

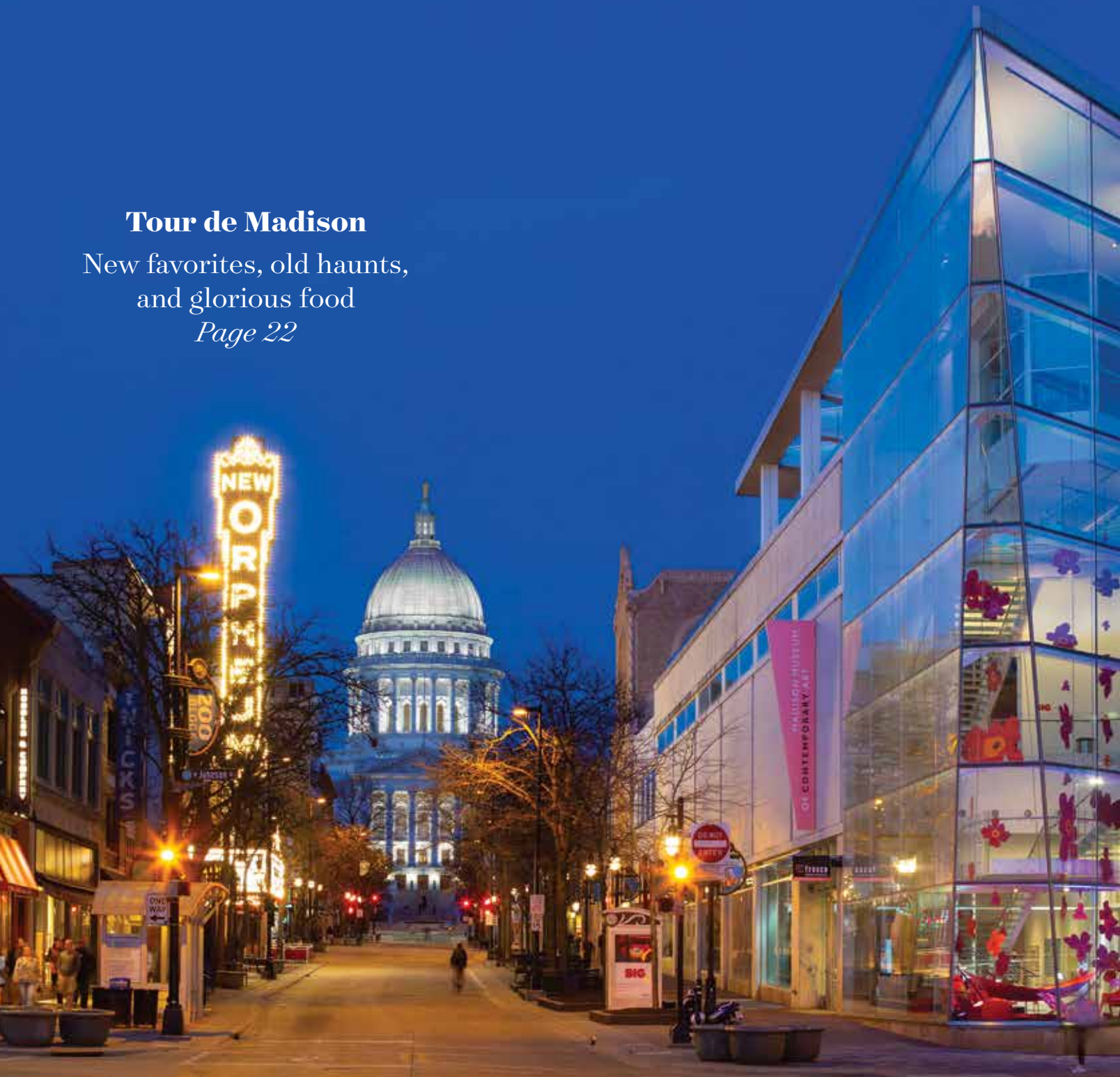
OnWisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS SUMMER 2018

Tour de Madison

New favorites, old haunts,
and glorious food

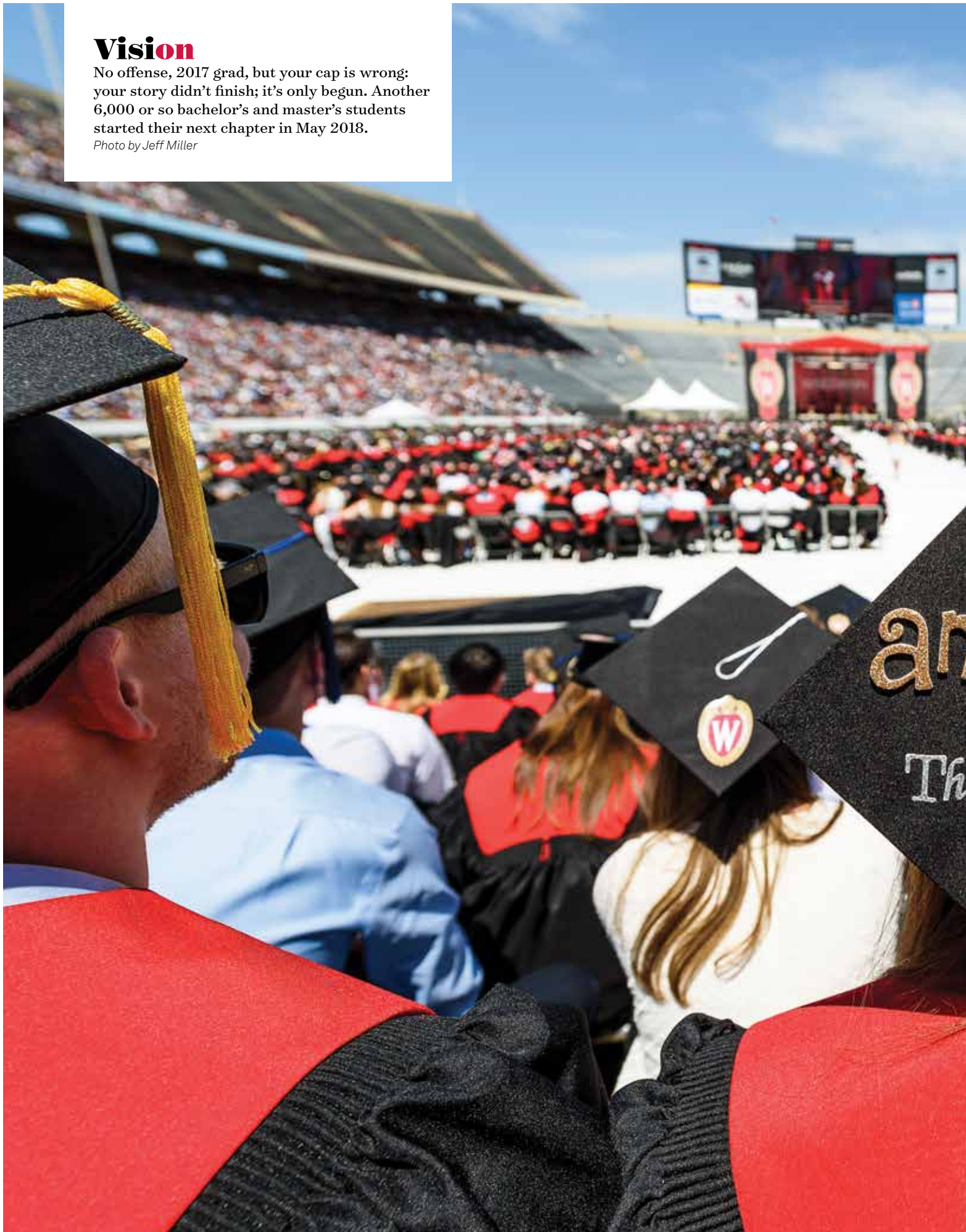
Page 22



Vision

No offense, 2017 grad, but your cap is wrong: your story didn't finish; it's only begun. Another 6,000 or so bachelor's and master's students started their next chapter in May 2018.

Photo by Jeff Miller







AWAY *on* HOME?

The choice is yours. For those who left Wisconsin, you took with you the high standards of excellence instilled by UW. But you left behind even more—a state with unmatched educational outcomes, superior healthcare, abundant career opportunities that improve the world, a low cost of living and the very same state spirit that inspired you to begin with. Isn't it time to come home again to all that? Wisconsin. It's more **you**.

THINK • MAKE • HAPPEN IN WISCONSIN



InWisconsin.com



OnWisconsin

Rachel Rose's
job: create dinos,
galaxies, and
starships.
See page 30.

DEPARTMENTS

- 2 Vision
- 7 Communications
- 9 First Person

OnCampus

- 11 News
- 13 Bygone *Diploma Homecoming*
- 14 Calculation *Digital Library*
- 17 Conversation
Aaron Bird Bear
- 18 Exhibition *Origins*
- 20 Contender *Beata Nelson*

OnAlumni

- 50 News
- 51 Tradition *Learning to Sail*
- 52 Class Notes
- 59 Diversions
- 60 Honor Roll *Jerry Zucker*
- 66 Destination *Henry Vilas Zoo*



JEFF MILLER

Lions and badgers and bears.
See page 66.



TIMOTHY ARCHIBALD

FEATURES

22 Madison, Revisited

Been awhile since you've visited the UW's hometown? Consider an itinerary made up of beautiful views, a raft of restaurants, and a less-traveled path on campus. *By Dennis Chapman '80*

30 Dream Maker

At Industrial Light & Magic, Rachel Rose MS'03, PhD'07 leads a virtual-production team that brings the *Star Wars* universe to the big screen. *By Katie Vaughn '03*

32 The Pregnancy Puzzle

After a UW scientist and his wife lost two pregnancies, he sought the answers to two big questions: why are these losses so common, and do other living things face the same struggle his family did? *By Eric Hamilton*

38 From Wisconsin, with Humor

Charlie Berens '09 leans into his Badger State roots — and accent — to deliver the *Manitowoc Minute*, a comedic take on the news. *By Katie Vaughn '03*

42 How to Trust a Robot

Bill Hibbard '70, MS'73, PhD'95 and other artificial-intelligence experts want to ensure that AI meets its potential for good — and avoids dystopian scenarios. *By Sandra Knisely Barnidge '09, MA'13*

48 Hooked on Comics

Illustrator Jeff Butler x'18 draws the height of popular culture, from *Dungeons & Dragons* to Marvel superheroes. *By Kurt Anthony Krug*



JEFF MILLER

See page 32.

Cover

An action-packed visit to Madison puts the capital city in a new light. Photo by Andy Manis.



BASCOM
— VENTURES —

WHERE WISCONSIN ALUMS VENTURE BOLDLY

ARE YOU READY TO INVEST IN VC?

If so, Bascom Ventures is the smartest, simplest way for accredited investors to add VC to their wealth-building strategies. We offer Wisconsin alumni easy access to this attractive, but difficult to access asset class. Our investors own a portfolio of 15 – 25 venture companies – diversified by stage, sector and geography – investing alongside the world's top VC firms, like Andreessen Horowitz, Kleiner Perkins, Y Combinator and Greylock.

SMART, SIMPLE VENTURE INVESTING FOR WISCONSIN ALUMNI

JOIN US

WWW.AVGFUNDS.COM/BASCOM
INVEST@BASCOMVENTURES.COM
(603) 606-8869

WHY INVEST IN VENTURE CAPITAL?



STRONG RETURNS

Family offices and endowments invest 5-15% of their portfolios in venture because it has outperformed the S&P over the past 30 years.



ALTERNATIVE ASSETS

Venture returns don't directly correlate to the market, offering smart diversification.



EARLY ACCESS TO VALUE CREATION

Companies are waiting longer than ever to go public, and more value is being created pre-IPO.

Each of the various funds of Bascom Ventures is a different series of Launch Angels Funds, LLC, doing business as Alumni Ventures Group Funds (AVG Funds). Each of the Bascom Funds involves a different investment portfolio and risk-return profile. The manager of each fund of Bascom Ventures is Launch Angels Management Company, LLC, doing business as Alumni Ventures Group (AVG), a Massachusetts-based venture capital firm. AVG is a for-profit company that is not affiliated with, officially sanctioned or endorsed by the University of Wisconsin or any other school. This advertisement is for informational purposes only, and no offering of securities is made with this advertisement. Offers are made only pursuant to formal offering documents, which describe risks, terms, and other important information that must be considered before an investment decision is made. Past performance may not be indicative of future results. Different types of investments involve varying degrees of risk, and this fund involves substantial risk of loss, including loss of all capital invested. This advertisement is intended solely for accredited investors who accept the responsibility for conducting their own analysis of the investment and consulting with their professional advisors to receive personalized advice with respect to their analysis of this potential investment. Contact Greg Baker at Greg@BascomVentures.com with questions, or requests for additional information on AVG or this fund may be sent to info@avgfunds.com.

Bascom Ventures is not affiliated with, officially sanctioned, or endorsed by the University of Wisconsin.

Climate Change

In “Arctic Watch” [Spring 2018 *On Wisconsin*], Andrew Faught quotes Fran Ulmer regarding warming in Alaska: “It’s alarming and disturbing ... when I think about how these changes are going to magnify, multiply, and dramatically impact the lives of not only my grandchildren, but future generations all over this planet.”

The article, however, gives the reader no real insight into what’s occurring now in the Arctic. What’s alarming about that warming is that it may now be feeding on itself (that is, now warming without human help). [In] conjunction with the utter lack of leadership in Washington, [this] means that the likelihood of there *being* any “future generations” is rather unlikely.

But “Arctic Watch” does not lead one to that conclusion. The fact that it conveys no sense of urgency is still another reason for having little hope for the human future.

Alton Thompson

Greendale, Wisconsin



First Campus Rockers?

I enjoyed reading about Steve Miller and Boz Scaggs [“Keep on a-Rock’n Us, Baby,” Spring 2018]. But there is a prequel to their time at the UW. When I arrived on campus in 1959 from the Washington, DC, area, where the ’50s rock ’n’ roll boom was in full bloom, I was stunned to find so little of this great new music genre. During my freshman year, I went to many parties on Langdon Street and elsewhere. There were Dixieland types, modern jazz, typical standards of the era, but no rock ’n’ roll.

I was a musician who had a band in high school that played for school parties and dances. So in the fall of 1960, I set out to form the Jerry Lyman Quartet with Don McDowell ’62, Bob Jensen ’62, and Larry Blachman. We promoted our sound as rhythm and blues, but we covered rock ’n’ roll as well. For the next two years we were booked almost every weekend. We also played the University of Michigan and Beloit College. We even toured one summer around small Midwestern towns.

So that’s the story of what I believe is the first rock band on the UW campus.

Jerry Lyman ’63

Saint Simons Island, Georgia

On Eloise Gerry

I was delighted to see the Bygone about Eloise Gerry [Spring 2018]. She lived near us in Madison’s Shorewood Hills neighborhood when I was a teenager. Her driveway sloped down to her garage, so the bottom of the garage door was about five feet or more below ground level. Wind-drifted snow accumulated there. My job was to remove the snow so she could get her car out. Most shovels full had to be thrown more than five feet into the air. That was exercise!

