Badger football team (above).*







MICHAEL LEMBERGER

# A High-Fat Diet That Heals

*For patients with stubborn seizure disorders, an unorthodox prescription brings relief.*

**SUSAN LAMPERT SMITH '82**

**A**s Elizabeth Felton visits with her patients at UW Health's newest facility on Madison's east side, the delicious aroma of their prescription fills the air: the smoky tang of frying bacon and the savory fragrance of rosemary-onion dinner rolls just out of the oven.

Turkey and mashed cauliflower are also on the holiday menu, made up of recipes for a feast that contains just 10 grams of carbohydrates per diner. The rest of us will gobble hundreds of grams of carbohydrates on Thanksgiving, but these chefs have epilepsy. And they come to UW Health's Learning Kitchen from as far away as Iowa and Michigan to learn how to prepare a high-fat, low-carb diet that might control their seizures.

Longtime readers of *On Wisconsin* may remember the story of young Charlie Abrahams, who appeared in our pages more than two decades ago, grinning over a plate of bacon and eggs. His father, Hollywood writer and producer Jim Abrahams x'66, had recently established a foundation in Charlie's name to spread the word about the ketogenic diet that cured his son's intractable seizures. Twenty-two years later, the diet has spread as far as India and Brazil, and it's found a home back at UW-Madison.

Today Charlie is doing well. Five years on the diet cured his seizures, as it does for about 20 percent of

*Thomas White, center, from Hazel Green, Wisconsin, works on a ketogenic green bean casserole recipe with his parents, Todd and Lisa. He's trying the ketogenic diet to control seizures in hopes of being able to get his driver's license.*

children who try it, and afterward he was able to resume a normal diet. He's now a community-college graduate and working as a teacher in California. He barely remembers being on the diet as a preschooler, and he has no memories of the years his parents had to strap him into a car seat for protection because he had up to 50 seizures a day.

While Jim Abrahams still does script-doctoring in Hollywood, the Charlie Foundation for Ketogenic Therapies has become his life's work — and a global force in promoting the diet.

"I really thought I'd be doing this for a year, and then once people found out that there is an alternative to taking all those drugs, it would be mainstream," says Abrahams. But hurdles remain. Some neurologists don't recommend the diet, which consists of 90 percent fat, because they believe it is too difficult for patients to maintain. There's also a shortage of dietitians trained in the subject, and it can be difficult to get insurance companies to reimburse for appointments.

But there's also been progress since the 1990s, when one of the last people who knew much about the diet was a Baltimore dietitian on the verge of retirement. The diet was known to control seizures by forcing the body to burn fat rather than carbohydrates, a metabolic process producing ketosis. But with the development of antiseizure drugs, it had all but died out.

Flash forward to September 2016, when more than 600 physicians, researchers, and nutritionists from 32 countries gathered in Banff, Alberta, to share their research on the diet's potential for controlling epilepsy and treating brain ailments ranging from Alzheimer's disease to cancer.

The group included nutritionist Beth Zupec-Kania '81, whose career was dramatically changed by the Charlie Foundation. In the 1990s, she was a registered dietitian nutritionist at Children's Hospital in Milwaukee. The hospital phones rang off the hook after Abrahams appeared on national news shows and produced a fictional movie starring Meryl Streep, *First Do No Harm*, that mirrored Charlie's success on the ketogenic diet. Parents in Milwaukee wanted their children to try the diet, so a neurologist there asked Zupec-Kania to help start a ketogenic-diet clinic.

In doing her research, Zupec-Kania discovered old hospital records that showed that Children's Hospital had offered the diet for children in the 1920s and '30s.



*Dietitian Beth Zupec-Kania, a world expert on the ketogenic diet, has trained staff at some 180 medical centers, including the UW's.*

She later met a Milwaukee woman in her 60s who had spent her childhood Saturdays at the hospital, fasting and having her vital signs taken.

"She just wanted me to know that the diet had worked for her," Zupec-Kania recalls. "She was seizure free and had lived a full, healthy life."

Since becoming one of the world's foremost experts on the diet, the dietitian has trained staff at 180 medical centers, including the UW's, and has worked for the Charlie Foundation since 2006, developing materials and recipes.

She also consults with patients, under the supervision of doctors, who use the diet as part of their treatment for a variety of maladies from diabetes to severe migraines. One of her early patients tried it to quell seizures from an inoperable brain tumor. To the surprise of everyone, the diet slowed the tumor's growth, and he lived a year longer than doctors had predicted.

Since then, Zupec-Kania has worked with many other cancer patients. The National Institutes of Health is running a clinical trial of the diet for glioblastoma multiforme, the most aggressive form of brain cancer. Other trials are looking at conditions such as autism, brain injury, and diabetes. Neurological intensive-care units at Madison's American Family Children's Hospital and elsewhere use the ketogenic diet to quell seizures in patients who are in status epilepticus, a dangerous condition of continual epileptic seizures.

Zupec-Kania's latest work focuses on children



with Prader-Willi syndrome, a genetic disorder that drives obsessive eating and dangerous obesity. She found that the low-carbohydrate diet improved children's behavior by stemming their appetite and curbing food-seeking behaviors.

The Banff presenters also included physician Elizabeth Felton MS'02, PhD'07, MD'09, the driving force behind the UW's epilepsy cooking class. Felton is a neurologist trained in dietary therapies at Johns Hopkins University, which kept the diet alive after it fell out of favor. The UW, which already had a diet clinic for children, recruited Felton to help create one for adults whose epilepsy is not well controlled by drugs. It's the first clinic of its type in the state and one of just eight nationally for adults.

The adult diet is slightly less strict than the one Charlie Abrahams was on in the 1990s. Researchers have found that adults can tolerate up to 20 grams of carbohydrates a day without triggering seizures. (The diet is similar to the initial phase of the popular Atkins Diet.) Felton says that in patients whose epilepsy is not controlled by drugs, the diet brings about a 50 percent reduction in seizures for roughly half of patients.

"Typically we try medication first, but I wouldn't say no if a patient really wanted to try the diet first," she says. On the upside, her patients report feeling mentally sharper, and they often lose weight and exhibit improvements in blood pressure and diabetes. The trouble is sticking to a diet so different from the mainstream.

To cut carbs, the diet relies on nut flours such as almond and coconut, sugar substitutes, and lots of fats, including avocados and heavy whipping cream. But traditional recipes that rely on flour, sugar, and corn starch need tinkering to make them low carb.

"Cooking classes help take the mystery and stress out of starting the diet," Abrahams says. "Compliance (with the diet) has to be 100 percent. You can't take a meal off or a day off, or you could trigger a seizure."

One of the patient chefs at the holiday keto cooking class in Madison learned that the hard way. Madison pediatrician Kristin Seaborg '97, MD'01 was diagnosed with epilepsy as a teen, and like many with the condition, she found that drugs did not fully control her seizures. Her memoir, *The Sacred Disease: My Life with Epilepsy*, details her life as a physician and patient.

She started the diet at the beginning of 2016, after one last fling with holiday sweets. Like many, she found it easy to lose weight and found that the diet cut her seizures in half from two a month to one. But she missed carbohydrates so much that she had repeated dreams about chasing a giant piece of bread across a grassy field. After six months of dutiful adherence, she decided to cheat and have a single piece of cheesecake.

"The next day, I had multiple seizures and recurrent auras throughout the day," she recalls. "I thought:

**20**  
**grams**

is the maximum amount of carbs that adults with seizure disorders can eat on the ketogenic diet (versus 10 to 20 grams for children).

## WHAT TO EAT ON A LOW-CARB DIET



Natural Fats



Vegetables



Eggs



Meat



Seafood



Berries

## WHAT NOT TO EAT ON A LOW-CARB DIET



Bananas



Bread



Pasta



Chocolate Bars



Potatoes



Dry Beans

"Darn it, this is working."

While she still misses carbohydrates, Seaborg says her biggest problem staying on the diet is lack of time. She and her husband have three busy school-aged children and a packed schedule of sports and other activities.

"It's hard as a mom to cook for your family and then have to cook a separate menu for yourself," she says. "I found myself cooking all day Sunday for them and then eating a whole bunch of peanut butter and cheese for my own meals."

Seaborg says the holiday cooking class gave her inspiration to stay on the diet.

"That cooking class was really empowering," she says. "I left there feeling pretty positive about it."

Felton notes that fasting to stop seizures is mentioned in the Bible (Matthew 17: 14-21) and in the writings of Hippocrates, the ancient Greek believed to be the source of the saying, "Let food be thy medicine and medicine be thy food." Two millennia later, Hippocrates's wisdom has become reality, in the form of green bean casserole topped with crunchy pork rinds and bacon, and a dollop of high-fat pumpkin cheesecake mousse for dessert. ●

Susan Lampert Smith '82 is a media strategist for UW Hospital and Clinics.