As you mentioned, Dr. Gerry left the majority of her estate to Graduate Women in Science (GWIS). My wife, Dr. Sue Y. Lee, served as a coordinator of the GWIS fellowships committee, which reviews applications for the Eloise Gerry Fellowship and others. Dr. Gerry, among other achievements, is still having quite an impact on recognizing and empowering women in the sciences.

Archie Mossman ’49, PhD’55

Arcata, California

Correction

In the Winter 2017 issue, “Eight Lions of the Lecture Hall” stated that Mike Leckrone had served on campus for 45 years. He actually arrived on campus in 1969.

10 YEARS ON



BRUCE RICHTER

For the Summer 2008 issue, *On Wisconsin* asked notable alumni to name their favorite places (on or off campus). Pulitzer Prize-winning journalist Anthony Shadid ’90 remembered the Black Bear Lounge, where he gathered weekly with fellow *Daily Cardinal* staffers. “There were conversations about everything from relationships to high politics ... to who was with whom at the *Cardinal* compared to the week before,” Shadid said. “It was just great, just so much fun, and so alive.”

Shadid died from a severe asthma attack in 2012 while on assignment in Syria. Each year, the UW Center for Journalism Ethics gives an award in Shadid’s name that recognizes the difficult ethical decisions journalists make while reporting stories.

SLIDESHOW

Learning to sail is part of the UW experience for many Badgers. (See Tradition, page 51.) View more images from the history of the Hooper Sailing Club at onwisconsin.uwalumni.com.



UW ARCHIVES S 1618



COULD
THE
FLIGHT
OF THE
BUMBLEBEE
END WORLD
HUNGER?

WHEN ENTOMOLOGY AND AGRICULTURE
WORK TOGETHER, WE ARE BOUNDLESS.

WISC.EDU | #BOUNDLESSTOGETHER

OnWisconsin

Summer 2018

CO-EDITORS

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

PUBLISHER

Wisconsin Foundation and Alumni Association
1848 University Avenue
Madison, WI 53726-4090
608-263-4545
Email: onwisconsin@uwalumni.com
Web: onwisconsin.uwalumni.com
Class Notes: 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

Stephanie Awe '15, WFAA

EDITORIAL INTERN

Madeline Heim '18

ADVERTISING REPRESENTATIVES

Madison Magazine: 608-270-3600

ADDRESS CHANGES AND

DEATH NOTICES

888-947-2586
Email: 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.

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

Printed on recycled paper.

Please recycle this magazine. Please read it first.



PHOTO COURTESY OF NAOMI HALVERSON

"We must always remember that we — the people of this nation — should and can be 'the powers that be,' " said Paul Rusk '77, MA'91 (above with his mother) in a speech during UW-Madison's 1977 spring commencement. Rusk, then student government leader and senior class president, urged new Badger alumni to get involved in their communities in the post-Watergate era. Today he's served almost two decades as a Dane County [Wisconsin] supervisor and executive director of the Alzheimer's & Dementia Alliance of Wisconsin. Recalling his speech, Rusk says, "I wanted to leave a message that we, as new, young graduates, had our whole lives in front of us, and we really could substantially make changes in the world."



Guest Rooms* • Events • Dining • Catering Conference Packages • Weddings



SMITTY'S STUDY PUB | ON THE 8TH FLOOR

OPEN TO THE PUBLIC: 4:30 pm – 11:00 pm



FLUNO | CENTER

EVERY EXPERIENCE, EVERY DETAIL, EVERY DAY

CONTACT US TODAY!

601 University Avenue, Madison, WI 53715
(608) 441-7117 • (877) 77-FLUNO/35866
Fluno.com

Follow us:



*Subject to restrictions. Please call for more information.

Surprise Package

A new initiative makes a UW-Madison education more affordable



JEFF MILLER

For **Mackenzie Straub x'22**, the good news just kept coming. Shortly after being accepted to UW-Madison, she learned that her tuition and fees would be covered.

The high school senior from Sister Bay, Wisconsin, is among students who will benefit from Bucky's Tuition Promise beginning this fall. The major new initiative pledges to cover four years of tuition and segregated fees for any incoming Wisconsin freshman whose family's annual household adjusted gross income is \$56,000 or less — roughly the state's median family income.

Transfer students from Wisconsin who meet the same criteria will receive two years of tuition and segregated fees.

"We are 100 percent grateful," says Straub's mom, Carol Straub, a substitute school teacher who lost her husband to cancer four years ago. "This takes away so much of the financial stress."

In announcing the initiative in February, Chancellor **Rebecca Blank** called it another step in making the state's flagship public university affordable for Wisconsin students. "Our goal is to ensure that anyone who is admitted can afford to be a Badger," she said.

Eligibility is based solely on one line from a family's federal tax return. Only income, not assets, will be used to determine eligibility, an important consideration in an agricultural state where many farm families may have high reported assets but low incomes, Blank says.

"We want this effort to be a boon for families in smaller towns and rural parts of the state," she says.

The initiative is expected to cover more than 800 students in each incoming class of freshmen and transfer students. Funding will come from private gifts and other institutional resources, not state tax dollars.

Getting to share the good news with students and high school guidance counselors has become "one of the best parts of my job," says **Greg Offerman**, who oversees outreach and advising efforts for the Office of Student Financial Aid. "A few people thought it was some sort of joke circulating on the internet. They thought it was too good to be true."

DOUG ERICKSON



JEFF MILLER

MONARCH GUARDIANS

UW-Madison's Arboretum is participating in a nationwide effort dedicated to researching monarch butterflies, conserving their habitat, and educating the public about these charismatic insects. Arboretum director **Karen Oberhauser '81**, a leading monarch researcher, cofounded the Monarch Joint Venture while at the University of Minnesota. The UW's is the first arboretum to join the more than 70 institutions involved in the effort, and Oberhauser says the new partnership recognizes efforts already under way at the Arboretum. Projects include establishing habitats friendly to butterflies and other pollinators and identifying threats to monarch populations.

\$56,000

annual household adjusted gross income is the upper limit for in-state students to qualify for Bucky's Tuition Promise.

UNIVERSAL COVERAGE

The most recent flu season was deadly in the United States, killing more than 100 children. Today's vaccines must be targeted at viral strains deemed dangerous more than six months before the season begins, but the flu virus can change fast enough to evade those vaccines. This year's flu vaccine offered limited protection. Researchers at FluGen, a UW-Madison spinoff company, have started testing a universal flu vaccine that is made with a genetically altered virus able to replicate only once. That vaccine may offer broader protection. Company officials envision FDA approval by 2025.

IN RESPONSE

UW–Madison released information in April about 20 cases of sexual harassment reported during the last decade. Chancellor **Rebecca Blank** says she expects that number to increase, but, she adds, that's not cause for discouragement.

"We know that most incidents of sexual harassment, like sexual assault, go unreported, but that as awareness increases, more people feel able to come forward," Blank wrote on her blog after the release, which was in response to open records requests from several news organizations.

In some of the harassment cases made public this spring, UW employees faced action up to and including losing their jobs. In several cases, the university paid financial settlements. In other cases, investigators concluded, there wasn't sufficient evidence.

"Our efforts to combat sexual harassment began before the issue made headlines, and I assure you they will continue," Blank wrote.

After a 2015 survey found that half of all UW students reported having experienced sexual harassment — including by fellow students, faculty, or staff — the campus began taking action to improve the reporting of and response to sexual misconduct cases. Officials wrote a campus-specific policy on sexual harassment and sexual violence. During the last year, the university implemented mandatory training for all faculty and staff members on these topics.

"Every person on this campus — whether a student, staff member, or faculty member — deserves a learning and working environment that is free from harassment," Blank wrote.

JENNY PRICE '96

Audio Philes

Four years ago, **Jeremy Morris** launched his podcast class at the UW — and the word *podcast* wasn't even in the title of the communication arts course.

Then *Serial* debuted. The true-crime monster hit was part of a wave of new podcasts that turned the tide, to the point that last year, Nielsen reported a full 40 percent of the U.S. population — or 112 million people — had listened to a podcast.

Now, in the midst of the golden age of podcasts, the course has a new name — Sound Cultures: Podcasting and Music — and increased demand. Morris, an associate professor of media and cultural studies, exposes students to a wide variety of podcasts and gives them hands-on experience with manipulating audio.

"I like to remind them that the software is going to change," says Morris, who produced a music podcast as a graduate student and recently received a National Endowment for the Humanities grant to make podcasts easier for scholars and the public to research. "It's more about understanding the role sound can play."

From a first assignment of making a sound "playlist" of their day to the final project creating a pilot episode of a new podcast, Morris hopes students critically analyze how sound constructs their everyday lives and the ways it is linked to issues of age, race, class, gender, history, and culture.

"I want students to think about why they hear what they hear," he says. "Sounds aren't as universal as we think they are."

MOST DOWNLOADED PODCASTS

1. *Fresh Air* (WHYY/Philadelphia-NPR)
2. *The Joe Rogan Experience*
3. *Stuff You Should Know* (HowStuffWorks)
4. *The Dave Ramsey Show*
5. *The Daily* (New York Times)
6. *This American Life* (Chicago Public Media News-Talk WBEZ/Chicago-PRX)
7. *TED Radio Hour* (NPR)
8. *Planet Money* (NPR)
9. *Pod Save America* (Crooked Media)
10. *TED Talks Daily*

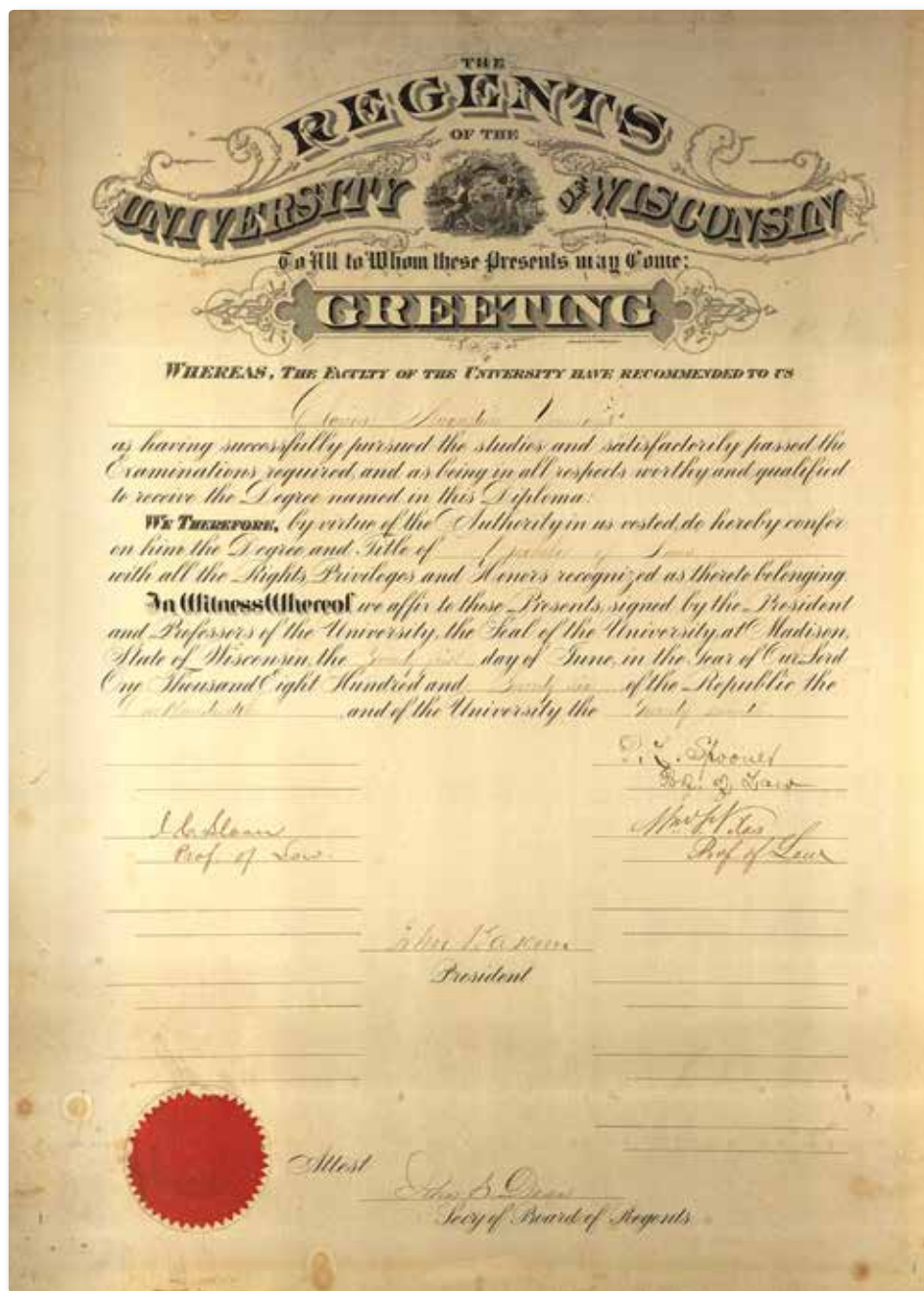
Source: Apple Podcasts (2017)



ASSOCIATED PRESS/SCOTT MCMIERNAN

GOOD AS GOLD

"They should make a movie," U.S. women's hockey forward **Hilary Knight '12** (number 21, middle) said, summing up her team's 3–2 win in a shootout over archrival Canada to win gold at the PyeongChang Olympics in February. Knight was one of four Badgers on the U.S. squad, which included **Brianna Decker x'13**, **Meghan Duggan '11** (right), and **Alex Rigsby '15**. Team Canada had five Badgers: **Emily Clark x'18**, **Ann-Renée Desbiens '17**, **Meaghan Mikkelson '07**, **Sarah Nurse x'17**, and **Blayne Turnbull x'15**. "We had all the drama," Knight said. "It's sort of a storybook ending to an incredible series of accomplishments."



MARY JO KORANDA, HEAD OF CIRCULATION, UW LAW LIBRARY

UW memorabilia — such as Homecoming buttons and family diplomas — for years. Because he receives email alerts about UW-related news, he was notified that Frawley's diploma would be auctioned off in South Dakota, where Frawley resided after graduating from the university.

From the start, Christianson wanted the Law School to have it back. "I thought it should come home," he says, adding that if the diploma wasn't returned now, it likely never would be.

But bringing Frawley's diploma home proved to be no straightforward task. Christianson, who signed up to participate in the auction by phone because it didn't accept online bids, had been told that the diploma was expected to be auctioned off early. Nearly nine hours after it started, he received a call from the auctioneer: the diploma was up next. Until that point, he says, he thought he'd been forgotten.

Christianson placed the winning bid for the diploma, purchasing it for \$500, and had it preserved and reframed before presenting it to the Law School at a faculty meeting.

Shucha, who has a background in history, was intrigued by Christianson's presentation. She started looking into Frawley's story when she found out that the school had a second diploma from the same year: Youmans's. While researching the two graduates, she also discovered that they had been leaders in their communities: Youmans worked as a county judge, state senator, and farmer in Wisconsin; and Frawley was a lawyer and rancher in South Dakota.

Now, just in time for the school's 150-year anniversary, plans are under way to display the two diplomas together.

"That was really good timing, to be able to bring back a piece of the Law School history — to the Law School — so far after the fact," Shucha says.

STEPHANIE AWE '15

For years, the diploma for **Clarion Youmans LLB1876**, who graduated from the UW Law School just eight years after its founding, has hung discreetly on a wall tucked in the back of the Law Library.