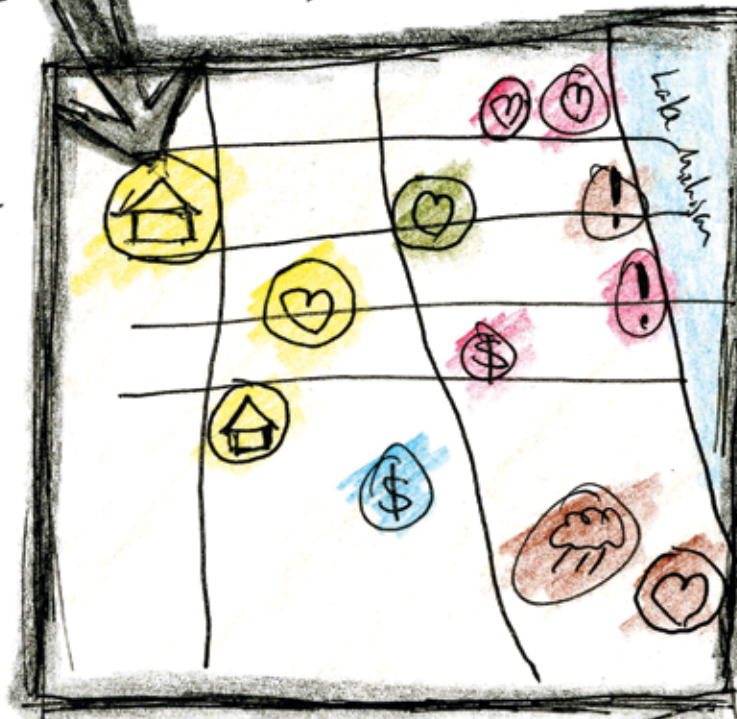
# The Compiling

Evanston, Illinois

Through the help of prompting questions, evocative quotations, and the assistance of probably younger family member, emotion maps of neighborhoods are compiled.

Locations and dates are set to stories and memories. The physical world becomes populated by the past as it is experienced in the here and now.

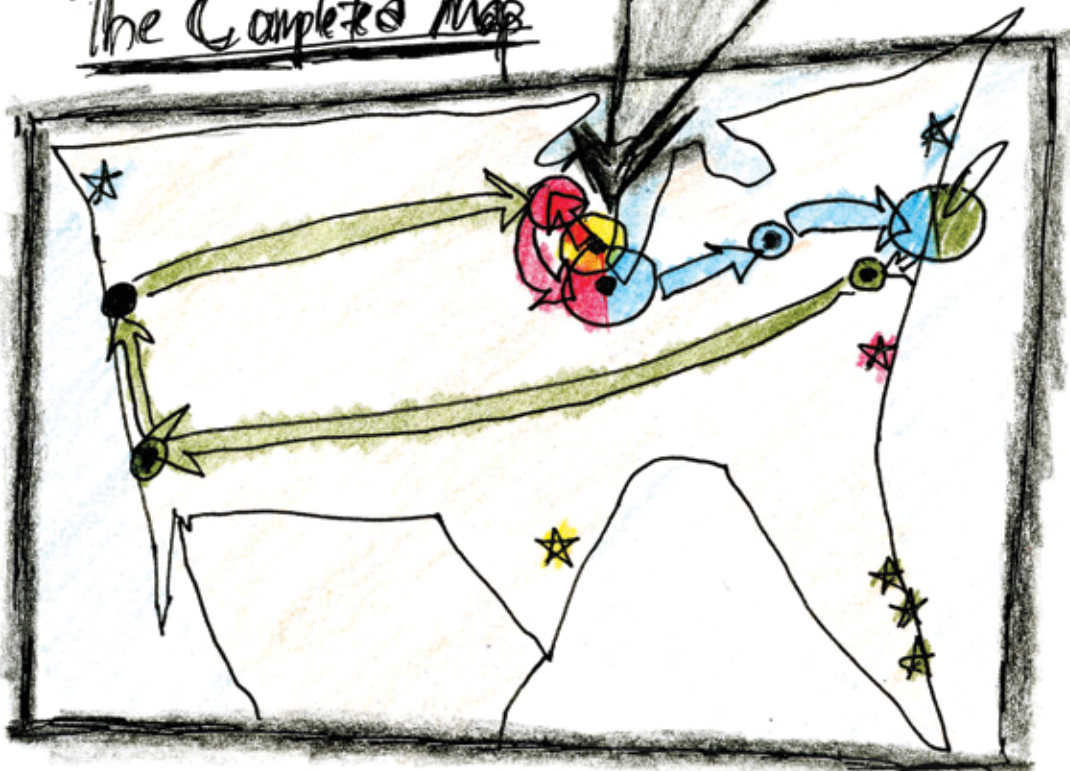
The Alzheimer's patients uncertain present is augmented by concrete memories and experiences, giving meaning to today



- ! Data, great story
- ♥ love
  - \$ Jobs
  - 🏠 School
  - ☁ Sad times
  - ☀ Happy times

- Yellow Childhood
- Pink Transitions
- Blue Young adult
- Green Adult
- Orange Older adult

# The Completed Map



- legend may 50 under map
- Many stories
  - Some stories
  - A few stories
  - Stars @ places I've visited

## Moves

- Yellow Childhood
- Pink Transitions
- Blue Young Adult
- Green Adult
- Orange Older adult



# How to Save a Life

*With an idea nurtured at the UW, Dean Olsen '82 is changing his narrative by helping others to preserve their own.*

BY LOUISA KAMPS

Five years ago, Dean Olsen '82 was wondering how to put his life back together after a period of deep personal crisis, which included two months at a homeless shelter near Madison's Capitol Square. He had taken a job caring for a former physician with early-onset Alzheimer's disease who was often vague and disoriented. Olsen, who'd earned his BA in geography, brought several maps to work one day, hoping they might foster some small conversation. The two sat down, by chance, before a map of Washington, DC, and the man lit up.

"He could understand the map, and his stories just started to come out: 'You know, Dean, I used to live in Washington — I actually went to Georgetown,'" Olsen recalls him saying while he studied the map, tracing the city's veiny image with his hands. "I said, 'Why don't you tell me about that?' And he described, with the most coherence I'd heard in a long time, how he'd lived in this and that dorm, and then, laughing, he told me, 'I remember being so happy to be away from my parents!'"

A former advertising executive who'd worked for prominent firms in Chicago, London, and New York, Olsen lost his last advertising job in a round of late-'90s layoffs. After that, his regular habit of fulsome drinking progressed to frank alcoholism, which, he says, runs in his family. ("I had my first drink at 16 and always probably liked it too much.")

He moved back to Madison in 2006 to enter an addiction treatment program — he was then drinking

*Olsen, a former advertising executive, made sketches of his early vision (left) in 2014: a way to map memories, experiences, and lessons learned.*

about a liter of vodka a day, frequently blacking out. His sole recollection of his journey from New York to Wisconsin is that his pants fell down in the middle of the Milwaukee airport while he was switching planes for the final flight of the trip.

His parents, who've since passed away, agreed to pay for his rehab — as long as it didn't take place in New York, where he'd lost nearly everything he owned, or in Olsen's hometown of Evanston, Illinois, where they still lived at the time. Insisting on this distance was one of "the smartest things they could have done," Olsen says now, because so many alcoholics fail to recover quickly and become abusive toward those people who'd like to see them get sober.

Olsen's path to recovery was rocky at first: several times, he stopped drinking, only to relapse after a few weeks or months. When he was off the wagon, he alienated some members of his family and gravely worried old friends. One whom he'd known since his college days, Tim Radelet JD'80, took to boxing up his alcohol and carting it to his neighbors' house before Olsen came over to visit, to keep him from ransacking his liquor cabinet. But after Olsen began regularly attending Alcoholics Anonymous meetings, he finally got the perspective and support that he needed to quit drinking. With the exception of "one six-day error in judgment" that confirmed he still cannot safely drink, he's been sober since 2010.

"It's the magic of AA," adds Olsen, who is 58, widening his eyes. "Somehow, that sharing helps you feel less isolated, and it releases something, so we





see each other and ourselves as fully human, with strengths and flaws. And then, together, we're able to do something we couldn't do on our own, which is put the bottle down. Hearing those stories from other people in the room saved my life."

Stirred by the power of the stories he was hearing at AA meetings and thinking about the pleasure and interest his patient experienced looking over the map of Washington, Olsen had an epiphany. In his 20s, he made maps that color-coded streets according to how they made him feel. What if he could find a way to help people use maps — those beautiful triggers of memories and conversation — to capture and record their own important life stories? To create a kind of online autobiography describing different

*In his 20s, Olsen (left) made maps that color-coded streets in places he'd lived by how they made him feel.*

“People like knowing where they stand in the big picture and seeing where they are in relation to other things. That’s why so many of us love maps — they’re a great container for our stories.”

life setbacks and triumphs and plotting them on a map that people could share with friends and family? “Everything happens somewhere, so why don’t we use time *and* space to organize our stories?” he wondered.

It was, he realized, the seed of an idea for a tech startup. It would be understandable for a recently homeless, middle-aged recovering alcoholic with a marked stutter he makes no attempt to hide — hardly the stereotypical image of a young, fast-talking tech hotshot — to decide it would be impossible to pull off. Instead, Olsen began making sketches to flesh out his idea. A few months later, he returned, with his drawings in hand, to his old home on the UW campus, the geography department in Science Hall, to see if his idea — which he eventually called LifeMapping — had any potential.

The first time Olsen walked Tanya Buckingham ’01 through his vision for the online platform, the UW Cartography Lab’s creative director thought it was a novel and cool idea. She also thought it could help people think about maps in a new way and “reflect and make

meaning of their experiences in a way that would be very different” from the disjointed manner in which we normally narrate our lives on social media.