"I hadn't even realized (the diploma was there)," says **Bonnie Shucha JD'14**, the associate dean for library and information services and director of the Law Library. "I've been here for almost 20 years, and I

had no idea. I have passed that diploma every day and ... never took a close look at what that thing was."

All of that changed when retired attorney **Peter Christianson '71, JD'77** retrieved another Law School diploma last summer that belonged to Youmans's classmate, **Henry Frawley LLB1876**.

Christianson, a proud alumnus who is part of a five-generation Badger family, has collected

The Law School's diplomas were much larger in 1876 than they have been in recent years. Compared to his "postcard"-sized diploma, **Peter Christianson '71, JD'77** says, they are "small billboards."

Chapter 5

e-BOOK REPORT

The UW Libraries house more than 10 million paper volumes (i.e., “books”), and they add more than 60,000 each year. But demand for digital resources is growing even faster. Over the last decade, the number of downloads of digital book chapters has shot up: in 2017, there were 33 times as many downloads as in 2007.

Last year, the UW Libraries’ info labs (which check out laptops, iPads, and other digital resources) were used 368,569 times — an average of more than 1,000 visits a day. The library’s own website (library.wisc.edu, which includes access to the digital catalog) was UW–Madison’s second-most-popular site, after wisc.edu.

6.4 million

electronic journal articles viewed

5.8 million

website visits

2.4 million

e-chapter views

6,900

hours of streaming video viewed
(534% increase from 2016)

Digital Incline

Between 2007 and 2017, UW–Madison students, faculty, and staff downloaded an increasing number of e-book chapters from the libraries, rising from 71,341 to 2,376,934.



Parental POV

For the sake of learning — and with occasional family healing — a UW history course is asking students to turn their parents into historical subjects.

Professor **Jennifer Ratner-Rosenhagen's** History 221 course, *The History of Your Parents' Generation* (1970s–90s), tackles a tumultuous few decades through a generational lens, assigning students to interview their parents (“compelling figures in the drama of American life in their own right,” the syllabus states) about their upbringing and their memories of music, fashion, and historic milestones.

Responses have ranged from the stereotypical — dads waxing poetic about Bruce Springsteen, moms admitting to wearing disco sequins — to the unexpected. One student learned that her mother, a nurse, rushed to the front lines of the AIDS crisis in the 1980s to work at a specialized clinic. The mother cried as she recounted the death, terror, and antigay backlash she witnessed. Another student leveraged the assignment to ease tensions between a mother and grandmother who hadn't spoken to each other in years. One student even found out about a half-sibling for the first time.

“It seemed to me that [the course's approach] could get students to connect to history,” Ratner-Rosenhagen says. “History is nothing other than actual human beings in time and space having thoughts and feelings and being affected by their world.”

She challenges students to keep their parents' answers in mind during the course's traditional lectures and readings, which cover the cultural fracturing and economic upheaval — or the “great shift” — that defined the '70s and '80s. The course concludes as it started, with students conducting follow-up interviews with their parents and connecting them with subject matter from the course.

Lindsey Brugger '18, who took the class in 2016, wrote her final essay on childhood nostalgia and its association with political identity. She posits that her father's happy upbringing on an isolated farm may have contributed to his lasting fondness for Ronald Reagan, even though he can't recall any of the former president's policies or actions.

“A really great takeaway was getting to know my parents a little better and getting to understand how they came into a political awareness at the same time that I was discovering mine,” Brugger says. “I grew closer to my parents because of [it].”

PRESTON SCHMITT '14



ASSOCIATED PRESS/AARON M. SPEICHER

Badgers of Influence

*“Every few years, a professional athlete touches the heart and soul of a city in a way that has nothing to do with athleticism,” Houston mayor Sylvester Turner wrote in a TIME magazine tribute to NFL star **J. J. Watt x'12** (above), who raised more than \$37 million following Hurricane Harvey. Watt was one of three Badgers named to the magazine's list of the 100 Most Influential People of 2018. The others include **Ann McKee '75**, an expert on chronic traumatic encephalopathy, or CTE, who has studied more athletes' brains than any other neuropathologist, and **Virgil Abloh '03**, artistic director of menswear for fashion house Louis Vuitton.*

NEWS FEED

Dean of Students Lori Berquam will depart in August after 16 years on campus. Before beginning a fellowship with the American Council on Education, Berquam plans to climb Machu Picchu and race a dragon boat in Italy with other breast cancer survivors.



A fifth consecutive trip to the Frozen Four in March failed to end in a national championship for the Wisconsin women's hockey team. The Badgers lost in double overtime to Colgate in the NCAA semifinals.



Popping too many menthol cough drops could result in more coughing, according to a study from the UW's School of Medicine and Public Health. Senior scientist David Hahn hypothesizes that overuse of menthol might actually make coughs last longer.





JEFF MILLER (2)

PEACE OUT

The UW sent 85 Peace Corps volunteers around the world in 2017 — the most among large universities.

Mozambique	5
Senegal	5
Tanzania	5
Uganda	5
Thailand	4
Cameroon	3
Colombia	3
Namibia	3
Nicaragua	3
Paraguay	3
Peru	3
Togo	3
Benin	2
Costa Rica	2
Dominican Republic	2
Ethiopia	2
Gambia	2
Georgia	2
Guinea	2
Liberia	2
Mongolia	2
Morocco	2
Albania	1
Armenia	1
Belize	1
Botswana	1
Cambodia	1
China	1
Comoros	1
Fiji	1
Ghana	1
Indonesia	1
Kyrgyz Republic	1
Madagascar	1
Malawi	1
Mexico	1
Moldova	1
Myanmar	1
Panama	1
South Africa	1
Swaziland	1
Tonga	1

NOTE-ABLE FEATURE: Those aren't wagon wheels that passersby spotted earlier this year during construction of the Hamel Music Center at the corner of Lake Street and University Avenue. The so-called windows are sound chambers — part of a system that will help provide optimal acoustics in the building's concert hall, recital hall, and rehearsal spaces. The \$55.8 million project is funded solely with private money, including a \$25 million gift from the Mead Witter Foundation.



**\$2
EACH**

Most tuberculosis tests are DNA based, time consuming, and expensive. They're also unpleasant — relying on a saliva-and-mucus sample coughed up from a person's respiratory tract. UW biomedical engineering professor **David Beebe '87, MS'90, PhD'94**, through his spinoff company Salus Discovery, is developing a new TB test for use in Africa, where millions are affected. Costing less than \$2 each, the test, developed with help from the Bill and Melinda Gates Foundation, is similar to urine-based home pregnancy tests. If successful, Beebe's company could produce 75 million tests each year and its technology could be applied to detecting other diseases.

NEWS FEED



ABC nightly news anchor David Muir addressed spring graduates at the UW's May commencement. Senior class officers said Muir's emphasis on sharing news, lessons, and insights with the world is the embodiment of the Wisconsin Idea.

Former Wisconsin men's basketball star Nigel Hayes '17 signed a contract with the Sacramento Kings for the end of the 2017–18 season and all of next. He made his first basket with the team in its April 1 game against the Los Angeles Lakers.



UW-Madison creative writing fellow Tiana Clark won a national award from the University of Pittsburgh Press for her upcoming poetry collection, *I Can't Talk about the Trees without the Blood*. Clark will begin teaching creative writing at Southern Illinois University in the fall.

ABC NEWS; SACRAMENTO KINGS

Conversation **Aaron Bird Bear**

As assistant dean for Student Diversity Programs in the School of Education, Aaron Bird Bear MS'10 fills a lot of roles: recruiting and retaining students from underrepresented communities, overseeing the summer College Access Program, and serving as a consultant for American Indian Curriculum Services. He also co-leads a group that will create signs honoring the Native American presence in the campus area — ones that will present messages in both English and Ho-Chunk.

How did this project begin?

The Associated Students of Madison [ASM] passed a resolution in September 2016 and asked for two things. They asked for a plaque next to Abraham Lincoln, interrogating Lincoln's role in the Indian wars of the western Great Lakes and the subsequent hanging of 38 men, the largest mass execution in U.S. history. And then they wanted some explanation of how land grants intersect with native land cessions and the entirety of public education. The institution has to respond in some way, including one that might address [those] concerns. But there's a lot of interest in pulling back beyond the colonial years of the United States and looking at the full 12,000 years of depth of humanity here. We're still working on the first sign. It's a lot harder than we ever imagined.

What makes it so difficult?

There's a lot of trauma, grief, and frustration from the side of the First Nations here in the western Great Lakes. ... These signs have to acknowledge that. There's a process to whatever we share.

This sounds complex.

We started as a bureaucratic process [last] summer, hammering out learning goals, getting some initial ideas ... And when it came to our first draft, the Ho-Chunk members on our committee said, "Just giving us your ideas to translate is not collaboration." ... That made us really stop and reflect. We realized that we needed to get to a place of sharing that would more mirror how they would run this process.

You're from a Native background. Does that build your credibility with the Ho-Chunk members of the committee?

I'm Mandan Hidatsa, Diné Nations, and you're either Ho-Chunk, or you're not Ho-Chunk. It's binary. ... So I'm in the same boat as a lot of European Americans. *Not from here* is the category.

Where will these signs be located?

One is in direct response to ASM — by the Lincoln statue. Another is proposed at the Observatory Hill overlook, because it allows for a big-picture understanding of the depth of humanity that lived here. It's next to the Washburn Observatory. And then another sign by the Observatory Hill effigy mound group, a sign by the Willow Drive effigy

mound group, and then the last sign would potentially be next to Social Sciences.

Why Social Sciences?

That's where we [currently] have the Blackhawk marker from the Class of 1888, which talks about the ethnic-cleansing policy called the Indian Removal Act and how it affected the western Great Lakes. But the Blackhawk marker is talking about people from Rock Island, Illinois. *Retreated* and *pursued* are the two verbs on the sign. ... It would be wonderful if the Class of 1888 had written, instead, that the Ho-Chunk *persisted* in establishing resistance. The Ho-Chunk are still here. The sign would look very different.

Its verbs would be *resisted* and *remained*. It's a more complicated story.

*Interview conducted, edited, and condensed by John Allen
Photo by Bryce Richter*





JEFF MILLER

UW-Madison researchers in South Africa are at the heart of work that is unraveling the mysteries of the universe, determining when and how life on Earth began, and identifying the origins of humankind. A team from University Communications — videographer **Justin Bomberg '94**, photographer **Jeff Miller**, and science writer **Kelly April Tyrrell MS'11** — traveled to Johannesburg to capture those stories in words and images that now appear in a vivid project published at origins.wisc.edu.

"The darkest skies I have ever seen are in Sutherland [South Africa]," says UW astronomy professor Eric Wilcots. "You can trace the Milky Way all the way to the horizon."

The journey begins at one of the world's largest optical telescopes, which gazes into the dark skies over Sutherland, South Africa (pictured above), to help astronomers understand how planets, stars, and galaxies form and behave. It continues with geoscientists looking at rocks to find the earliest signs of life on Earth. And it concludes with a closer look at anthropologists who have unearthed some of our earliest known human ancestors. The takeaway: the beginning can be the most captivating part of a story.



JOHN MILLER

Agriculture by Air

Right now, cranberry growers who suspect that pests have invaded their crop have two options: hunt around in the beds themselves, examining each individual plant, or spray the entire field and risk wasting costly resources.

But agricultural engineers at UW-Madison are trying to change that by experimenting with unmanned aerial vehicles (UAVs), more commonly known as drones, that could take a more comprehensive look at cranberry plants that might be infected.

They fitted a UAV with two special cameras that capture temperature and other information. Unhealthy plants exhibit signs of stress that the device can detect, including how leaves reflect light patterns.

Healthy plants are key for Wisconsin, which has 21,000 acres of cranberry marshes in 20 counties and grows more than half of all the cranberries in the world. Cranberry country lies east of the Wisconsin River, beginning at the Wisconsin Dells and stretching north.

The ultimate goal for **Brian Luck**, an assistant professor of biological systems engineering, and his research team is to use machine-learning technologies, much like facial recognition on Facebook, to predict what exactly is wrong with diseased plants. But for now, the research is in its primary stages as they collect baseline data in greenhouses and move out to cranberry beds this summer for real-world deployment.

As with any new technology, there are a few hurdles to clear before the practice can be widely implemented. Though UAVs are commercially available, the cost is high. And to fly one for commercial purposes, a farmer must be licensed through the Federal Aviation Administration.

Still, researchers say the potential benefits for farmers are exciting. “The more precise data you have on the field, the more precisely you can manage it, which can lead to more efficient and sustainable agriculture,” says **Jessica Drewry PhD’17**, a postdoctoral assistant on the project.

MADELINE HEIM ’18

SHADOW CAMPAIGNS

In the six weeks leading up to the 2016 election, **Young Mie Kim** did what she believes has never been done: she conducted a large-scale, systematic, empirical analysis of political ad campaigns on Facebook.

The School of Journalism and Mass Communication professor and her collaborators relied on a user-based, real-time, digital-ad-tracking app to analyze five million Facebook ad impressions distributed to nearly 10,000 volunteer participants, who represented the U.S. voting-age population.

Their recently released findings show that anonymous groups, which didn’t report campaign spending to the Federal Election Commission, ran most of the ads concerning hot-button issues. These anonymous groups also focused on key battleground states — including Pennsylvania, Virginia, and Wisconsin — and targeted divisive messages about immigration and racial issues to low-income and white voters.

“With the continuing decline in broadcast media and the exponential increase in data-driven, algorithm-based, globally networked digital platforms,” Kim wrote, “we must ask what the dark campaigns of shadow groups on digital media mean for the functioning of democracy.”

JENNY PRICE ’96

NEWS FEED

Familiar objects of interest — such as food, brightly colored toys, or even the family pet — can distract children from learning new words, a study from the UW’s psychology department found.

ANDY MANIS; JEFF MILLER



Thirty UW students from Engineers Without Borders and the sustainable systems engineering online graduate degree program are raising funds to install solar panels they designed for a shelter in Puerto Rico that houses abused children.




Former UW-Madison chancellor Irving Shain died in March at 92. In the nine years that he led the university, Shain oversaw the establishment of both the School of Veterinary Medicine and the now-sprawling University Research Park.

Contender *Beata Nelson*

Nelson is looking ahead to the 2020 Summer Olympic trials.





Beata Nelson x'20 began her swimming journey where any kid who loves the water might: at the neighborhood pool.

Time spent there playing with friends quickly grew into swimming on club teams, competing for her high school, and committing to Wisconsin. And once a Badger, she found that her teammates offered the strongest support system she'd ever experienced.

"I always love competing for something bigger than me," says Nelson, a sophomore from Fitchburg, Wisconsin. "I think that just drives me to perform in a way that I never thought I could."

And perform she does. When she stepped out of the pool after her 49.78-second backstroke leg for the Wisconsin women's 400-meter medley relay at this year's Big

Ten Championships, little did she know that she had bested a time set by one of her idols.

"If you watch any video or look at any picture after that race occurred," Nelson says, "I was in complete shock." The UW sophomore had just clocked the second-fastest 100-meter backstroke in NCAA history. She had surpassed the 49.97-second mark that Natalie Coughlin — a future Olympic gold medalist — had set 16 years earlier, when she became the first woman to swim the 100-meter backstroke in less than one minute.