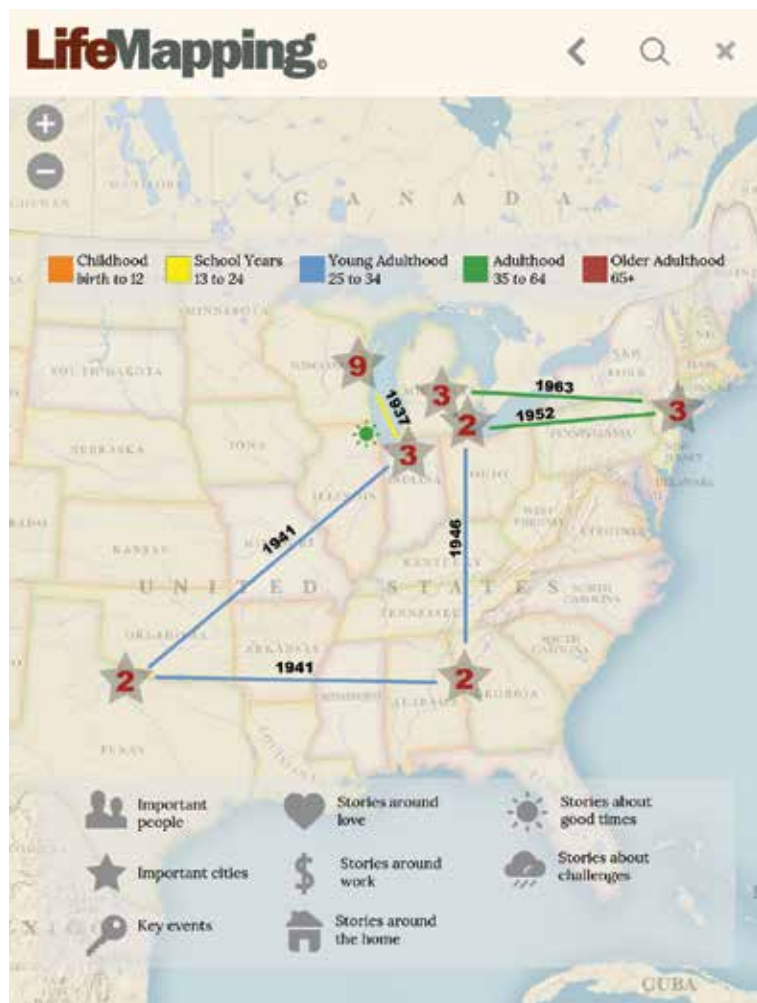
With the help of two small scholarships and student loans, Olsen enrolled in the UW’s Geographic Information Systems (GIS) certificate program in 2013, an option that, he says, seemed tailor made for him. Like many other departments on campus, geography offers a capstone graduate certificate program to help returning, mid-career professionals acquire relevant new job skills, or help nontraditional adult students retool to start a new career. Knowing that whatever he ended up doing would be, in essence, his retirement plan, Olsen used his time in the program to learn everything he could about interactive mapping, online information visualization, and cartography tools and design programs.

Olsen created an award-winning digital map to promote public awareness of drunk driving, and, working with a team of classmates, he developed an interactive map of Paris, which UW French professor Joshua Armstrong later presented to an appreciative audience at an international literary conference. (The map highlighted places where scenes occurred in an experimental 2007 novel by French author Thomas Clerc.) Olsen also dove deep into psychologists’ research on narrative storytelling, finding ample evidence to support his hunch that, when people spend time describing and writing about different chapters of their lives, highlighting the meaning and redemption of their own storylines, often their mood and view of the future improve significantly.

Eager to connect with people who could help with the business and technological aspects of developing a web-based startup, Olsen searched the UW for anyone whose work and ideas interested him. After attending a talk on persuasive mapping research by Ian Muehlenhaus, director of the geography department’s online master’s program, Olsen not only had questions, but offered some helpful feedback on teaching design — informed by his background in advertising — that Muehlenhaus incorporated into his own classes.

The idea behind LifeMapping also resonated with Muehlenhaus: “People like knowing where they stand in the big picture and seeing where they are in relation to other things. That’s why so many of us love maps — they’re a great container for our stories.” He’s also enjoyed getting to know Olsen, now a regular lunch companion. “In our very first conversation, Dean told me, ‘I’m a recovering alcoholic,’ and what he was trying to accomplish,” says Muehlenhaus. “I’m an open book, too, and I just fell in love with him and how his mind works. I think of him as a colleague as well as a friend.”

Olsen also impressed various people involved with fostering new business developments through the UW, and even though he completed his capstone certificate in 2015, he’s continued to advance



**LifeMapping.** 1941 My Military Service  
1942

### Your mother and I Get Married




But back to the wedding. Major I.C. Baechler—a Benedictine from Conception Abbey in Missouri—did the honors. His niece, Sally Moser Packer, was matron of honor. My Notre Dame buddy, John Drayna, was best man. This group of about 10 gathered for wedding breakfast and that was it. I was in uniform and Gracie look beautiful in a suitable wedding suit. We had a weekend to a honeymoon in a small Wichita Falls hotel. A few days later, we moved into a first apartment—second floor two-roomer with a railed porch.

I might add that our wedding saved Gracie's dad a big bill. We did send them the bill for the breakfast. At that time transportation for civilians was difficult so neither Gracie's parents nor mine were able to attend the wedding. But mine made it to Texas about a year and a half later to become godparents for John's baptism. They found that it was not an easy train trip from Green Bay. Gracie and I did it once to Chicago with the McNowns, Ace and I being on furlough. Grace and Millie set up all night in Dakota, each with a small child at that time, while Ace and I curled up on top of suitcases in the men's smoker. It wasn't exactly fun, but the joy of going home kept our spirits high.

Gracie and I lived very frugally. The war restricted what we could buy. We couldn't afford much more than orange crates! But whoever said that you can't live on love alone didn't know what he or she was talking about. I came down

his plans for LifeMapping with their support. In the spring of 2015, he won awards in two competitions hosted by the Wisconsin School of Business, earning a total \$5,500 to help get LifeMapping off the ground.

Last fall, he was selected to join the School of Business's highly competitive Development to Product (D2P) program, where he conducted rigorous market research for LifeMapping. D2P's former director, John Biondi, was immediately touched by Olsen's personal story: one of Biondi's relatives, though thriving now, struggled for some time with drug and alcohol abuse. But his job isn't to make funding decisions based on largesse. It was only after, at Biondi's request, Olsen crafted a savvy Internet business model and created a smoothly operating version of LifeMapping that Biondi officially invited him into the program last fall. And after Olsen devoted more time to refining and finalizing his business plan, D2P decided last spring to invest significant startup funding in LifeMapping. It's enough to help Olsen hire the staff needed to get the app up and running. A free beta test version will be available this fall, and Olsen anticipates the finished

*Olsen's tool (above) allows people to organize their stories, photos, and songs by place and time using online maps.*

product will be available for sale in late 2018.

"There are a lot of apps out there that are pretty ridiculous, just redundant to what's already out there. But Dean got my attention immediately," says Biondi. "His background isn't in tech; it's in helping people make emotional connections," which can be a challenging commercial niche, he adds. "We have great hopes for Dean and will continue to support him as long as we can and cheer from the sidelines."

Olsen also has a strong support system in his personal life. As a recovering alcoholic, he needs to control his stress. He meditates, regularly attends concerts and talks on campus, and, lately, he's started gardening. He has close friends, including Melanie Ramey, a former director of Madison's YWCA, who first hired Olsen in 2014 to serve as a resident overnight-care provider for her husband, who suffered from vascular dementia. After her husband died in 2015, and knowing that Olsen was on an extremely tight budget, Ramey invited him to stay on as her housemate.

The two spar about music. ("He's a real snob about classical music," she says.) Olsen cooks creative



## Green Bay, Wisconsin



### Legend

- |                             |                       |                            |
|-----------------------------|-----------------------|----------------------------|
| ☀️ Stories about good times | 👤 Important people    | 📅 Childhood birth to 12    |
| ☁️ Stories about challenges | ★ Important cities    | 📅 School Years 13 to 24    |
| 🏠 Stories around the home   | 🔑 Key events          | 📅 Young Adulthood 25 to 34 |
| 💰 Stories around work       | 💕 Stories around love | 📅 Adulthood 35 to 64       |
|                             |                       | 📅 Older Adulthood 65+      |

## Important Times & Places in Louis' Life

- ★ 1917 Born: Green Bay, Wis.
- 👤 1918 My Mother: Green Bay, Wis.
- 👤 1918 My Dad: Green Bay, Wis.
- 🏠 1923 Sister Cora Never Lost: Green Bay, Wis.
- 🏠 1931 Grammar School Graduation: Green Bay, Wis.
- ☀️ 1935 Altar Boy: A Sacred Duty: Green Bay, Wis.
- 💕 1935 Meeting Your Mother: Green Bay, Wis.
- 🏠 1935 Going to St. Norbert: De Pere, Wis.
- 💕 1936 Romancing Your Mother: De Pere, Wis.
- 🔑 1937 I Start at Notre Dame: Notre Dame, Ind.
- 🔑 1939 I Start Grad School: Notre Dame, Ind.
- ☁️ 1941 I Get Drafted: South Bend, Ind.
- 💕 1942 Your Mother and I Get Married: Wichita Falls, Texas
- 🔑 1942 My Military Service: Ft. Benning, Georgia

meals several times a week (shopping and chopping are relaxing for him, too). And Ramey is happy to serve as a sounding board for Olsen when he runs through presentations and pitches for LifeMapping: “This kind of project involves a lot of behind-the-scenes work, stuff that takes endless hours of setting up,” she says.

Radelet is another steadfast friend. He recently helped Olsen complete a final, tablet-based LifeMapping prototype using his own late father’s life story, which, conveniently, his father transcribed before he died. When Olsen was still drinking, Radelet used to check in with his roommates and would sometimes swing by Target, where Olsen was working at the time, with no intention of purchasing anything but “just to keep an eye on him and make sure he wasn’t dead.” Today Radelet is extremely grateful for the attention and guidance the UW provided his old friend. It has enabled Olsen to, as Radelet puts it, “pull back from inside of himself the essence of who he really is: a remarkable, insightful, and sensitive man who’s had a lifetime of incredible experiences that have shaped him.”

But Olsen sees it a little differently. Yes, during

*A free beta-test version of LifeMapping (above) will be available this fall on Olsen’s website, [lifemapping.co](http://lifemapping.co) (no ‘m’ in the web address)*

the past four years, he’s gotten tremendous help and guidance from more experts than he can count across the university. He’s held brainstorming sessions with students as well as senior citizens at nursing homes to hear what different things they might want from a do-it-yourself, map-based tool for recording personal history. And recently, he has worked with staff at the Wisconsin Historical Society to get his newly completed LifeMapping prototype into the hands of a group of avid local genealogists, who’ve eagerly agreed to test-drive the program with stories they’ve unearthed about their families. However, he’s perhaps most grateful that the UW made him feel, despite his past struggles, that he, as a graduate and returned citizen of Wisconsin, “had a *right* to reach out to the university for information and help.”

“The UW has made a commitment to speak to people like me,” he says. “And without the university’s structure and support, I’m not sure I would have come as far as I did, all the way from a homeless shelter to the cusp of startup success.” ●

*Louisa Kamps is a Madison-based freelance writer and contributing editor to Elle.*

# On Alumni

Alumni News at Home and Abroad

## WAA Names a New Leader

*Sarah Schutt takes the reins from Paula Bonner.*

DANA CRARY



Sarah Schutt has been named chief alumni officer and executive director of the Wisconsin Alumni Association (WAA), succeeding **Paula Bonner MS'78**.

Bonner joined the WAA staff in 1989 and became the organization's president in 2000. She stepped down in June to concentrate on the opening of Alumni Park, scheduled for October. (See Conversation, page 17, and the item on this page.)

Schutt has worked in higher education for 25 years, nearly all of

them at UW-Madison. "Sarah has demonstrated the strategic-thinking, decision-making, project-management, and team-leadership capabilities that make her a great choice for this role," says **Mike Knetter**, the president and CEO of the Wisconsin Foundation and Alumni Association, which is WAA's parent organization. "I am confident she will strengthen our 156-year history of engaging our outstanding alumni."

Schutt first joined the UW as a residence life coordinator in 1994, and since then, she has served in a number of roles on campus and at WAA.

"Sarah is already recognized across the Big Ten and among other alumni leaders around the country for her leadership of signature alumni learning and engagement programs such as Grandparents University, as well as relaunching alumni career networking," Bonner says. "She is the perfect fit for this role at this time in our history."

Schutt's first role with WAA was as director of its lifelong learning programs. Many alumni know her from her eight years leading Grandparents University, but she also has fond memories of her first student send-off in Los Angeles; the All Ways Forward campaign launch in 2015; the Red Tie Gala; Alumni College weekends in Door County and Monterey, California; and running into a couple of young alumni in the ruins of Pompeii while hosting a WAA trip to Italy.

"No matter the setting, the city, or the activity," she says, "UW alumni worldwide share enthusiasm and passion for their alma mater. That gives me joy and energy and makes me feel so honored to represent them and our university. I'm humbled to follow in the footsteps of past leaders and thrilled to be carrying on the traditions they established."



BRYCE RICHTER

## Discover Alumni Park

### October 6

Grand opening, 6 p.m.; includes exhibits unveiling, artisan demonstrations, UW Marching Band, and appearances by alumni who are featured in park exhibits

### October 7-8

Opening celebrations continue with tours, exhibits, and family-friendly art activities

### October 13

Day of Learning programs with alumni who are featured in the park

### October 20

Postparade Homecoming block party lights up Alumni Park

### October and November

Join weekend tours and open houses

### November 3-4

Wisconsin Science Festival programs

### November 9-11

Celebrate alumni in public service

### November 17

Special Global Hot Spots with Park-featured alumni

For more details, see [alumnipark.com](http://alumnipark.com).

# 72

Wisconsin counties boast billboards featuring noted UW alumni and friends, created by WFAA to highlight the partnership between the university and the state. See [thankyou72.org](http://thankyou72.org) for more.

# 521

books by alumni and faculty are featured on the UW-Madison section of the book website Goodreads ([goodreads.com/wisalumni](http://goodreads.com/wisalumni)), which launched in 2015.



# Exhibition *Wisconsin Singers*

WISCONSIN SINGERS (4)



## Sample Set Lists 1967–69

"This Land Is Your Land"  
"Mobile"  
"Till There Was You"  
"Go 'Way from My Window"  
"Whistlin' Dixie"  
"Go Where I Send Thee"  
"Amen"  
"Twelfth of Never"  
"Lullaby of Broadway"  
"When the Saints Go Marching In"



## 2016–17

"Material Girl"  
"It's Not Easy Bein' Green"  
"Money"  
"Ghostbusters"  
"Wake Me Up Before You Go-Go"  
"On, Wisconsin!"  
"Build Me Up, Buttercup"  
"Tequila"  
"Piano Man"  
"Summer Nights"

For five decades, the Wisconsin Singers have taken their act on the road to serve as goodwill ambassadors for the university. Former WAA president **Arlie Mucks '47**, along with the School of Music's **Donald Neuen**, founded the musical group in 1967. Originally called the University Singers, the students were charged with promoting the Wisconsin Idea during the tumultuous Vietnam War era.

Early audiences heard songs by the likes of John Denver and the Beatles, as well as Broadway hits from *Fiddler on the Roof* and *The Sound of Music*. During the

1970s, the troupe did some 70 shows a year, mostly sponsored by alumni chapters, and the group has raised more than \$1 million for scholarships since its inception.

Today's shows feature popular music from the past 40 years, including contemporary hits from Taylor Swift, One Direction, and the Broadway musical *Hamilton* — and every performance includes a tribute to the UW's Fifth Quarter. The Singers also provide outreach to K–12 students at venues across the nation, answering questions about college life and talking up the benefits of getting involved in

student organizations on campus.

Although most of the students are not music majors, many have gone on to entertainment careers, including actor **Tom Wopat x'74**, arranger **Mac (Malcolm) Huff '77**, and opera singer **Kitt Reuter-Foss '79, MM'82**.

The Singers will celebrate their 50-year milestone in November with a production at Madison's Overture Center hosted by **Siri Pinter Daly '03**, a Singers alumna and food editor for NBC's *Today* show. For more information, visit [wisconsinsingers.com](http://wisconsinsingers.com).

NIKI DENISON

*The Wisconsin Singers perform (clockwise from top left) in 1975, 1981, 2013, and 2016.*

# Tradition *Marching Band Auditions*



CLOCKWISE FROM UPPER LEFT: BRYCE RICHTER (3); JEFF MILLER



The Badger football team isn't the only group on the UW campus to endure blood, sweat, and tears in the scorching heat of late summer.

The UW Marching Band — the champions of Camp Randall's Fifth Quarter — uses roughly two weeks before the fall semester kicks off for an intense refresher and a strenuous testing ground. Returning veterans need practice, and more than 150 freshmen vie for about 70 spots in the nearly 300-person marching band.

The marching tryouts, which typically take place on a west campus field under the blazing August sun, require a hard-won combination of artful musicality and physical prowess as potential new members strive to master the

**WHAT'S YOUR FAVORITE UW TRADITION?**  
Tell *On Wisconsin* at [onwisconsin@uwalumni.com](mailto: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.

band's unique style, a variation of the high-step popular among Big Ten schools. The UW version requires members to "stop at the top" with their knee, followed by a split-second hesitation before lowering it and raising the other while keeping the thigh at a 45-degree angle. On every eighth step, band members hit the center of the yard line with the ball of the right foot.

**Rachel Minehan x'20**, a trumpet player from Manitowoc, Wisconsin, prepared for last year's tryouts by running during the summer to build up her endurance. "The music is pretty standard," Minehan said as she waited to enter the audition room for her musical assessment earlier in the week. "[But] the marching is definitely what's going to make or

break people."

Band director **Michael Leckrone**, however, contends that his judgment isn't quite so harsh. He says that if students come to the audition prepared and can show a little coordination with a horn on the field, they already have a good shot at making the ranks. And no matter what their ability, Leckrone says his goal is to use the audition week to improve skills — whether students make the band or not.

"Right up to the time I make the final cut, my goal is to make them a little bit better than they were," he says. "If I see that they have made an improvement, experience tells me that'll continue over time."

**RILEY VETTERKIND '17**



## 50s

**Peter Olson '57, MS'60's** truly exhaustive log of statistics about every fish he's ever caught has earned him induction into the National Freshwater Fishing Hall of Fame in Hayward, Wisconsin. He honed his technique during the summers of a 33-year teaching and coaching career at Madison's La Follette High School, but retirement in Boulder Junction, Wisconsin, allowed him to fish unreservedly. Olson has also ended 55 years of coaching, retiring from his last high school basketball post in Clearwater Beach, Florida.

For his leadership and service to the intellectual-property community — “which is representative of his distinguished career marked by intellect, integrity, and unwavering commitment to justice” — the American Intellectual Property Law Association has bestowed its Excellence Award on **Alan Lourie MS'58** of Washington, DC. He's a judge on the U.S. Court of Appeals for the Federal Circuit.