Nelson followed that with her showing at the NCAA Championships, where she became the only woman in NCAA history with three swims under 50 seconds in the 100-meter backstroke.

Her standout performance at nationals, where she finished second in the race, capped off a series of record-breaking competitions. The accomplishments balanced out a freshman season that Nelson — a super-

star recruit who broke national public high school swimming records in the butterfly — labeled "disappointing."

And something else kept her pushing forward: the comfort she finds in the water. "That's the whole point of this ... to have fun and love it and do it for that reason," she says. "It's not for a medal, it's not for a record or a plaque. It's about doing it because you love it. And I love swimming."

For Nelson, there are other benefits of being a Badger: being able to dash home to nearby Fitchburg to do laundry, eat dinner, and advise her younger sister on the transition into college. And she can have lunch near campus with her father, **Andrew '90, JD'93**, who also swam for the Badgers. Though his intense academic focus led him away from the team after just one season, the opportunity to swim for Wisconsin as he had remained in the back of her mind as she weighed her college options. Now she knows she made the right choice.

"I go through a lot of hard training throughout the year," she says. "Then you get to the end, and you stand up on a podium, and you look down, and you're wearing red and white — and it's just the best feeling in the world."

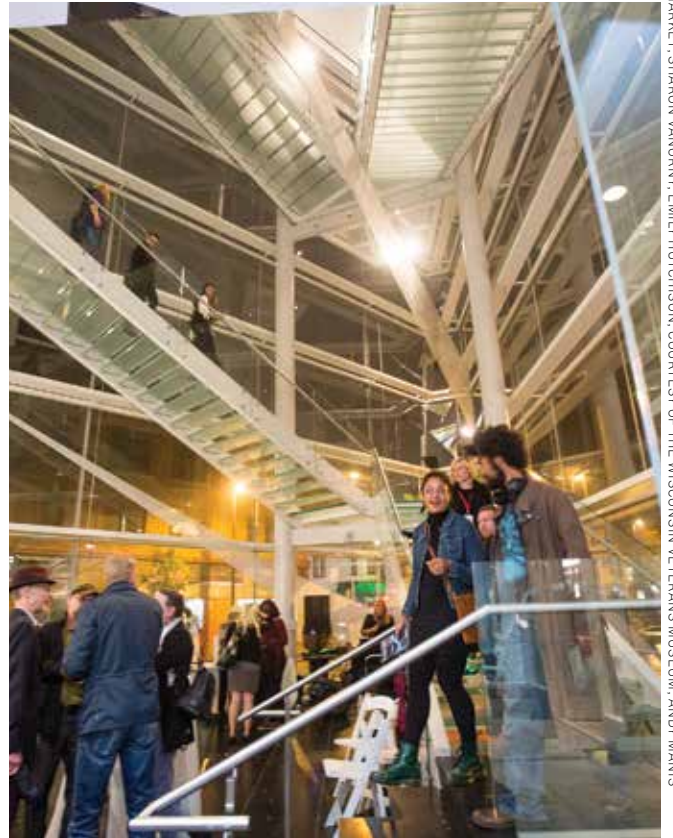
MADELINE HEIM '18

PHOTO BY BRYCE RICHTER

MADISON, REVISITED

*The challenge: see, do, and eat what the UW's
hometown has to offer in 36 hours.*

BY DENNIS CHAPTMAN '80



Clockwise from top left: Eno Vino Downtown Wine Bar and Bistro; Dane County Farmers' Market; Madison Museum of Contemporary Art; dessert from Madison Sourdough; exhibits at the Wisconsin Veterans Museum; the wood-fired oven at Pizza Brutta.



CLOCKWISE FROM TOP LEFT: SARA GRANADOS; DANE COUNTY FARMERS' MARKET: SHARON VANORNY; EMILY HUTCHISON; COURTESY OF THE WISCONSIN VETERANS MUSEUM; ANDY MANIS



CLOCKWISE FROM BOTTOM LEFT: ANDY MANIS (3); SAM EGELHOF (2)

Madison has enjoyed a rebirth as its people and tastes have morphed and diners' expectations have kicked up. It's become a foodie town.



We've been there before.

Visiting Madison to revive Badger memories, we order up the usual, frequenting the same places and reliving time-honored activities again and again.

That bowl of Berry Alvarez ice cream is calling our name at Babcock Hall. A plastic pitcher of beer awaits on the Union Terrace. The burgers, brats, and sticky-floored college bars that drew us away from textbooks, term papers, and 8:50 classes beckon.

Following that script is easy. Occasionally, though, it's fun to venture beyond our comfort zone and build fresh traditions. So, we spent 36 hours traipsing to untested venues, sampling innovative tastes, and plowing ahead with untried activities.

Along the way, we met an Iron Chef champion, admired Frank Lloyd Wright's rare Japanese art prints, soaked in a shimmering view of Madison's lakes from a brand-new roost, put on our dancing shoes, checked out a Huey helicopter, and browsed 13 types of cheese curds.

We scarfed a raft of cuisines, cruised museums, and got a little exercise.

Madison has enjoyed a rebirth as its people and tastes have morphed and diners' expectations have kicked up. It's become a foodie town, awash in creative restaurants.

"Dining has to offer an experience," says Sara Granados '10 at the Eno Vino Downtown Wine Bar and Bistro atop the AC Hotel. "Madison has a lot of restaurant options. Having good food and drinks isn't enough. You need to have the whole package."

Push away from the table, and you'll find that Madison deserves high marks as a destination. *National Geographic Traveler* named Madison one of America's top small cities, ranking it on such things as green spaces, coffee shops, breweries, and music venues.

We put those assessments to the test.

At noon on a Wednesday, the Good Food cart

on East Main Street on the Capitol Square is running with choreographed efficiency. Workers in the cramped cart crank out signature veggie dishes, some with lean meat, and all with a low-carb profile.

The line lengthens as offices empty for the lunch hour.

The cart is the brainchild of Melanie Nelson '08, a zoology major and runner who had trouble finding healthy eating options as an undergraduate. She saved money from her bartending job and sank it into the food cart in 2010. She now has two carts — on Capitol Square and Library Mall, open weekdays 11 a.m. to 2 p.m. — plus a brick-and-mortar restaurant, the Good Food Café, on Cottage Grove Road on Madison's east side.

Working originally out of a commercial kitchen in a converted garage, Nelson built a reputation for her tasty menu. "We were fast as hell, but there was always a line," she says, noting that many of

her customers are repeaters. "Attorneys would come down and I thought, 'You guys are earning \$150 an hour, and you spend 20 minutes waiting in our line?' That says something to me."

At \$8.50, the pad Thai salad melds spiral-cut veggies with red cabbage, onions, peanuts, greens, cilantro, and a wedge of lime — plus a choice of grilled chicken or tofu — all drizzled with a spicy peanut dressing.

Around the corner is an often-overlooked gem

— the Wednesday Dane County Farmers' Market.

With tables laden with beans, beets, and onions, Yeng Yang sells produce and carries on a family tradition at the corner of Wilson Street and Martin Luther King Jr. Boulevard.

His Hmong immigrant parents began growing vegetables in 1989 and have been selling at the market since 1992. "My parents did not want to accept welfare, so they began farming," Yang says. "I grew up farming most of my life."

The family operation grows vegetables in nearby Brooklyn, Wisconsin, and works both the Wednesday and Saturday markets.

"Wednesday is more of a buyers' market," says Yang, as he sells two bags of fingerling potatoes to a shopper. "We see the same people every week."

The Saturday market rings Capitol Square and commands a sea of visitors, but the Wednesday affair is more laid back. A wild rainbow of produce is heaped on the tables: broccoli, cauliflower, herbs, poblano peppers, melons, spuds.

Dairy farmer Tom Murphy's family sells 13 varieties of cheese curds, plus fresh-baked cookies and bars. Murphy Farms has also been at the market for a quarter-century.

"This market saved my family farm," says Murphy, of Soldiers Grove, Wisconsin. "We're in our sixth generation on the farm and people saved it by buying our products."

A 15-minute walk lands us at Madison Sourdough

on Williamson Street. A popular breakfast and lunch spot, it has a bakery producing breads, rich French pastries, croissants, scones, macarons, and cheesecakes.

A dense, rich pistachio Breton (\$5) and a chocolate-almond croissant (\$3.75) make up our midday snack, along with cups of steaming coffee. Executive chef and general manager Molly Maciejewski uses traditional French techniques.

"We source many of our products locally and mill much of our own flour," she says. "It keeps more money in the local economy [and] supports farmers, and milling our own flour helps bakers, because it gives them more control."

The bakery has a friendly energy. "It's very neighborhood centered, with a family vibe, and we like that," Maciejewski says.

(Clockwise from top left) Lunch from the Good Food cart; Bill Antonie at The Curve; paella at Estrellón; award-winning chef Tory Miller; touring Frank Lloyd Wright's "airplane house" via BCycle

With only wayward crumbs remaining, it's back to downtown and the Madison Museum of Contemporary Art, which occupies the prow of the Overture Center on State Street.

The State Street gallery featured the metal sculptures of Jaume Plensa in a display titled *Talking Continents*. The suspended steel forms appeared to float in the gallery. Other galleries feature works in video, film, painting, prints, and fabric and are staffed by knowledgeable docents. In May, the museum welcomed *Far Out: Art from the 1960s*.

One can't-miss feature is the museum's store, which has a stunning array of goods from designers and studio artists — including jewelry, wood, leather, glass, and metal work as well as children's gifts, art books, and cards.

Soon, dinnertime arrives. Just off State Street, we find out whose cuisine reigns supreme.

Tory Miller began his restaurant career working in his grandparents' Racine, Wisconsin, diner — the Park Inn — and today he owns four Madison fine-dining restaurants: Estrellón, Graze, L'Etoile, and Sujeo.

His skills, honed at the French Culinary Institute in New York, have earned him the James Beard Award as the Best Chef: Midwest. Then, in January, his friends and fans gathered at Estrellón's bar on West Johnson Street to watch him defeat rarely vanquished celebrity chef Bobby Flay on the Food Network's *Iron Chef Showdown*.

"It's very intense," says Miller. "You're pretty much competing against the ingredient. It's wild to be on a show I grew up watching and take out somebody like Bobby Flay."

We tried Estrellón, a Spanish restaurant with elegant, creative cuisine and a warm feel. "We wanted people to feel like you were coming into our house," Miller says.

The Spanish Experience Chef's Dinner for Two (\$90) includes a selection of tapas, a mixed-beet salad with smoked goat cheese and a subtle horseradish sauce, and a sweet treat of Basque cake with frozen custard and fruit compote. In between, there was a crusty bread with tomato; Tamworth ham pintxos; a tortilla with egg, potato, onion, and aoli; croquettes made with smooth Spanish manchego cheese; grilled octopus; and a paella made with bomba rice, chicken, shrimp, clams, mussels, and chorizo.

Miller locally sources ingredients. "Proximity to great food and agriculture is what keeps me here," he says. "People rave about the Rhône River valley in Europe or Napa Valley, but to me, the Driftless Region is something untouchable for growing super-delicious food prolifically."

Sated, we head off for a novel nightcap.

For some at The Brink Lounge, Wednesday night is beer night. For others, it's date night or a break

Clockwise from top: The Good Food cart on the Capitol Square; the view of Monroe Street from Pizza Brutta; dancing at The Brink Lounge on East Washington Avenue.

from the routine. But for more than 30 souls — a mix of regulars, curious onlookers, and the experimental few — it's time for some high-energy dancing.

The lounge is part of a trio of bars and entertainment venues in what was once a secondhand store. It's also part of a neighborhood teeming with new residential, commercial, and entertainment developments at downtown Madison's eastern gateway.

Every Wednesday at 9 p.m., The Brink features Jumptown Swing Dance, a group born as a UW-Madison student organization. Eventually, Jumptown became a community-based group that holds classes and events to teach people to swing dance — especially the Lindy Hop. With a DJ playing the swing rhythms of Cab Calloway, Benny Goodman, Artie Shaw, and a variety of more contemporary swing artists, people discard their inhibitions and dance.

"It's people trying to have fun. You can have a party for two for three minutes," says Sarah Zabinski, a Jumptown instructor and a 14-year member of the group. "We're all dorks, so silly things happen on the floor."

On day two, the dawn finds us confident we can outsmart cholesterol science. That puts us at The Curve, a Madison diner just six blocks south of campus, next to Spike-O-Matic Tattoo, at the bend in Park Street.

The Curve is owned by Bill Antonie '90, a Badger outside linebacker in the late 1980s. He's still beefy, with an easy baritone laugh that erupts after summarizing what satisfies him most: "Everybody yaps and yaps and then, all of a sudden, they get their food and they shut the hell up."

Antonie started working in his parents' Monona truck stop diner at age nine. "If I was working for the state or any other company, I'd be retired with a gold watch, but instead I'm sweeping the damn floor."

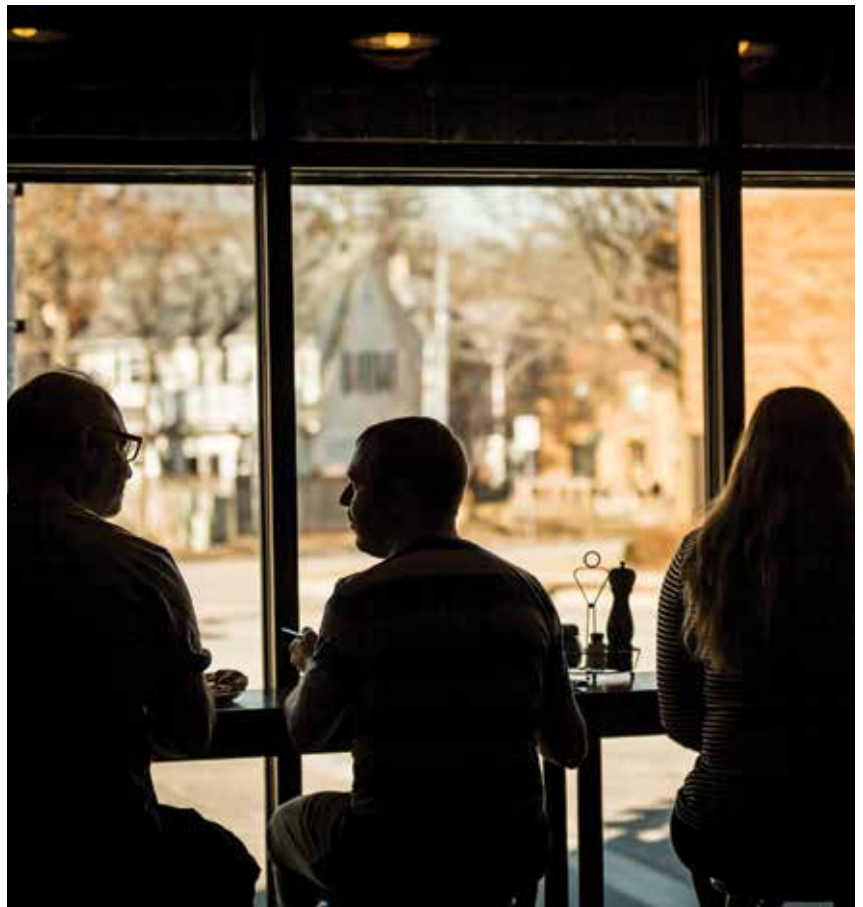
Eggs, wheat toast, and corned beef hash arrive on an oval platter, delivered by Kathy Tracy, a 26-year veteran waitress behind the U-shaped Formica counter where politicians, students, hospital workers, university administrators, and neighbors gather.