## 60s

“Working tirelessly” is often an exaggeration, but it earnestly applies to acclaimed biologist **David Soll '64, MA'68, PhD'70**. After losing his wife to cancer, he shifted his research focus from infectious fungi to cancer and is making important strides in his quest to end the disease. Soll is the Carver/Witschi Professor of Biology at the University of Iowa in Iowa City and directs the Developmental Studies Hybridoma Bank, an NIH national resource; the Keck Dynamic Image Analysis Facility; and the Monoclonal Antibody Research Institute. When sending this news, Soll's former student **Steven Bloom '69** of Redding, Connecticut, shared what a major influence Soll had on his life and career.

**Robert Barnett '68**, an attorney with Williams & Connolly in Washington, DC,

**BOOK NEWS?**  
See page 60.

**CLASS NOTES SUBMISSIONS**  
[uwalumni.com/go/alumninotes](http://uwalumni.com/go/alumninotes)

**Class Notes, Wisconsin Foundation and Alumni Association,**  
650 N. Lake Street, Madison, WI 53706-1476

**DEATH NOTICES AND NAME, ADDRESS, TELEPHONE, AND EMAIL UPDATES**  
[alumnichanges@uwalumni.com](mailto:alumnichanges@uwalumni.com)

**Alumni Changes, Wisconsin Foundation and Alumni Association,**  
1848 University Avenue, Madison, WI 53726-4090

608-308-5420  
or 800-443-6162

corepresented Barack and Michelle Obama during an “animated” competition to publish their upcoming books. In the end, Penguin Random House acquired world rights and plans to donate one million books in the Obamas' names to the non-profit First Book. The Obamas also plan to donate part of their advances to charity. Barnett also represents the Clintons, the George W. Bushes, Paul Ryan, and **Dick Cheney PhD'68**. Barnett's spouse is **Rita Braver '70** of CBS News fame.

Hearty congratulations are in order for **David Leon Ford Jr. MS'69, PhD'73**, who's retired after 42 years as a professor of organizational studies, strategy, and international management in what is now the Jindal School of Management at the University of Texas at Dallas. He's been a leader in the Management Faculty of Color Association and the PhD Project, working successfully to increase the number of professors and students of color in business. Ford has also taught at UCLA, Purdue, Michigan State, and Yale.

**Gail Short Hanson '69** has retired as American University's vice president of campus life, leaving behind a two-decade legacy of leadership, vision, and dedication to the Washington, DC, institution. She said of her career: “Campus life is always challenging. ... There are always people who think you can do more and do better. And our challenge is always to listen, to make of that what we can, and to turn it into progress one way or another.”

## 70s

**David Wilkinson PhD'71** of Midlothian, Virginia, is now the proud holder of the Association of Pathology Chairs' highest honor. The 2017 Distinguished Service Award recognizes his lifetime of achievements in academic pathology as an educator, practitioner, leader, author,

editor, and mentor.

**Edward Gingold PhD'73**, a staff attorney with the Federal Energy Regulatory Commission in Washington, DC, has been in government service for nearly four decades. In March, he was fêted at the Combined Federal Campaign (CFC) Finale with a Special Services Award for his exceptional management of his commission's annual CFC fundraising for the past 13 years.

The Milwaukee Press Club's Media Hall of Fame is richer for the 2016 induction of **Michael Juley '73**. Initially a *Daily Cardinal* sports editor, he spent 38 years with the *Milwaukee Journal Sentinel* in numerous news-reporting and editing posts and ran its Racine County bureau. Retired since 2015, Juley serves on the Daily Cardinal Alumni Association board, manages training for the paper's staff, and mentors its editors-in-chief. We hear that he's also the best left-handed bass guitarist in Greendale, Wisconsin.

Nascent Health Sciences, the New York City-based producer of SoPure Stevia, has welcomed **Alex Woo MS'78, PhD'83** as its chief innovation officer. He's also the founder of the boutique food-technology firm W20 Food Innovation, has expertise in taste and smell neuroscience and plant-based ingredient technologies, and has held R&D leadership posts with Pepsi, Starbucks, Cargill, and Wrigley.

**Jane Kaczmarek '79** portrayed Mary Cavan Tyrone opposite Alfred Molina in Los Angeles this spring in a revival of Eugene O'Neill's *Long Day's Journey into Night*. It was a serious departure from playing Lois, the control-freak mom on *Malcolm in the Middle*, that earned her ardent praise. That may be because of the Pasadena, California, actress's passion for live theater: “I did my first play at 15,” she told the *Los Angeles Times*, “and it was like the top of my head blew off. I feel like I've

come home again, and I'm kind of experiencing it again for the first time."

## 80s

Great Hearts — a Phoenix-based nonprofit network of K-12 public charter schools that offers classical, preparatory education — now boasts **Wade Dyke '80** as its CEO. The Rhodes Scholar and former White House Fellow has also been an executive VP at Kaplan, CEO of Chancellor Beacon Academies (now Imagine Schools), and chief of staff to the U.S. Department of Education's deputy secretary.

**Mike Matucheski '81** still lives on the Antigo, Wisconsin, family farm where his grandmother taught him how to make farmer's cheese, and now his Sartori Reserve Black Pepper BellaVitano has been named the top cheese at the 2017 U.S. Cheese Championships. Contemplating eventually passing on his curiosity, knowledge, approach, and devotion to producing a superlative product, Matucheski says, "For me, this whole thing has always been very emotional. How can it not be?"

Whom did *Forbes* name to its inaugural list of America's Top Women Wealth Advisors? Among the 200 professionals chosen were **Barb Steffen Finley '82** — a senior VP and wealth adviser with Madison's Finley Hird Group, part of Morgan Stanley Wealth Management — and **Heather Wilde Barnett MS'95**. Barnett is associated with the Wells Fargo Advisors Financial Network as the branch manager of Barnett Financial Partners in Keokuk, Iowa.

The UW's Farm and Industry Short Course (FISC) — which has a long, proud Wisconsin Idea tradition — honored **Barry Kleppe '83, MS'87, DVM'91; Sarah Pfatteicher MA'90, PhD'96; and Jessie Ivey Potterton '04** during a January alumni reunion. Kleppe, a large-animal veterinarian in

Waunakee, Wisconsin, earned the Donald Teaching Award for his years as a FISC educator. Pfatteicher, of Madison, received the Friend of Short Course Award; and Potterton, of Mineral Point, Wisconsin, received the Service to Agriculture Award — both lauded for getting FISC integrated into the university system and its credits aligned with undergrad credits.

Felicitations to two new Badger deans: **Brian Klaas PhD'87** and **David Figlio MS'92, PhD'95**.

Formerly the senior associate dean for research and academics, director of the Riegel & Emory Human Resource Center, and a professor of management at the University of South Carolina's business school, Klaas now heads the Bloch School of Management at the University of Missouri-Kansas City. Figlio — the incoming dean of Northwestern University's School of Education and Social Policy in Evanston, Illinois — previously directed Northwestern's Institute for Policy Research and was the Orrington Lunt Professor of Education and Social Policy.

Arts-management rock star **Mark Nerenhausen MA'88** is now the president and CEO of the Hennepin Theatre Trust, a nonprofit that seeks to create positive change through the arts in Minneapolis's West Downtown Cultural District. Most recently the founding director and a professor of practice in Syracuse University's Janklow Arts Leadership Program, he's also been the president and CEO of the AT&T Performing Arts Center in Dallas and held major arts-management appointments in Florida, Hawaii, Wisconsin, and Tennessee.

The Association of Social Work Boards promotes safe, competent, and ethical practices through its support of U.S. and Canadian social-work regulatory bodies, and **Robert Payne MSW'88** is new to its

**"Our challenge is always to listen, to make of that what we can, and to turn it into progress one way or another."**

Gail Short  
Hanson '69

board. A longtime clinical social worker in Hailey, Idaho, he has a private practice; serves as a mental-health consultant for Higher Ground, a therapeutic recreation program for veterans; and sits on the Idaho Board of Social Work Examiners.

**Renée Tuzee '88** is the executive director and CEO of the Costa Mesa, California-based nonprofit National Charity League, which, she explains, is "the only mother-daughter membership organization of its kind." Mothers (called *patronesses*) and daughters (*tick-tockers*) participate together in a six-year core program of community service, leadership development, and cultural experiences, and they may continue their affiliation as *sustainers*.

## 90s

**Sandra Bradley MS'90** — most recently the research director of UW-Madison's Internet of Things Lab — now directs the new Center for Corporate Innovation in the Wisconsin School of Business. It offers executive circles, boot camps, summits, and other events for C-suite executives and senior managers.

*Aviation Week's* 2017 Laureate for Business Aviation Award has gone to Wheels Up and its founder and CEO, **Kenny Dichter '90** of Purchase, New York. Lauded for its rapid growth from "disruptive startup" to significant industry player, the membership-based private-aviation firm offers the guaranteed availability of its airplane fleet through its mobile app and access to Wheels Down, its luxury amenities program.

As the CEO's chief of staff at FIS — a Jacksonville, Florida-based provider of financial technology services — senior VP **Amy Mergen '90** has earned great praise for her part in FIS's smooth operation and involvement in local charity events. Her champions are FIS's senior

**"I'm waiting for that day when a random group breaks into 'Varsity' at the beach."**

Peter  
Gunnlaugsson '92



## Recognition *Steve Marmel '88*

VP of investor relations, **Peter Gunnlaugsson '92**; and Black Knight Financial Services' CFO, **Kirk Larsen '93**, who concur that Mergen embodies the Wisconsin Idea. Gunnlaugsson adds that Jacksonville's Badger population is on the rise: "I'm waiting for that day," he says, "when a random group breaks into 'Varsity' at the beach."

Ever since the *New Yorker* launched its weekly cartoon-caption contest in 2005, the entry load has inundated its cartoon editors. Then **Robert Nowak '90, MS'91, PhD'95** — a UW engineering professor who specializes in machine learning and statistical analysis — pitched a solution: a software system that he'd created called NEXT. Since November 2015, Nowak's algorithm has been a great help in powering the *New Yorker* contest, and what he learns through it benefits the genetic-disease studies for which he originally developed it.

**Angela Naylor Gustafson '91** of Minneapolis runs her own company, Gustola Granola — the launch of which, she says, "had a whole lot to do with having attended UW–Madison!" While pursuing her delicious vocation, she and her husband have carried out a tradition that they pondered as newly married Peace Corps volunteers: taking a photo with their (eventual) four kids at iconic and unusual spots in all 50 states. Bascom Hall was a natural Wisconsin backdrop, and they took their 50th shot on a Hawaiian beach in December.

The Indianapolis Colts organization has named former Badger football player **Christopher Ballard '92** as its new general manager after his scouting stints with the Chicago Bears and front-office executive posts with the Kansas City Chiefs. Colts owner Jim Irsay called Ballard a "savvy, organized, and thorough talent evaluator, but beyond that, he's a terrific person our community



COURTESY OF STEVE MARMEL

### KING OF KIDS' COMEDY

"Madison made me fearless," says **Steve Marmel '88**, describing his six-year stint as a journalism major at the UW. Initially hoping to emulate Pulitzer Prize-winning columnist Mike Royko, Marmel instead developed his comedic voice on campus and now produces the Disney Channel's kid-friendly, animated-robot series *Mech-X4*.

"If I was working on anything outside of school — and if you checked my grades, you'd know I probably was — it was either standup comedy, or it was [my humor column for] the *Badger Herald*," he recalls.

Marmel, who lives outside Los Angeles with his wife, Judi, and their two dogs, has plenty of reason to remember the UW fondly, starting with his humor column. "After freshman year," he says, "I stayed on for summer school just so I could get into the *Herald* when all their regular columnists went home for summer."

Marmel also performed standup for the first time at Memorial Union. After judges for the Catch a Rising Star showcase deemed him the "second-funniest person in Wisconsin," he spent most nights hanging out at the Comedy Cellar on State Street. Even a stint in student government had a comedic aspect to it when Marmel was elected student-body president during his fifth year. "I ran this whole joke campaign with a slate of student senators, and we won," he says.

After graduation, Marmel freelanced for *USA Today* and traveled the country, doing his comedy act at small clubs. His big break came in 1996, when a TV executive hired him to write for the Cartoon Network series *Johnny Bravo* after seeing him perform at the Hollywood Improv. "I'd never written a script in my life, but I found myself sitting at a desk in Hollywood learning by doing, just like I did at the *Herald*," he says.

More TV projects followed, including teen star Demi Lovato's live-action series *Sonny with a Chance*. A couple of years ago, Marmel conceived *Mech-X4*, which begins its second season this fall. "I told Disney, 'I want to do an action comedy with kids and a monster-fighting robot.' They read my script and said, 'If you can make it on our budget, let's do it,'" says Marmel, shown above in the control center of the giant robot. "I track it all back to Wisconsin, because that's where I took a chance and found something I love."

**HUGH HART**

## Recognition *John Hanc MA'83*

COURTESY OF JOHN HANC



### RUNNING IN THEIR SHOES

To write a book proposal on a woman known as the Marathon Goddess, **John Hanc MA'83**, a runner himself, spent a weekend shadowing Julie Weiss in Los Angeles — even running part of the 2017 LA marathon at her side. Weiss earned her nickname by running 52 marathons in 52 weeks to raise funds for pancreatic-cancer research.

“She said I really nailed her voice,” Hanc says. “I did that because I’d been with her; I heard her; I looked her in the eye and ran in her shoes.”

The author’s love of participatory journalism — immersing himself in the lives of the people he covers — is modeled after his hero, George Plimpton, the late editor of the *Paris Review* and a renowned practitioner of this journalistic craft.

Hanc channeled his subjects’ voices with precision and empathy when cowriting a string of award-winning memoirs, including *Not Dead Yet* with diabetic bike racer Phil Southerland, and *The Ultra Mindset* with endurance athlete Travis Macy. Hanc was on site when the city of Athens, Georgia, closed down for its historic Twilight Criterium — a grueling, 80-lap (roughly 50 miles) bike contest in which Southerland competed and lost. Hanc seized on the defeat and the intense atmosphere to open the memoir.

Drawing people into his method of telling incisive stories extends beyond the printed page. As an associate professor at the New York Institute of Technology — where he was voted the professor who made the greatest impact — he will often have students read his rough drafts “to let them see the writing process as it unfolds. Students love that immediacy,” he says.

Hanc’s own career took off after working postcollege in the public-relations department of his hometown newspaper, where he yearned to hone his journalism skills. With a scholarship in hand, he enrolled as a graduate student at the UW to earn his master’s. “I did the degree in a year, which almost killed me, but they taught me to think more critically and write more concisely,” he says. “I learned how to read research papers that turned out to be very helpful to this day. It was a thrilling experience to be there with so many brilliant, talented people.”

Hanc’s tenacity also drove him to journey 7,000 miles with 228 people from 15 countries to the bottom of the earth to take part in the 2005 Antarctica Marathon, which he chronicled in his own memoir, *The Coolest Race on Earth*. For 26.2 miles on King George Island, Hanc tramped through dense mud, loose rocks, and slushy glacial trails, eventually finishing 17th in four hours and 42 minutes. Some parts of the race went unreported because, he explains, he was “delirious with pain. While aspects of it were magical, improbable, and even laughable, it was a really hard slog.”

**ROBERT LEROSE**

will be proud of.”

**Joshua Flyr '92** is flying high at Denver-based Frontier Airlines: he’s been promoted from senior director to VP of network and revenue, a post in which he oversees network planning, scheduling, pricing, and yield management. He’s also worked for America West Airlines, US Airways, and Skybus.

As the Interactive Advertising Bureau’s new senior VP of research and impact, **Chris Kuist '92** is setting a progressive research agenda for the trade group: to better understand consumers’ use of mobile and digital technologies in order to drive more ad dollars to those media. Kuist, of Brooklyn, New York, has also been the VP of insights and innovation at the Weather Company and a Viacom Media Networks executive.

The Columbus, Ohio-headquartered Battelle has expanded its 40-year program of researching tobacco’s physical and psychological effects to include recreational and medicinal marijuana use as well as opioid addiction and treatment. **Scott Novak '93** has joined Battelle as a senior research scientist and research director for substance abuse and leads a transdisciplinary team studying how to reduce opioid abuse. He was previously with RTI International.

As part of the new organizational and leadership structure in the UW’s School of Nursing, **Melanie Paulsrud Schmidt '93** is advancing strategic initiatives and leading outreach, community relations, communications, and diversity efforts as its new chief of staff. She most recently ran her own consulting firm, Timpano Group.

A January *Crain’s Chicago Business* piece profiled Chicagoan **Tristan Slemmons '93**, the corporate-citizenship leader at Deloitte, as being part of the growing sector of executive women who balance work, life, and family, but without children.



It explored how these women sometimes face unfair workplace expectations but may also reap certain benefits. In February, the publication featured Chicago litigator **Bennet Acker '11, JD'14** as a participant in the FIRE (financially independent, retiring early) movement: typically childless, well paid, and extremely frugal individuals who save aggressively so that they can retire decades before the customary age to pursue other life passions.

Using expertise gained from directing the Disability Programs and Resource Center at San Francisco State University and managing the University of San Francisco's reasonable-accommodation program and policies, **Nicole Bohn '95** is the new director of the Mayor's Office on Disability for San Francisco mayor Ed Lee.

**David Williams DMA'95** is blending his bachelor's, master's, and doctoral degrees in music with his law degree to teach grant writing and music law at the Crane Institute for Music Business at SUNY Potsdam. He also runs a consultancy to help musicians and others in creative fields with contract-related matters. Williams's new book, *The Enterprising Musician*, explains music-industry contracts in plain language.

Clinical psychologist **Raphael Bernier MS'96** spoke recently in the Distinguished Lecturer Series at the UC Davis MIND Institute, an international research center specializing in neurodevelopmental disorders. He's the clinical director of the Seattle Children's Autism Center, an associate professor in the University of Washington's Department of Psychiatry and Behavioral Sciences, and the author of *Autism Spectrum Disorders: A Reference Handbook*.

We send a Big Red moo! to **Darin Johnson '96** of Bangor, Wisconsin, for being

**"I did my first play at 15, and it was like the top of my head blew off. I feel like I've come home again, and I'm kind of experiencing it again for the first time."**

Jane Kaczmarek '79

named executive director of the Wisconsin Holstein Association: a not-for-profit membership organization that promotes the bovines and their breeders and owners. He was previously a River Bank agricultural lender and a Holstein Association USA regional representative.

The Association for Library Collections & Technical Services has bestowed its 2017 Mann Citation on **Hope Olson PhD'96** to extol her achievements in cataloging and classification as a researcher, author, educator, mentor, and pioneer in applying "feminist, poststructural, and postcolonial theory to the critical analysis of knowledge-organization tools and practices." The UW-Milwaukee School of Information Studies professor emerita also serves on the *Journal of Library Metadata's* editorial board.