Antonie is a jack-of-all-trades, flipping eggs and bacon on the flat-top. He whips up his special-recipe corned beef hash every other Saturday (and *every* Badger football Saturday).

To work off the \$6 breakfast, it's off to the Wisconsin Veterans Museum on the Capitol Square.

The free museum, operated by the state's Department of Veterans Affairs, is compact but jammed with fascinating artifacts and exhibits.

World War I Beyond the Trenches marks the war's centennial. It combines displays and artifacts such as trench periscopes, a German MG08 machine gun, and uniforms, and features compelling interviews with Wisconsin soldiers.



*Frautschi Point
is part of the
Lakeshore
Nature
Preserve.*

If you go

Good Food cart
33 E. Main Street

**Wednesday Dane County
Farmers' Market**
Martin Luther King Jr. Boulevard

Madison Sourdough
916 Williamson Street

**Madison Museum of
Contemporary Art**
227 State Street

Estrellón
313 W. Johnson Street

The Brink Lounge
701 E. Washington Avenue

The Curve
653 S. Park Street

Wisconsin Veterans Museum
30 W. Mifflin Street

Pizza Brutta
1805 Monroe Street
road construction updates:
www.monroestreetmadison.com

Eugene A. Gilmore House
120 Ely Place

First Unitarian Meeting House
900 University Bay Drive
Guided tours, 10:30 a.m. and
2:30 p.m., May 1 to September 30,
\$10 per person

Frautschi Point
Lake Mendota Drive

**Eno Vino Downtown Wine Bar
and Bistro**
1 N. Webster Street

Madison BCycle
madison.bcycle.com
\$6 daily pass for 30-minute rides

It also features exhibits on 20th-century military conflicts, including a World War II Jeep, artifacts from the battleship USS *Wisconsin*, and a Vietnam-era Huey helicopter.

Peckish again, it's time to seek and destroy some pizza.

This time, we turn to vibrant Monroe Street, with its wealth of shops and restaurants. Pizza Brutta is tucked behind a stone-arched façade and offers wood-fired Neapolitan pizza.

“Badgers and bikes are a great blend. It’s a way to cover more ground and see Madison without parking hassles.”

“Neapolitan pizza is simple,” says co-owner Derek Lee, a professional pizza maker, or “pizzaiolo,” certified by the Verace Pizza Napoletana, the association for authentic Neapolitan pizza. “There’s no sugar, no extra ingredients. It’s just crushed tomatoes, handmade fresh mozzarella, sea salt, olive oil, and our dough. It’s an exercise in restraint.”

Of course, there are other toppings, too. We chose the \$12 salame funghi, featuring oregano, salami, cremini mushrooms, and saracene olives and delivered steaming after just 90 seconds in the 900-degree brick oven.

Lee’s co-owner, wife Darcy Lee ’96, says Pizza Brutta uses locally sourced organic products. “In Naples, they depend on a local food system. It was a way for us to marry business with helping the environment.”

By now, exercise seems appropriate, so it’s off to a nearby BCycle rack to use the city’s convenient bikeshare program for a junket west of campus.

In 2017, renters rode 300,000 miles, burning off 11.9 million calories. With several dozen stations around Madison, you can rent one of the red bikes, outfitted with a basket and a lock. A \$6 daily pass, which covers unlimited 30-minute rides, is required. Additional time goes for \$3 for 30 minutes.

“Badgers and bikes are a great blend,” says Morgan Ramaker ’06, MBA’17, director of Madison BCycle. “It’s a way to cover more ground and see Madison without parking hassles.”

Headed west on the smooth-riding bikes, we begin a mini-Frank Lloyd Wright x1890 tour. First stop: the Eugene A. Gilmore House, known as the “airplane house.”

Wright built the house for Gilmore, a UW law professor, in 1908 on the highest point of University Heights. Its copper-roofed wings extend from a center pavilion with a triangular balcony — which

gives the home the appearance of an airplane. It remains a private residence, unavailable for tours.

Ten minutes away is the First Unitarian Meeting House. A National Historic Landmark built in 1951, it’s a magnet for Wright devotees. Its design, with a soaring copper roof evoking a church steeple and a triangular auditorium, has influenced religious architecture since it was completed.

Our guide points out Wright’s signature plywood furniture and Hiroshige’s early-nineteenth-century prints — once part of Wright’s collection — in the loggia. Wright said the simplicity of Japanese art, which he sold early in his career to supplement his income, greatly influenced his work.

After the tour, there’s still time for nature. Just more than a mile away is Frautschi Point, part of the Lakeshore Nature Preserve, a lesser-known area west of Picnic Point. There’s a parking lot off Lake Mendota Drive, and a short walk yields an elevated view of Lake Mendota, beneath a canopy of burr oaks, white oaks, and shagbark hickories.

A wooden staircase leads to the lake’s edge at Raymer’s Cove. The spot offers a view of the Middleton shore and of sandstone cliffs where Raymer’s Ravine meets the lake.

With the clock ticking on our rented bikes and our 36-hour adventure, we pedal to a new vantage point.

Eno Vino Downtown Wine Bar and Bistro combines urban attitude with panoramic altitude. It offers a 10th-floor penthouse view of the state Capitol, just a block away, and Lakes Mendota and Monona.

The eclectic menu features a globally fused array of cheese boards and dishes with small-plate influences ranging from Greek to Korean to Italian. Its floor-to-ceiling windows and a ninth-floor outdoor terrace provide a vivid atmosphere.

After Eno Vino opened in 2017, social-media selfies helped drive success. “People started asking, ‘Where is that view? We’ve never seen it before,’” says general manager Jennifer Cameron. “It was a snowball effect.”

Eno Vino commands a big-city vibe and a glass wine case holding hundreds of bottles. After glasses of wine with small plates of goat cheese tortellini (\$12) and lamb meatballs (\$13), there was just enough time to crown our 36-hour expedition.

Just a 25-minute walk away, we settled into sunburst chairs on the Memorial Union Terrace with bowls of Berry Alvarez ice cream to catch a perfect sunset.

New adventures are great, but some habits die hard. ●

Dennis Chaptman is a former director of news and media relations for UW–Madison.

Dream Maker

Rachel Rose builds the Star Wars universe — virtually.

BY KATIE VAUGHN '03



Rose, on a virtual production stage at Industrial Light & Magic, creates visual effects and tools for filmmakers.



TIMOTHY ARCHIBALD

The *Star Wars* films transport us to adventures in a galaxy far, far away, and computer sciences alum Rachel Rose MS'03, PhD'07 helps bring them to life. She joined Industrial Light & Magic (ILM), the visual effects company in San Francisco founded by George Lucas, right after leaving UW–Madison. One of her duties as a research and development supervisor is leading a group in the burgeoning area of virtual production, which makes virtual reality tools for filmmakers so they can make everything from dinosaurs to rebel starfighters. While she helped create a virtual camera for production of *Rogue One: A Star Wars Story*, her love for the saga began a long time ago ...

When did your interest in technology start?

It started really, really early, even though we didn't have a computer until I was a junior in high school. When I was seven or eight, I became interested in computers and would read the ads in the back of magazines. Just the whole idea of computers being able to execute ideas fascinated me.

What's the best part of your job?

One of the most awesome and one of the most challenging parts of my job is this place is full of extraordinarily talented people — the best artists you can find, the best technologists you can find. We don't always agree on everything, but ideally we come up with something that's better than we'd do on our own.

Have you always been a *Star Wars* fan?

I had *Star Wars* sheets on my bed as a kid. I wore what were probably boy clothes with C-3PO — he was my favorite — on them. It was a part of my childhood. So many of us are here at ILM in part because of that love.

What's it like to work at a place known for employing a high number of women, especially in leadership positions?

I feel really lucky to be able to work with a bunch of women at the top. But there are still times when I'm the only woman in a meeting. I try to do a lot of outreach, a lot of presentations, a lot of standing in front of people to let them see I'm out there.

What from your time at UW–Madison has been the most helpful?

The [computer sciences] program is full of fantastic professors who were really motivating. They helped me make connections, so by the time I was out of grad school, I already knew a lot of people.

Is it hard to escape into movies, knowing as much as you do about what goes into making them?

If you've watched a shot many times, it's hard to divorce yourself from it. But with work that others have done, most of the time I'm able to separate myself and enjoy the story. I do notice things, though. There's always that kind of balance.




The Pregnant

A UW scientist discovers humans aren't alone in facing obstacles to bringing new life into the world.

BY ERIC HAMILTON

PHOTOS BY JEFF MILLER



*Dan and Iris
Levitis, in their
Madison home,
enjoy the every-
day chaos of life
with three young
children.*

ncy Puzzle

In the maritime city of Rostock, Germany — thousands of miles from their families — Dan and Iris Levitis processed their loss in isolation. Though her ultrasound had been normal just a few weeks earlier, a doctor shared the heart-breaking news: a miscarriage, 12 weeks into Iris's first pregnancy. The fetus had stopped developing.

Frustrated, Dan wanted answers. As a demographer, he researched the patterns of all manner of populations: their births, survival, and deaths. His dissertation had focused on why people tend to live so long past their childbearing years. But the crushing loss prompted him to turn his attention to the beginning of life. Why was miscarriage so common, he wondered, and were humans uniquely burdened by pregnancy loss, as he'd always been taught?

In the eight years since launching his research, Dan, now a scientist in UW-Madison's botany department, has discovered that he and Iris were far from alone in their struggle to bring life into the world. Humans have plenty of company: living things from geckos to garlic and cactuses to cockroaches routinely lose their offspring when they reproduce sexually.

Dan's discovery didn't provide a fix — if anything, he found that losses like his family experienced are an unavoidable part of reproducing. But this kinship with the natural world gave the couple some comfort.

• • •

Dan has spent a lifetime puzzling over the structure of the natural world, and he has a knack for questioning the obvious.

"When I was six and people asked me what I was going to do when I grew up, I would say, 'I'm going to be a zoologist,'" says Dan, whose earliest romps through nature centered on the wild animals that popped up in his suburban Maryland backyard. He spent summers exploring his grandparents' 46-acre property in Mahopac, New York.

An influential ecology class at Bennington College in Vermont showed him that science was more than a collection of facts in a textbook — it was a way of thinking.

"Science as a list of facts can be exciting for a little while. But science as a way of asking better questions, and getting better answers to them, is much more useful and much more interesting," he says.

After graduation, Dan joined short-term research projects studying birds in Florida, New York, Ontario, and then California before accepting a graduate position to study ornithology at the University of California–Berkeley.

While there, Dan applied his analytical approach to finding a partner. Inspired by a headhunter he heard interviewed on NPR, he realized the ideal ad gets one response from the most qualified applicant.

"I said, 'Okay, I'm going to write a dating ad, and I'm going to try and write in a way that I get only one response,'" says Dan, who posted his deliberately polarizing ad on Craigslist. "And Iris responded to it. And she was the only one."

Back from the Peace Corps in Niger, Iris was studying for her master's in applied linguistics at Berkeley. The two connected over their bewilderment with much of modern American culture, with both generally eschewing drinking, television, and movies. Iris transferred to the University of California–Davis as the two continued dating.

For his graduate work, Dan partnered with a professor of human demographics, Ron Lee, to develop new methods of comparing humans with other primates on their ability to live past their reproductive years. He found evidence that humans are unique in living so long after we stop having children. But in many ways, Dan's time researching what makes humans special only reinforced his belief that we're better off remembering that we're not so separate from the rest of the natural world.

As they both completed their degrees, Dan and Iris married. Dan landed a position at the Max Planck Institute for Demographic Research, and the newlyweds packed their bags for Germany.

• • •

After Iris's first miscarriage, Dan buried himself in scientific literature about infant and prebirth mortality for humans and every other species he could get good numbers on.

The crux of his research came down to a U-shaped curve well known to him and other demographers. It charts the risk of death for any given organism, starting high for the young, dipping down low at maturity, and rising again as age sets in. The pattern is ubiquitous across nature.

A half-century of research has focused on the second half of the curve: aging. While scientists had chipped away at explaining the evolution of age-related deaths, they had largely disregarded the half of the curve that shows high rates of mortality for the very young. Young organisms are weak and vulnerable, researchers figured, nothing more. Unsatisfied, Dan sought reasons for why seemingly every species faced the same precariousness with its young, both before and after birth, and why natural selection hadn't fixed this problem.

While Dan trawled through hundreds of scientific papers on lost offspring, he and Iris got pregnant again. As they neared and then passed the 12th week, the couple felt relief. They told their friends and family the happy news.

But then Iris developed a leaking amniotic sac, threatening her fetus. Bedrest didn't resolve the complication, and the chances of carrying the pregnancy safely to term dropped steeply.

At her doctor's recommendation, she aborted



the pregnancy at 16 weeks.

Navigating the German medical system twice in one year while grieving their losses was bewildering and isolating.

“I think most of the girls and women that I knew, we spent a lot of time thinking about how *not* to get pregnant. And then finding out that actually it’s hard to become pregnant, or to have a successful pregnancy, was really a shock,” Iris says. “You’re supposed to worry about unwanted pregnancies, not whether you can [get pregnant].”

At the end of 2010, Iris got pregnant again, and Dan published his research on early mortality. In his paper, he argued for a new field focused on the inherent difficulty of developing a healthy, complex organism, where any one of a million steps can go wrong. His next step was to test his theories by comparing the success of different types of reproduction across nature.

The next summer Iris gave birth to their first child, a girl.

• • •

Researchers know that miscarriages are extremely common but can’t pinpoint just how frequently they occur.

Kristen Sharp, a clinical professor of obstetrics and gynecology at the UW School of Medicine and Public Health, researches pregnancy loss and its consequences. She says that up to 20 percent of pregnancies that are confirmed by a physician end in miscarriage. But the true rate is likely quite a bit higher because many women don’t realize they are pregnant before an early loss occurs.

Tracking rates of pregnancy loss is extremely difficult. Differences in record keeping and follow-up procedures at emergency rooms and hospitals make a reliable search of records nearly impossible. And any woman who is not receiving medical care will be invisible to researchers studying miscarriage.

Cultural norms — such as concealing a pregnancy until after the first trimester — keep people from having open conversations about their experiences, says Sharp, who also counsels patients who have lost pregnancies. And feelings of guilt stop some women from discussing it, even though most miscarriages are the result of “genetic accidents.”

“It’s amazing, really, that any of us are alive and breathing, because there’s about a million pieces of this intricate problem that need to go right to lead to a pregnancy,” she says.

Levitis tracked rates of loss during reproduction for more than 40 species, including plants.

• • •

Among those million pieces that must fall perfectly into place is meiosis — perhaps the most complicated thing that cells do.

Organisms use meiosis (pronounced my-OH-sis) to produce sperm and eggs for sexual reproduction. Dan describes it as a kind of cellular line dance, one that mixes up chromosomes to reshuffle genes. This rearrangement helps produce offspring that are different from their parents, offspring that might be better equipped to survive in a changing world.