**(John) Brent Wachter '96** of Albuquerque is such an extreme meteorologist — one of 80 specially trained National Weather Service personnel — that *Men's Journal* profiled him in a piece called "The World's Wildest Jobs: 17 Guys Who Dodged Cubicle Life." He may be deployed to events such as Super Bowls and presidential inaugurations to anticipate the weather, or to wildfires, hurricanes, or tornados to create hyperspecific forecasts to help protect first responders.

"My intent as an artist," **Todd Anderson '97** told the *Sentinel-Progress*, "is to share the beauty of a changing world." That's why the Clemson [South Carolina] University assistant professor of art and printmaking has spent six years hiking 500-plus miles through Glacier National Park — which has lost more than 80 percent of its glaciers since its founding a century ago — to preserve glacial images as woodcut prints and tell the urgent story of climate change through art. He and two collaborators have now finished

*The Last Glacier*, a limited-edition, large-format book containing paintings, photos, and Anderson's prints.

**Mike Carr '98** is having his on-field "zebra" debut: the NFL Referees Association has hired him to work the 2017 season following his participation in the NFL Officiating Development Program, two seasons as a side judge, a 2015 preseason on-field assignment, and Big Ten officiating experience. Carr is also the athletics administrator for the Oregon [Wisconsin] High School Panthers.

**Emily Salkin Takoudes '98** has been in book publishing in New York City for nearly 20 years and joined Phaidon in 2014 as its executive commissioning editor of cookbooks. She writes: "My husband, **Greg Takoudes '96**, and I met in Madison in 1995 while taking out the trash at the shared Dumpster between our apartment buildings on Gilman. We have been together ever since and live in Brooklyn [New York] with our daughter and son."

The *Milwaukee Business Journal's* 2017 class of 40 Under 40 awardees is an intriguing bunch. Among them are **Kate Barrette Kazlo '99**, the founder and owner of The Home Market in Milwaukee and now Madison; **Alicia Blanke Domack '01**, an associate professor and chair of the Milwaukee School of Engineering's Humanities, Social Science, and Communication Department; **Christine Culver '04**, assistant VP of development and member-group relations for the United Performing Arts Fund; **Peter Olesen '09**, vice president of his family's O&H Danish Bakery; and **Ashley Saffold Hines '10**, the Medical College of Wisconsin's diversity and inclusion manager.

**00s**

**(Elizabeth) Libby Geist '02** has been promoted to VP and

executive producer of ESPN Films. She'll oversee development, production, distribution, and strategy for its short films, series (including *30 for 30*), documentaries, specials, content partnerships with Disney, and FiveThirtyEight's video content.

The Hispanic National Bar Association (HNBA) has chosen **Matthew Fernandez Konigsberg '02** — from an unprecedented number of nominations — as one of its 2017 HNBA Top Lawyers Under 40. The special counsel for ethics, risk, and compliance for New York's Department of State in Brooklyn is also an HNBA regional president and a 2016 Council of Urban Professionals fellow.

Each year, one faculty member at Fort Lewis College in Durango, Colorado, earns the Alice Admire Outstanding Teaching Award. For 2015–16, the honoree was **R. (Robert) Lee Frazer MS'03, PhD'09**, an associate professor in the recently formed Department of Adventure Education. In keeping with the award's tradition, he delivered the 2015 winter-commencement address.

Madison's *In Business* magazine has given **Maureen McCartney Easton JD'07** and **Nestor Rodriguez MD'07** 40 Under 40 awards for 2017. As Foley & Lardner senior counsel, Easton has spearheaded the law firm's Craft Beer Initiative to provide legal services to start-up brewers. She's also a member of the Wisconsin Brewers Guild and is helping to launch ALT Brew — which produces gluten-free beer — with her husband, **Trevor Easton '04**. Life has taken Rodriguez from El Salvador to south-central L.A. to Yale to the inaugural class of the UW School of Medicine and Public Health's emergency-medicine residency program. Today he's the founder and medical director of the holistic Carbon World Health spa.

**WHAT AM I, ANYWAY?**  
As a graduate of this fine institution, what should you call yourself? One person who identifies as a man is an *alumnus*; one who identifies as a woman is an *alumna*. Although often mistakenly used in a singular context, *alumni* is plural and refers to members of an all-male graduate group or a mixed group of male and female grads. *Alumnae* (plural) are members of an all-female graduate group.

**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.

**OBITUARIES**  
Brief death notices for Wisconsin Alumni Association (WAA) members and friends appear in *Badger Insider*, WAA's magazine for its members. You may also submit full-length obituaries (with one photo each) for online posting at [uwalumni.com/go/alumninotes](http://uwalumni.com/go/alumninotes).

Milwaukeean **David Cohn '08**, previously with the Wisconsin State Golf Association, is now the executive director of the nonprofit First Tee of Southeast Wisconsin, a youth-development program that teaches life skills through golf.

Thanks to a partnership with the North American Bird Conservation Initiative, Virginia Tech in Blacksburg is home to a new position that integrates social science (“human dimensions”) into bird-conservation efforts, and **Ashley Gramza '08** holds it. As the initiative's national bird-conservation social-science coordinator and cochair of its Human Dimensions Subcommittee, she's studying how to change human behavior rather than bird behavior.

An interest in games + an interest in home brewing + experience in package design = a new board game by **Adam Rehberg '09**, a senior packaging engineer for Target in the Twin Cities. Brewin' USA — “like Risk,” he says, “but in a light-hearted way” — came to life through a 2015 Kickstarter campaign. Now Rehberg has founded Adam's Apple Games and launched another campaign to fund Truck Off: The Food Truck Frenzy board game.

**Kristy (Kashoua) Yang JD'09** of Oak Creek, Wisconsin, made history in April when she became the nation's first female Hmong American judge. When Yang was six, her family fled Laos via a refugee camp in Thailand and settled in Sheboygan, Wisconsin. After time in private law practice, she's begun her six-year term as a circuit court judge in Milwaukee County — an area that's home to the country's third-largest Hmong population.

## 10s

We're delighted to share news of *opera* Badgers! This spring, soprano **Emily Fink Birsan MM'10** sang the role of Donna Anna in *Don Giovanni* during

her Florentine Opera debut, sharing the Milwaukee stage with Florentine studio artists **Ariana Douglas '13**, a soprano who sang Zerlina; and tenor **Thomas Leighton MMx'17** in the chorus. Meanwhile, mezzo-soprano **Lindsay Metzger MM'14** sang the role of Mercedes in the Lyric Opera of Chicago's *Carmen* production.

Recent grads know all about EatStreet: the online and mobile food-ordering service cofounded in 2010 at UW–Madison by CEO **Matt Howard '11**, CTO **Alex Wyler x'11**, and **Eric Martell '12**. These days, the Madison-based firm partners with more than 15,000 restaurants in 250-plus cities nationwide and has had enviable success in garnering investment funding. After recently acquiring the food-delivery company Zoomer, EatStreet is growing even more.

“Both of my children ... ended up following me into [the UW's] ... Department of Biological Systems Engineering,” writes **Scott Sanford**, a distinguished outreach specialist and UW–Extension agricultural engineer working in the energy field. His son, **Joe Sanford '13, MS'16**, is earning a PhD in environmental engineering, while daughter **Jennifer Sanford '16** is an Ardent Mills food engineer in Odgen, Utah. “Yes, I'm a proud Badger parent,” Scott concludes, “but I'd like to toot the horn for biological systems engineering here at UW–Madison.”

Madisonian **Michael Stone '13** may speak Spanish to promote industrial equipment in Latin America, switch to French to discuss spa equipment in Europe, then shift to English to talk about medical products in the Middle East. It's all in an hour's work as an international business developer at E. M. Wasylik Associates, which helps clients to navigate the complexities of conducting business internationally. Stone was also a four-year UW varsity rower.



The Manufacturing Institute's Women in Manufacturing STEP (Science, Technology, Engineering, and Production) Ahead Awards honor excellence and leadership in manufacturing — from the factory floor to the C-suite. Among the 30 Emerging Leaders recipients for 2016 was **Katelyn Vara '13**, a project engineer at Mercury Marine in Fond du Lac, Wisconsin, who led a team to test and validate portions of the company's new stern-drive engines. The former All-American Badger volleyball player also volunteers as a UW-Oshkosh assistant coach.

The extraordinary woman who has the nonstop job of keeping the Badger men's basketball team running smoothly has completed her third season as the team's operations director. **Kat Vosters '13** — hired by former coach **Bo Ryan** and considered essential by current coach **Greg Gard** — is a budget manager, administration and donor liaison, travel and calendar coordinator, administrator extraordinaire, summer basketball camp overseer, and charter of opponents' stats from the game bench next to the coaches.

After enduring her own long-term, chronic-pain experiences and the loss of her twin sister at age eight, **Shannon Strader '14** founded her nonprofit, Bella Soul, as a UW undergrad to provide scholarship support — \$10,000 so far — and emotional empowerment to other college students who face chronic illness, physical disabilities, or disease. "You are not alone in your fight," she says. Now in medical school, Strader remains Bella Soul's president while **Jamie Holt '15** is its web developer; **Alexandra Ritger '15** serves as its secretary; and **Lauren Wilmet '16** is its vice president.

*Class Notes/Diversions editor Paula Wagner Apfelbach '83 was assured that there would be no math on the quiz.*



## URBAN ECOLOGY

Growing up together in the Milwaukee metropolitan area, UW-Madison students **Katie Piel x'19** and **Natalie Hogan x'19** were well aware that some neighborhoods faced limited access to healthful food. But it wasn't until college that they learned how they could help.