Meiosis takes place in the cells that give rise to sperm or eggs. To reshuffle genes, the chromosomes you inherited from your mother pair up with the chromosomes you inherited from your father.

Some people commented
that the research made them
feel better about their own
miscarriages by making it
clear it wasn't their fault.

They sidle up to one another, attach, and then trade pieces of genetic information, sometimes physically swapping chunks of DNA. Then the chromosomes separate to be dealt into individual sex cells.

The upshot is that each sperm or egg a person produces inherits a set of mixed-up chromosomes with new variations. Because the swapping occurs essentially randomly during each round of meiosis, every sperm or egg created in your lifetime is bound to be as unique as the offspring created when sperm and egg ultimately meet.

This sidling, attaching, swapping, separating, and dealing is a mind-numbingly complex process. A lot of things can go wrong along the way — and they often do. The sex cells can end up with missing or extra chromosomes, almost always a fatal error leading to miscarriage if they create an embryo. Other, less obvious genetic mishaps can also occur, and often prove lethal.

The common wisdom for explaining high rates of miscarriage and fertility problems in humans has been that we have a rougher go with meiosis than other organisms. A woman's eggs start meiosis while she is still in her mother's womb, go on hiatus for years, and then finish the process to form a mature egg prior to ovulation. Perhaps this long pause leads to more errors, the thinking went.

• • •

Dan isn't one to accept common wisdom. After all, he reasoned, all female mammals pause meiosis, and

many wait just as long to reproduce as people do. Plus sperm inherit more genetic problems than eggs, and they don't wait decades to finish the process. What if humans aren't unique — what if meiosis is just so complicated that it is bound to go awry?

Sexual reproduction always uses meiosis. But many plants and animals — palm trees and brambles, fruit flies and grasshoppers — also reproduce asexually, meaning they produce clones of themselves. Asexual reproduction typically uses the simpler process of mitosis, which doesn't reshuffle genes. But certain species still use meiosis to reproduce asexually, a vestige of sexual reproduction. Because meiosis didn't evolve to work for asexual reproduction, asexual meiosis is even more complicated and error prone than sexual meiosis.

Dan figured that the more complicated the cellular process underlying reproduction, the more likely it was to go wrong and lead to lost offspring. If he was right, then organisms using the most complicated process — asexual meiosis — should lose the most offspring, followed by species using sexual meiosis, and then asexual mitosis.

He wanted to compare as many animals as possible that use these three different reproductive strategies. And he believed his assumption should be just as true for plants, which reproduce using the same cellular machinery as animals.

Unable to do experiments on dozens of plants and animals himself, Dan worked with UW botany professor Anne Pringle and Harvard graduate student Kolea Zimmerman to comb through thousands of scientific articles in search of data collected by experts in each organism.

The study tracked how each species reproduced and its rates of loss during reproduction, ordering them by the complexity of their reproduction. Dan was initially skeptical when he first saw the result: 42 of the 44 plants and animals they studied supported his original idea linking complexity to reproductive loss. A menagerie of creatures and plants fit the pattern: lizards and magnolias; meadow grass and shrimp; stick insects, and dandelions. Each paid a price for reproducing sexually.

"That was the biggest surprise — how strong the pattern was," he says.

His findings are evidence of an inherent tradeoff: there is no sexual reproduction without meiosis. And there is no meiosis without mistakes, and loss.

• • •

Dan wanted to share his results as widely as possible so that more people could understand how fundamentally difficult it was to bring offspring into the world. He and Iris found some solace knowing that their struggles were universal, and they figured other people would, too.

With botany department illustrator Sarah Friedrich '98, Dan created a short video explaining



After the heart-break of two lost pregnancies, Dan and Iris Levitis welcomed three children (left to right): Tigerlily, 6; Kestrel, 3; and Peregrine, 18 months.

his family's story of loss, his search for answers, and the barrier that meiosis poses to healthy reproduction. He shared the video widely, including on a Facebook page for the March for Science.

Some people commented that the research made them feel better about their own miscarriages by making it clear it wasn't their fault. Another coined the phrase "meiosis mishaps" to describe her own pregnancy losses.

"Every time I've talked about this in any sort of public setting, whether it's online or in person, somebody ends up sharing their story of pregnancy loss and saying that they're so glad that people are talking about it," Dan says.

The Levitis now live on a quiet street on the east side of Madison with their three children, each born in a different country: Tigerlily in Germany;

Kestrel in Denmark; and Peregrine in the United States, after they moved to Madison. (Each was also given a conventional middle name to turn to should their parents' natural-world choices ever fail to suit them.)

And years after losing their first two pregnancies in Germany, Dan's findings have given the couple a springboard to talk about their losses and work through them together.

"I thought it was kind of cathartic research," Iris says. "It makes you feel less alone. More than just having somebody say, 'Oh, I lost a pregnancy, too.' More than just anecdotal evidence from other humans. It's more widespread than that." ●

Eric Hamilton is a science writer for University Communications at UW-Madison.

FROM WISCONSIN, WITH HUMOR

With his hit web series the Manitowoc Minute, Charlie Berens lets the world in on the state's inside jokes.

BY KATIE VAUGHN '03

PHOTOS BY JEFF MILLER





nitowoc
minute

Berens performed at the Wisconsin Union Theater's Shannon Hall in January on a tour of sold-out live shows across Wisconsin.



Fresh out of UW-Madison with degrees in journalism and geography, Charlie Berens '09 was ready to break into broadcasting. But whether he was working in Texas, California, or Washington, DC, he received essentially the same feedback: you talk funny.

He stressed the *o* in *opinion* too much. He drew out the *a* in *bag*. He used strange words like *bubbler* when he was thirsty.

What was a Wisconsin guy — let alone one raised in a big family with a passion for fishing and the Green Bay Packers — to do? Ditch the accent to become more marketable?

Let's just say Berens did the opposite, and the internet is grateful.

...

In June 2017, Berens posted a short video online that he called the "Manitowoc Minute." Wearing a camouflage jacket that he stole from his dad and sitting at a bare-bones "news" desk, he gave a shout-out to a bait shop in Plover and poked fun at Stevens Point before getting into the headlines: the misconception held by some Americans that chocolate milk comes from brown cows, Amazon's purchase of Whole Foods, President Trump's latest approval rating, and Bill Cosby's mistrial. Each bit of news served

At the start of his broadcast career, Berens (backstage at the Wisconsin Union Theater) found that his accent made him stand out.

as a setup for a joke, and Berens delivered it all in his thickest Wisconsin accent.

Peppered with comments that would soon become his catchphrases — "Ohmygosh," "Holy smokes," and "Keep 'er movin'" — he ended with a heartfelt wish — "I hope this was the best minute of your life" — and a none-too-subtle plug for the Packers and a dig at the Chicago Bears.

To date, that first episode has racked up more than a half million views on Facebook, but it almost didn't happen.

"I was almost hesitant to release it, like, I don't know that people want to see this," Berens says. "And then I put it out, and it did well, and then I thought, well, I guess I'm going to do a second episode."

And he did. And a third and a fourth and another and another each Monday, serving up a mix of headlines from his home state and beyond with a hearty dose of Wisconsin charm. The show, with Berens a constant as the affable host, has garnered fans around the world, inspired a collection of *Manitowoc Minute* merchandise, and even sparked a tour of sold-out live shows across Wisconsin.

...

Before Wisconsin culture became the bread and butter of his comedy career, Berens lived it as a

kid. The second oldest of 12 siblings, he grew up in New Berlin and Elm Grove, with frequent trips up to Fond du Lac to visit his grandparents. He loved the Packers, waterskiing, hunting, and public-access fishing shows.

At the UW he dabbled in music — “guitar, mandolin, kind of folk stuff,” he says — playing covers and original songs at coffee shop open mics and the Memorial Union Terrace.

During the 2008 presidential election, Berens got a gig with MTV’s Choose or Lose campaign, which deployed “citizen journalists” across the country to serve as correspondents. It opened his eyes to less formal, more entertainment-focused modes of reporting.

After graduating, Berens embarked on a career that took him around the country and had him working as a correspondent for a millennial-focused news website; a reporter and host for a Dallas television station, where he won an Emmy; and a host for entertainment and sports outlets in Los Angeles.

All the while, comedy brewed in the background. Berens had been doing stand-up and writing when he posted a video online in 2016 called “If Jack Dawson

“When everyone is laughing, we’re all on the same page, even if it’s just for a joke.”

Really Was from Wisconsin,” dubbing in his own voice for Leonardo DiCaprio’s *Titanic* character, said to be from Chippewa Falls, to give him a more “accurate” way of speaking. It’s been viewed more than 13 million times.

The success of the video, as well as how audiences responded when he revealed his exaggerated accent in stand-up, reassured him that the world was ready for more Wisconsin.

...

To create each episode of the *Manitowoc Minute*, Berens culls headlines from politics to sports to pop culture. “And that really actually helps with joke writing,” he says. “The news is basically your setup. Every day you have new setups. So it does help to be a little bit of a sponge for pop culture.”

Occasionally he goes out into the field for a segment. He’s gone fishing with his unamused father, water-skied in the summer, downhill skied in the winter, and taken a yoga class with a bottle of beer perched next to his mat. And while in Madison for a performance at the Wisconsin Union Theater in

January, he stopped by the state capitol.

“I went to the capitol expecting to hop on a tour or something,” he says, “and ended up really lobbying to get a bipartisan deal done to just change the Wisconsin flag a little bit.”

His proposal: replace the rope and pickax that the flag’s sailor and miner have been holding since 1848 with bottles of Miller Lite and Spotted Cow, swap out one of the guys for a woman, and change the “Forward” motto to “Keep ’Er Movin’.” The state legislature may not have adopted his changes, but a revised flag is now available for purchase on his website, manitowocminute.com.

In addition to the supper clubs, taverns, and other Wisconsin locales that Berens namechecks in his show, he brings his geography background to bear in his favorite segment: the Craigslist Kicker.

“I feel like you can tell a lot about a place just by looking [at] the classifieds,” he says. “For example, there are so many silos for sale. ... Coming from the perspective of a geography alum, what does that say about where we live? It’s almost symbolic of the larger farming community — you’re selling your silo? It’s interesting.”

Ultimately, Berens’s goal with the show is bringing folks together.

“When everyone is laughing, we’re all on the same page, even if it’s just for a joke,” he says, adding that the show has become a platform for his audience to donate to causes like Wounded Warriors, the Boys and Girls Club, and Big Brothers Big Sisters. “Fans always seem to jump at the opportunity to support a variety of causes. It’s a great reminder that there’s a lot of common ground we share.”

...

These days, Berens and his wife, Alex Wehrley ’09, a communication arts grad and former Miss Wisconsin, split their time between Los Angeles and the Badger State to make the most of this Manitowoc moment.

As he continues to do stand-up, as well as write and produce comedy sketches and pilots, Berens is thinking about what comes next for the web series.

“I think there’s a way to bring the show to outside of Wisconsin, of finding a way to engage and potentially create a network of other people doing similar things around the country,” he says. “So maybe there can be a full-on newsroom. I think it would be fun to have other people who represent where they’re from and do it in the same way the news networks do it.”

What will never change, though, is his love for Wisconsin, and the way he shares it with the world.

“This is who I am,” he says. “I like to laugh at myself, I’m self-deprecating, and I think Wisconsin culturally has that sense of humor. I think people get it. It’s all in good fun.” ●

Katie Vaughn ’03 is a UW–Madison College of Letters & Science content specialist and a Madison-based writer.

HOW TO TRUST A ROBOT

UW expert Bill Hibbard is part of a growing national conversation on AI ethics.