Piel, an environmental studies and communication arts double major, was taking notes in a lecture on food-system sustainability taught by Professor **Cathy Middlecamp PhD'76, MS'89** when she realized that she could take her notes beyond the classroom.

At the time, Piel was brainstorming ideas for an application to the Wisconsin Open Education Community Fellowship (WOECF) program along with Hogan, a dietetics and Spanish double major. The summer fellowship program — cosponsored by the Morgridge Center for Public Service, the Division of Continuing Studies, and the Educational Innovation Program — was providing grants to select student projects that serve Wisconsin communities.

"Once we thought of the Urban Ecology Center, we realized it really fit because they're already well established," says Piel of the Milwaukee-based environmental organization. Piel and Hogan developed an educational component for the Young Scientists' Club, an affordable, drop-in community program at the center's locations in Washington Park and the Menomonee Valley. They created lesson plans for the club's students that included interactive activities in gardening, local and sustainable agriculture, and healthful cooking and eating.

"The idea we wanted to instill is that not only is healthful eating better for you," says Hogan, "but that it can also be just as fun and just as delicious as going and buying a fast-food meal."

The students capped off their summer fellowship by preparing a slow food-style dinner for their parents, an idea inspired by conversations that Piel and Hogan had had with families about how to take their healthful eating, cooking, and gardening activities home.

"It made me feel like we were creating a much wider impact than we had originally intended," says Hogan.

Although the WOECF program has since lost its funding, the Morgridge Center for Public Service is actively searching for new funding sources.

For information about supporting UW-Madison's tradition of community service, visit [allwaysforward.org](http://allwaysforward.org).



## HAIL, JUVENILE LOGOPHILES

"I'd enjoy the dulcifluous water and empyreal sky much more if I weren't so concerned about my arachibutyrophobia!" is what a child might say at your next streamside picnic, courtesy of *Big Words for Little Geniuses*.

DAVID BURNETT



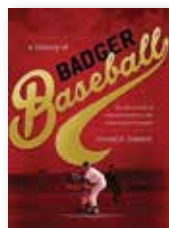
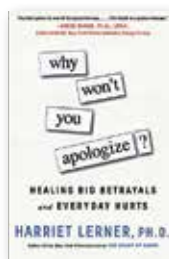
In this clever picture book by **Susan Solie Patterson '79, MFA'82** and **James Patterson**, each letter of the al-

phabet is represented by a sophisticated word (that even adults may not know and children will love using), its definition, and a delightful illustration — with more words at the back. As the book wisely concludes, "Every little genius has to start somewhere." (*Dulcifluous*, by the way, means "flowing sweetly and gently"; *empyreal* means "heavenly"; and *arachibutyrophobia* is the fear of peanut butter sticking to the roof of the mouth.)

"The idea for this book," explains Susan, "stems from our passion for reading and the importance of getting kids to learn (love) to read, and to learn (love) language." *Big Words* fulfills a dream for Susan, who has wanted to write and art-direct a children's book since grad school, when part of her MFA show consisted of entirely handmade books. During her subsequent career in advertising, her eventual husband hired her as an art director at J. Walter Thompson. James holds the Guinness World Record for writing the most number-one *New York Times* bestsellers, some of which have been made into films. He's currently collaborating with Bill Clinton on a fiction work.

The couple passionately champions reading initiatives, teacher education, the UW's swimmers (Susan was a two-time All-American swimmer), and the UW's Schools of Education and Nursing.

Submit your book news at [uwalumni.com/go/bookshelf](http://uwalumni.com/go/bookshelf), and find more about works by Badger alumni and faculty at [goodreads.com/wisalumni](http://goodreads.com/wisalumni): the UW–Madison section of the book website Goodreads.



**Harriet Goldhor Lerner '66** explores how the courage and wisdom to apologize are crucial to healthy relationships in *Why Won't You Apologize? Healing Big Betrayals and Everyday Hurts*. Her witty, sanity-saving book plumbs the "complexity of forgiveness," providing practical advice, deep theoretical insights, and compassion. Lerner, of Lawrence, Kansas, is a renowned psychotherapist whose 12 books include *The Dance of Anger*.

**Annette Langlois Gruneth '72** of Green Bay shares her experience of being the parent of an adult child who has transitioned from son to daughter in *Becoming Trans-Parent: One Family's Journey of Gender Transition*. This poetry collection facilitates understanding of such situations as bathroom use, clothing selection, grieving, job discrimination, health issues, relationship shifts — and, she says, "the joy that comes from seeing a child transition into living an authentic life."

Former sports and news reporter **Steven Schmitt '81, '94, MA'10** of Madison uses meticulous research, interviews, photos, and stats to comprehensively chronicle the UW's first intercollegiate sport — dating to 1870 — in *A History of Badger Baseball: The Rise and Fall of America's Pastime*

at the University of Wisconsin. He covers the Badgers' seasons, heroes, coaches, road trips, and 1991 demise. Major League Baseball commissioner emeritus **Bud Selig '56** wrote the foreword.

*Who Thought This Was a Good Idea? And Other Questions You Should Have Answers to When You Work in the White House* is **Alyssa Mastromonaco '98's** career-advice compendium and memoir of her years as former president Obama's White House deputy chief of staff for operations. She interned for Bernie Sanders and was a campaign staffer for John Kerry before joining then-senator Obama's staff in 2005, and today she's the president of global communications for A&E Television Networks in New York.

*Buildings of Wisconsin* is principal author **Marsha Weisiger PhD'00's** unparalleled survey of the state's rich built heritage and the latest volume in a Society of Architectural Historians series. Its nearly 500 pages showcase hundreds of building types and architectural styles, encompass essays by eminent historians, and feature 300 photos. Weisiger is the Dixon Chair of U.S. Western History and an associate professor of history and environmental studies at the University of Oregon in Eugene.





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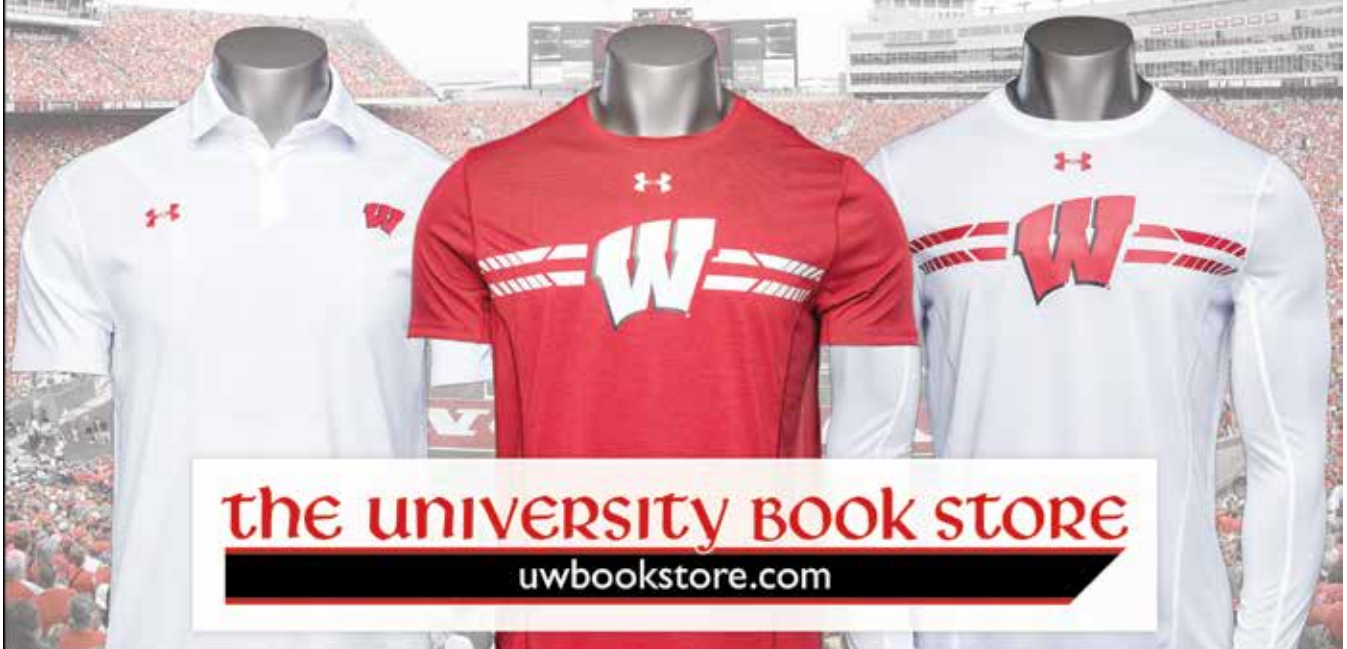
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## Destination *Kabul Restaurant*



BRUCE RICHTER (2); LOST MADISON: THE HUB



**Hamed Zafari** manages Kabul, which his father, Ghafoor, started in 1989. The restaurant was one of a handful on State Street serving more adventurous fare, and it was the first to offer outdoor seating.



**Kabul relocated** across the street to the second floor of 540 State Street, the building once occupied by Gino's Restaurant. Gino Gargano served his last pizza on October 31, 2013, after 50 years in business.

Kabul, nicknamed “Wisghanistan” by patrons, reopened in 2014, with faculty, students, and city residents flocking to its dining room and bar overlooking State Street to savor flavorful Afghan and Mediterranean dishes.



**A 12-story** luxury student apartment building called The Hub — complete with a rooftop pool, sand-volleyball courts, and other amenities — stands on the block of State Street that Kabul previously called home.



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