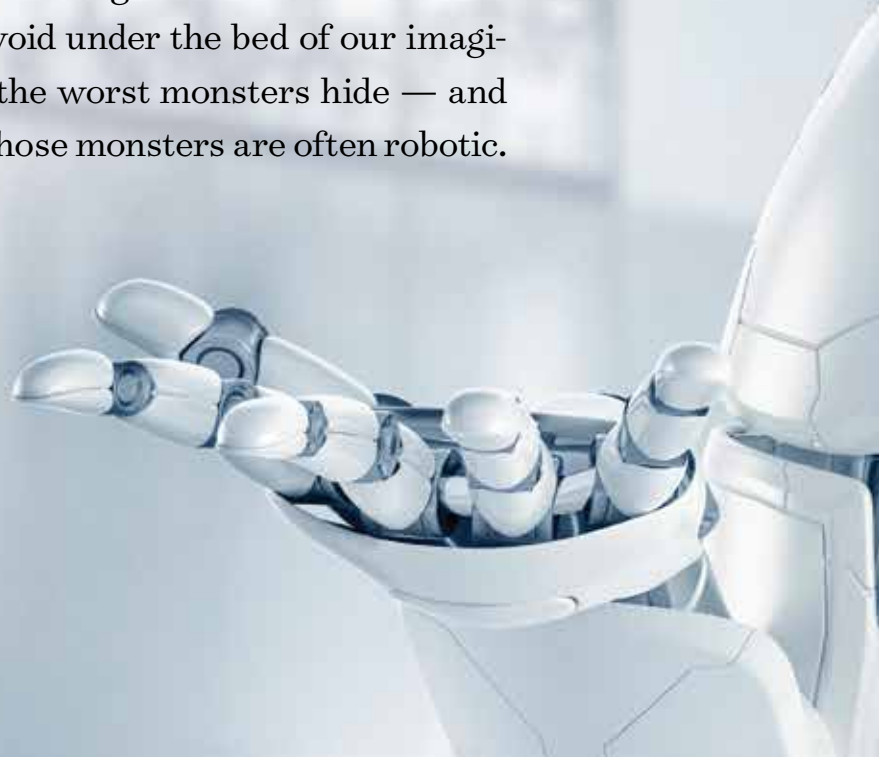
BY SANDRA KNISELY BARNIDGE '09, MA'13

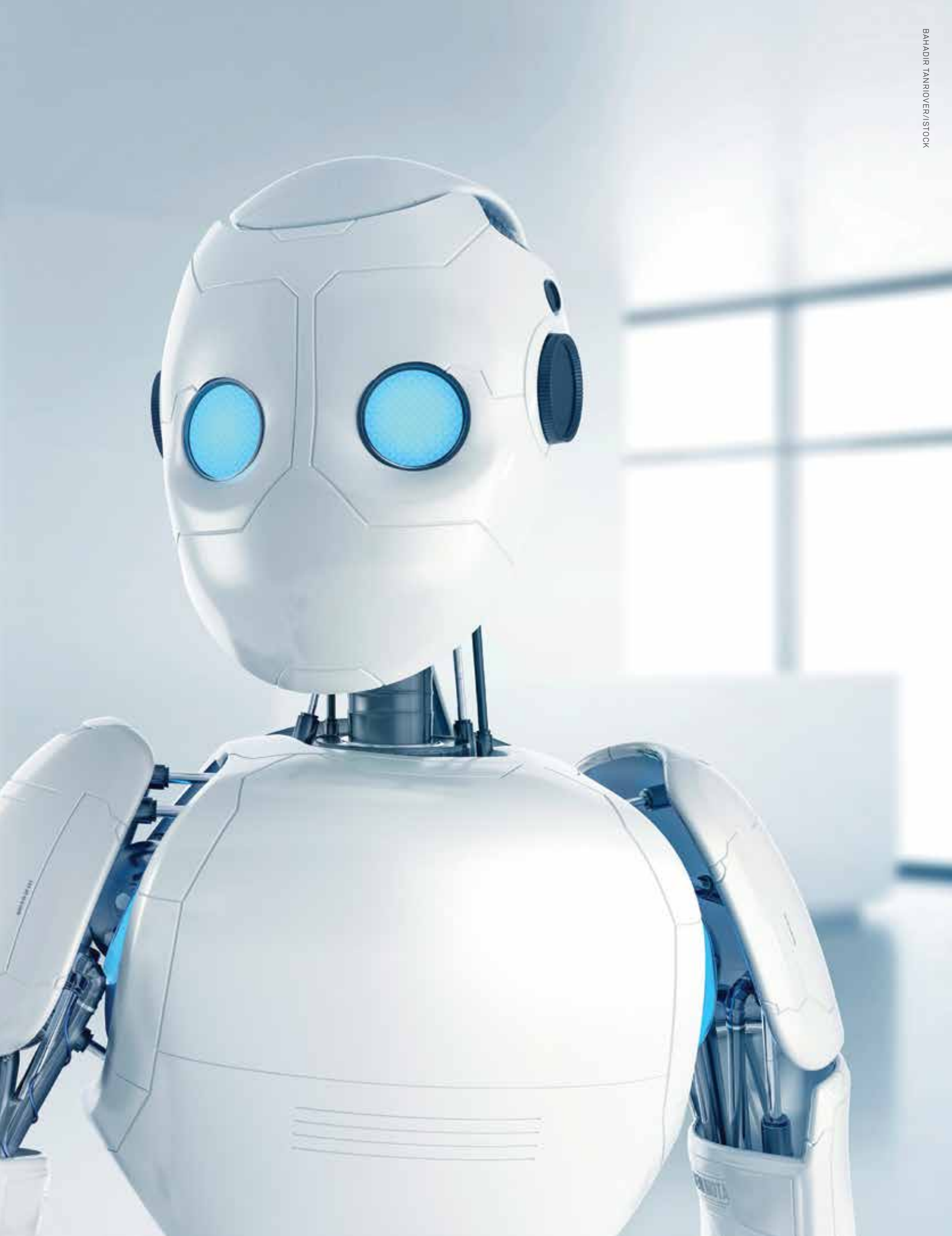
Transparent is a word that is perhaps best understood by its opposite: opacity, secrecy, murkiness, mystery. The inability to see inside of something can provoke uncertainty, or fear, or hatred.

What's behind that closed door?

What's inside the black box?

A nontransparent thing can take hold of us and become the dark void under the bed of our imagination, where all the worst monsters hide — and in today's world, those monsters are often robotic.





This sort of dark, emotional underpinning seems to inform the most popular depictions of artificial intelligence in American culture today. Movies such as *The Terminator* or *Blade Runner* or *Ex Machina* present a future in which artificial intelligence (AI) makes life inevitably bleak and violent, with humans pitted against machines in conflicts for survival that bring devastating results.

But if the fear of AI is rooted in the idea of it as something unknown and uncontrollable, then perhaps it's time to shine a collective flashlight on Silicon Valley. And that's exactly what UW emeritus senior scientist Bill Hibbard '70, MS'73, PhD'95 aims to do.

A singular voice

Hibbard's story has a few Hollywood angles of its own. He's overcome a difficult childhood and an addiction to drugs and alcohol that thwarted his career for almost a decade after college. In 1978, sober and ready for a reboot, Hibbard joined the UW-Madison Space Science and Engineering Center (SSEC) under the late Professor Verner Suomi, who oversaw the development of some of the world's first weather satellites. By the 1970s, the SSEC was producing advanced visualization software, and Hibbard was deeply involved in many of the center's biggest and most complex projects for the next 26 years.

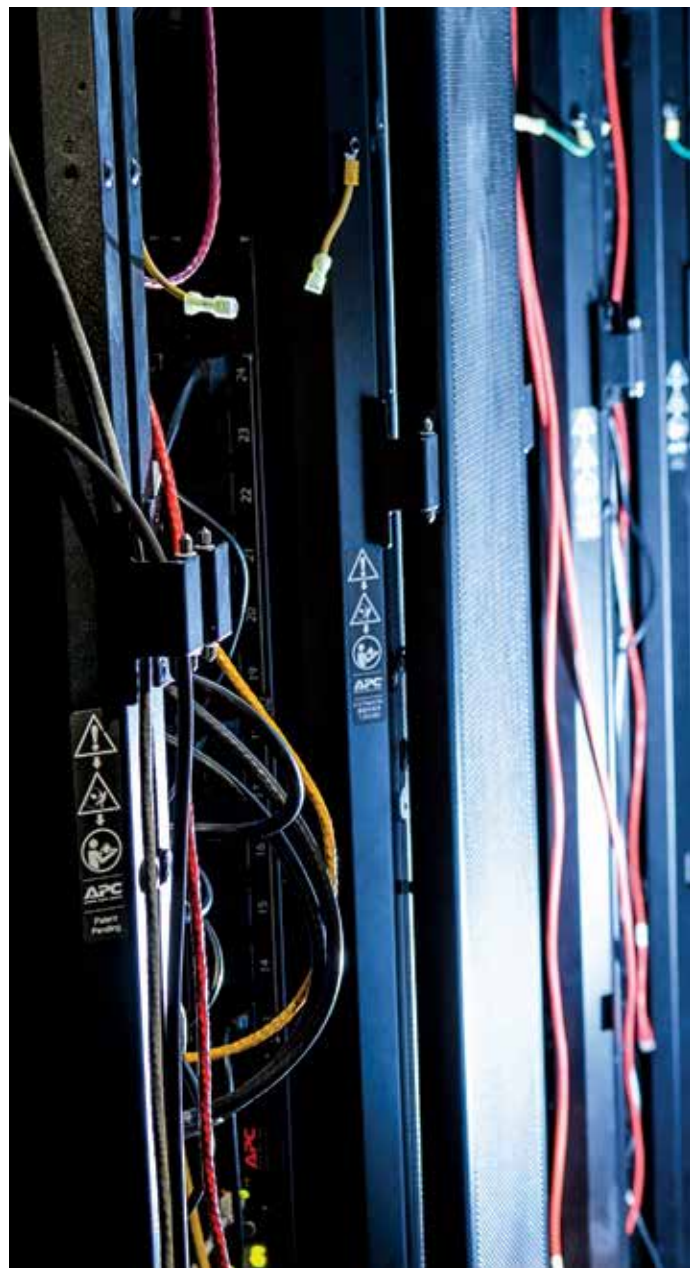
But satellites were ultimately a detour from Hibbard's real intellectual passion: the rise of AI. "I've been interested in computers since I was a kid and AI since the mid-'60s," he says. "I've always had a sense that it's a very important thing that's going to have a huge impact on the world."

Many Americans are already applying artificial intelligence to their everyday lives, in the form of innovations such as Apple's personal assistant, Siri; Amazon's purchase recommendations based on customers' interests; and smart devices that regulate heating and cooling in homes. But it's strong AI — defined as the point when machines achieve human-level consciousness — that has some experts asking difficult questions about the ethical future of the technology.

In the last decade, Hibbard has become a vocal advocate for better dialogues about (and government oversight of) the tech giants that are rapidly developing AI capabilities away from public view. In 2002, Hibbard published *Super-Intelligent Machines*, which outlines some of the science behind machine intelligence and wrestles with philosophical questions and predictions about how society will (or won't) adapt as our brains are increasingly boosted by computers. Hibbard retired from the SSEC two years later and devoted himself full time to writing and speaking about AI technology and ethics, work that has earned him invitations to various conferences, committees, and panels, including The Future Society's AI Initiative at Harvard Kennedy School.

"Bill has a strong sense of ethics, which, coupled

According to a colleague, Bill Hibbard's "reasoned and incisive writings on [AI] have cut through a lot of the paranoia circling around the topic of superintelligence."

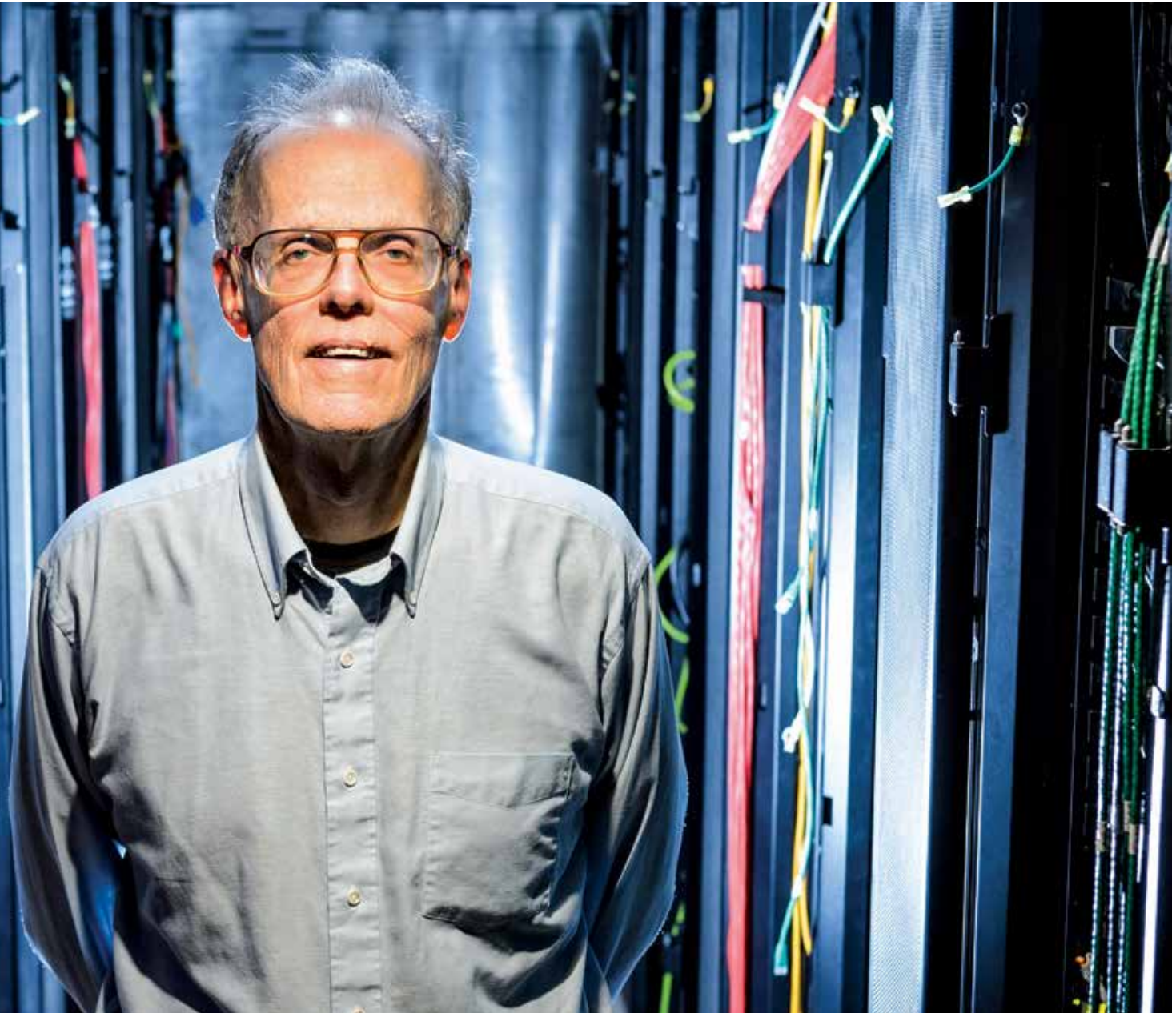


with his programming expertise, made him uniquely aware of blind spots that others working in ethics of AI don't necessarily emphasize," says Cyrus Hodes, director and cofounder of the Harvard initiative.

From transparency to trust

Most of the recent media coverage of AI ethics has focused on the opinions of celebrity billionaire entrepreneurs such as Elon Musk and Mark Zuckerberg, who debate whether robots will cause World War III (Musk's position) or simply make our everyday lives more convenient (Zuckerberg's). The debate generates headlines, but critics say it also centers the conversation on the Silicon Valley elite.

Similarly, says Molly Steenson '94, an associate professor at the Carnegie Mellon School of Design, we're distracted from more practical issues by too



much buzz around the singularity (the belief that one day soon, computers will become sentient enough to supersede human intelligence).

“When I look at who’s pushing the idea [of the singularity], they have a lot of money to make from it,” says Steenson, who is the author of *Architectural Intelligence: How Designers and Architects Created the Digital Landscape*. “And if that’s what we all believe is going to happen, then it’s easier to worship the [technology-maker] instead of thinking rationally about what role we do and don’t want these technologies to play.”

But for Hibbard, the dystopian scenarios can serve a purpose: to raise public interest in more robust and democratic discussions about the future of AI. “I think it’s necessary for AI to be a political issue,” he says. “If AI is solely a matter for the tech

WHAT IS THE SINGULARITY?

Definitions vary, but one dictionary describes the term as “a hypothetical moment in time when artificial intelligence and other technologies have become so advanced that humanity undergoes a dramatic and irreversible change.” Or, in lay terms, we reach the singularity when machines become smarter than us. When does Bill Hibbard think we’ll get to the singularity, if ever? “I defer to Ray Kurzweil,” he says, referring to the author, futurist, and Google engineer. “We get to human-level intelligence by 2029, and we get the singularity by 2045.”

elites and everyone else is on the sidelines and not engaged, then the outcome is going to be very bad. The public needs to be engaged and informed. I advocate for public education and control over AI.”

Tech-industry regulation is a highly controversial stance in AI circles today, but Hibbard’s peers appreciate the nuances of his perspective. “Bill has been an inspiring voice in the field of AI ethics, in part because he is a rare voice who takes artificial superintelligence seriously, and then goes on to make logical, rational arguments as to why superintelligence is likely to be a good thing for humanity,” says Ben Goertzel, CEO of SingularityNET, who is also chief scientist at Hanson Robotics and chair of the Artificial General Intelligence Society. “His reasoned and incisive writings on the topic have cut through a lot of the paranoia circling around the topic of superintelligence.”

Hibbard’s background as a scientist has helped him to build the technical credibility necessary to talk frankly with AI researchers such as Goertzel and many others about the societal issues of the field. “[Hibbard’s] clear understanding and expression of the acute need for transparency in AI and its applications have also been influential in the [AI] community,” Goertzel says. “He has tied together issues of the ethics of future superintelligence with issues regarding current handling of personal data by large corporations.” And Hibbard has made this connection in a way that makes it clear how important transparency is, Goertzel says, for managing AI now and in the future, as it becomes massively more intelligent.

Designing more democratic technologies

Like Hibbard, Steenson’s career in AI has its roots at the UW. In 1994, she was a German major studying in Memorial Library when fellow student Roger Caplan ’95 interrupted to badger her into enrolling in a brand-new multimedia and web-design class taught by journalism professor Lewis Friedland. Caplan, who is now the lead mobile engineer at the *New York Times*, promised Steenson that learning HTML would be “easy,” and she was intrigued enough to sign up. The class sparked what would become her lifelong passion for digital design and development, and Steenson went on to work for Reuters, Netscape, and a variety of other digital startups in the early days of the web.

In 2013, Steenson launched her academic career alongside Friedland on the faculty of the UW School of Journalism and Mass Communication before eventually joining Carnegie Mellon. Her scholarship traces the collaborations between AI and architects and designers, and she likes to remind people that the term *artificial intelligence* dates back to 1955. “Whenever someone is declaring a new era of AI, there’s an agenda,” she says. “It’s not new at all.”

Like Hibbard, Steenson is a strong advocate



ROSS MAYFIELD

“By building these things that seem like they’re really intelligent, we understand what we are,” says Molly Steenson. “How can we create designs that make us feel more comfortable?”

for broadening AI conversations to include a more diverse cast of voices, and she thinks designers and artists are especially well equipped to contribute. She quotes Japanese engineer Masahiro Mori, who in 1970 coined the term *bukimi no tani* (later translated as “the uncanny valley”) to describe the phenomenon where people are “creeped out” by robots that resemble humans but don’t seem quite right.

“Mori said we should begin to build an accurate map of the uncanny valley so that we can come to understand what makes us human,” she says. “By building these things that seem like they’re really intelligent, we understand what *we* are, and that’s something very important that designers and artists and musicians and architects are always doing. We interpret who we are through the things we build. How can we create designs that make us feel more comfortable?”

An ethical education

Many AI futurists believe that ethics is now a critical part of educating the next generation of robotics engineers and programmers.

Transparency is high on the list of pressing issues related to AI development, according to Hodes, who is also vice president of The Future Society. He believes that the most pressing issue as we march toward an Artificial General Intelligence (the point

where a machine can perform a task as well as a human) relates to moral principles. It is vital, he says, to start embedding ethics lessons in computer science and robotics education.

UW students are aware of this need. Aubrey Barnard MS'10, PhDx'19, a UW graduate student in biostatistics and medical informatics, leads the Artificial Intelligence Reading Group (AIRG), which brings together graduate students from across campus to discuss the latest issues and ideas in AI. AIRG dates back to 2002, making it the longest-running AI-related student group on campus.

And while members are mostly focused on discussing the technical aspects of AI and machine learning, Barnard says this year they've expanded their reading list to include AI history. They've also cohosted an ethics discussion about technology with the UW chapter of Effective Altruism, an international charity that raises awareness and funds to address social and environmental issues.

"To me, the cool thing about AI is computers being able to do more than they were programmed to do," says Barnard, whose work investigates ways to discover causal relationships in biomedical data. "Such a concept seems paradoxical, but it's not. That's what got me interested."

At the undergraduate level, computer science and mathematics student Abhay Venkatesh x'20 has organized Wisconsin AI, a new group that's already generated enough buzz to get a sponsorship from Google. Venkatesh says the group aims to launch a variety of student-led AI projects, such as using neural networks to experiment with music, images, and facial recognition. As for ethics? "We consider such issues very important when discussing projects, and we've actually avoided doing a couple of projects for specifically this reason," says Venkatesh, who plans to specialize in computer vision. "We're planning to develop an ethics code soon."

This sort of burgeoning interest in ethical conversations is exactly what Hibbard hopes to see replicated at the corporate tech-industry level. "All kinds of corporate folks say, 'Our intentions are good.' I understand where they're coming from, but there are all kinds of unintended possibilities," Hibbard says. "I would worry about any organization that's not willing to be transparent."

The light and the dark

Hibbard is emphatic that he is an optimist about AI, and he firmly believes that the benefits of the technology are well worth the challenge of mitigating its risks. "Part of our imperative as human beings is to understand our world, and a big part of what makes us tick is to understand it," he says. "The whole scientific enterprise is about asking the hard questions. Our world seems so miraculous — is it even possible for us to develop an understanding of it? AI could be a critical tool for helping us do so."

2045

is the year when Hibbard expects that machines will become smarter than humans.

Yet he also believes that, if left unchecked, AI could become a weapon to repress instead of a tool to enlighten. Unlike what we see in the movies, which usually pit humanity against the machines, Hibbard thinks it's more plausible that AI could cause conflict between groups of humans, especially if we decide to do things such as implanting computer chips inside of some humans (but not others) to give them faster, more powerful brains or other enhanced attributes. More immediately, though, he warns that significant social disruption could occur if robots continue to displace human jobs at a rapid rate.

"No one really knows exactly what's going to happen. There's a degree of disagreement and debate about what's going on," he says, adding that nothing is inevitable if we begin to pay attention — and require tech companies to be transparent about what exactly they're doing and why. "I want the public to know what's happening, and I want the people developing those systems to be required to disclose." ●

Sandra Knisely Barnidge '09, MA'13 is a freelance writer in Tuscaloosa, Alabama.

BILL HIBBARD'S TOP 10 AI MOVIES

On Wisconsin asked Hibbard to list his 10 favorite films featuring artificial intelligence.

1. A movie I hope someone will make depicting political manipulation using AI on a system resembling Facebook, Google, Amazon, or the Chinese equivalents.
2. *A.I. Artificial Intelligence* (2001), because of the strong emotional connection between AI and a human, which evoked a strong emotion in this viewer.
3. *Ex Machina* (2015), because of the strong emotional connection between AI and a human, used by the AI to manipulate the human.
4. *It* (1998), because of its great depiction of a tortured genius creating AI and his pursuit by people who want to exploit his work. (The movie says only that his creation can be used to predict the stock market, but this is implicitly AI.)
5. *2001: A Space Odyssey* (1968), because of its insightful story.
- 6 to 10. In no particular order: *Her* (2013); *The Day the Earth Stood Still* (1951); *Colossus: The Forbin Project* (1970); *WarGames* (1983); and *Prometheus* (2012).



Hooked on Comics

How Jeff Butler turned a childhood obsession into a career.

BY KURT ANTHONY KRUG

Jeff Butler x'18 has always loved the company of superheroes, starting with Batman and Bart Starr.

As a kid, he devoured comics. He read them over and over, studying the art. His mother, Bonnie, was convinced reading anything was a good thing and encouraged her energetic son to draw.

"I suspect it was a welcome break for her to have me sitting quietly for any length of time," Butler says.

But his father, Tom '50, wasn't keen on his comic book obsession: "He thought they were trash," says Butler. The two bonded instead over a shared love of football and his dad's stories of sports legends.

Butler's competing passions for art and athletics continued as he entered college in 1976, where he joined the Badger football team as a walk-on. But art ultimately won out, or as Butler puts it: "Mom won the argument."

During his time at UW-Madison, Butler created a comic book and launched a career as a commercial artist that included illustrating Dungeons & Dragons, a landmark role playing game in which each player is assigned a character to inhabit during imaginary adventures that take place in a fantasy world. D&D has influenced pop culture for decades.

He grew up watching the Green Bay Packers every Sunday with his father, a longtime sports writer who covered Badger basketball and football for the *Wisconsin State Journal*. At Madison West High School, Butler played quarterback under coach Burt Hable '53, MS'65, a former UW defensive back.

Butler arrived on the UW campus in 1976 and joined the football team in the spring of 1978, during Dave McClain's first season as the Badgers' head coach. But he subsequently struggled with headaches following a concussion during a scrimmage and gave up football after one season on the advice of his doctor.

A fine arts major, Butler focused on school but stayed connected to athletics by illustrating posters for the UW's football and wrestling teams. His painting classes provided the firm foundation he needed as an aspiring illustrator and comics artist.

"Before college, drawing was just an intuitive thing that I did," Butler says. "College was the first time I started paying attention to the formal and academic aspects of creating art."

In 1982, writer Mike Baron '71 recruited Butler to draw *The Badger* for Madison-based Capital Comics. The independent comic featured a Vietnam War veteran suffering from multiple personality disorder. One of his personalities was *The Badger*, an urban vigilante who could talk to animals.

Butler had drawn several issues of *The Badger*

when he left the UW without his degree to work as an artist for a Lake Geneva, Wisconsin, gaming company called TSR, Inc., the maker of Dungeons & Dragons.

For five years, he worked on D&D illustrations. The company created the role playing game industry that laid the groundwork for computer games such as *World of Warcraft*, as well as the *Game of Thrones* books and HBO television series. "Simply put, this seminal game made these later multibillion-dollar pop culture phenomena possible," Michael Witwer wrote in his 2016 book, *Empire of Imagination: Gary Gygax and the Birth of Dungeons & Dragons*.

TSR also had the license for the Marvel Super Heroes role playing game, for which Butler became the primary artist. The game received critical praise and still has an active following more than 30 years after its initial release. And the assignment reunited him with the characters that captivated his childhood imagination. "I was just thrilled to get paid to do this stuff," Butler says.

He left TSR and returned to comics in 1989, working on *The Green Hornet*, *The Lost World: Jurassic Park*, and *Hercules*. He also reunited with Baron, his collaborator and cocreator on *The Badger*, to create *Godzilla vs. Charles Barkley*, based on a Japanese TV commercial for Nike with the NBA great taking on the movie monster.

Butler came home to Madison in 1997 and, in his words, "began a crash course in digital art." For 13 years, he created video game character art for Raven Software, including uniform designs and storyboards for *Star Trek: Voyager — Elite Force*. Raven's work on the game caught the eye of LucasArts, which "borrowed" the studio for two *Star Wars* games, Butler says. Digital art also kept him close to some of the characters he fell in love with when he worked as lead character artist on video games based on Marvel properties.

In 2012, Butler began teaching comic book art and cartooning classes at Madison College. He now leads courses in the school's graphic design and illustration program. Earlier this year, he reenrolled full time at the UW to complete the 25 credits he needed to earn his art degree. One of his courses — Making Comics — was taught by renowned cartoonist and writer Lynda Barry, whose methods have inspired Butler in his own teaching.

"I appreciate [being a student] so much more now that I'm older," Butler says. "But I still feel like a kid." ●

Colorful characters in comic books made a strong impression on Jeff Butler as a kid. The work at left is Butler's own, including the self-portrait.

Kurt Anthony Krug is a freelance writer based in Michigan.

On Alumni

Alumni News at Home and Abroad

CHRIS HAMILTON



Vice provost and theater professor Patrick Sims holds the stage at The UW Now Atlanta event, where he moderated a Q&A with faculty.

Farewell to Vel Phillips

Trailblazer and civil-rights leader Velvlea “Vel” Rodgers Phillips LLB’51 died in April at the age of 95. She was a woman of firsts, having been the first African American woman to earn a law degree from the UW and the first female and first African American on the Milwaukee Common Council. She also served as the city’s first female judge and the state’s first African American judge and became the first woman and first African American to be elected as Wisconsin’s secretary of state. A nationally recognized leader, Phillips will live on in memory through the Vel Phillips Foundation and Phillips Residence Hall on campus.

Eat, Stroll, Connect

UW Now events bring campus to alumni.

Creativity is the most sought-after skill among employers today. And the next time you get the urge to pull out a coloring book, remember that you can be more creative with an eight-pack of crayons than a 264-pack. Why? Because the brain works harder if it has fewer choices to make, according to **Page Moreau**, an innovative UW researcher who studies consumerism, problem-solving, and creativity.

This is the kind of engaging research that alumni learned about at gatherings across the country this past winter and spring. The UW Now: Ideas That Are Changing Our World events were held in Phoenix; Coachella Valley, California; Atlanta; Washington, DC; San Francisco; Chicago; Milwaukee; and Denver.

At the Atlanta History Center event in March, guests listened to remarks by Chancellor **Rebecca Blank** and then enjoyed five-minute “lightning talks” by three UW professors. They included Moreau; **Faisal Abdu’Allah**, a professor of printmaking whose groundbreaking work tackles racial politics and other controversial topics; and **Jeanette Roberts**, a campus leader who is working to bring a more coordinated approach to health-care programs to provide better care to patients.

Vice provost **Patrick Sims** led a Q&A with the speakers, and **Scott Jenkins ’86** accepted the Badger of the Year Award, which recognizes alumni for doing great work in their communities. Guests then joined Blank and other UW and alumni-chapter leaders for a lively strolling supper and a chance to network.

“I am not as connected to UW–Madison as I used to be,” says **Eliot Pattee ’12**, who moved to Atlanta a year ago and works for the parking mobile app SpotHero. “So it was great that campus leaders were willing to come to Atlanta and talk about spreading the Wisconsin Idea. It was also a great way to network with Badgers in a new city.”

80

Number of issues of the prize-winning *Flamingle*, WAA’s weekly e-newsletter, published to date.

122,000

Number of quizzes taken by *Flamingle* readers. See uwalumni.com/flamingle to find out if you’ve done everything on the Badger Bucket List, how well you know your alma mater, and much more.

30,000–40,000

Number of readers who *flamingle* weekly. Email flamingle@uwalumni.com if you’d like to join them.



EMILY HAMER

Game On, Alumni!

Anders Holm ’03, left, and his fellow *Workaholics* stars Adam DeVine and Blake Anderson were in Madison in March to promote their movie, *Game Over, Man!* They chatted with WFAA social media and digital specialist **Dexter Patterson ’14** at One Alumni Place: you can watch the Facebook Live interview at bit.ly/facebookliveinterview.



BRUCE RICHTER

It was a gray Friday afternoon, cloudy and unusually chilly for September, with a heavy chance of rain. Most of the sailing classes offered through Wisconsin Hoofers had been canceled for the day — except for Jay Chan's sailing lesson, which he prepared for eagerly despite the darkening skies.

Chan PhDX'22, who is studying physics, would soon hop in a sloop for a three-hour lesson with **Edward LeBlanc**, a physician's assistant with UW Health and a first-year instructor for the Hooper Sailing Club. During the summer, Chan and his friends had decided to learn to sail, and they'd had an initial lesson that covered terminology and sailing basics about three weeks earlier.

As he began to prepare the boat for the water, Chan looked

WHAT'S YOUR FAVORITE UW TRADITION?
Tell On Wisconsin at onwisconsin@uwalumni.com, and we'll find out if it's just a fond memory or still part of campus life today.

back at his instructor for guidance.

"Do what you want to do," LeBlanc said. "And if it's wrong, I'll teach you something else."

Despite the fact that Lake Mendota is completely frozen for about a fourth of the year, the student sailing club sells more than 300 memberships annually. Program manager **David Elsmo** estimates that the number of students involved at any given time is much higher than that, and the group boasts nearly as many community members. At around \$250 for an annual student pass, it's one of the country's most cost-effective sailing programs.

Newcomers start out in the chart room inside Memorial Union, getting acquainted with terms such as *tacking* (bringing the forward part of the boat

through the wind) and *jibing* (the opposite maneuver). From there, they move on to the techs — the familiar yellow boats lined up along the lakeshore — or the keel boats, which are larger.

Experienced sailors can make their way through the fleet to the E Scow, which LeBlanc says is likely the fastest sailboat on Lake Mendota. But for beginners, he says, it's essential to learn on the slower, smaller boats — to feel the spray of the water and take control of the motions.

Even the most advanced students can make too tight a turn and flip the boat. But at Hoofers, there's a saying for that.

"The worst thing you can do is take a swim," LeBlanc explains. "And that's not the end of anything."

MADELINE HEIM '18

40s–50s

We've been knocked out of the park with this note: **John Kasper '47, MS'49** of Maple Grove, Minnesota — who played Badger baseball under coach Arthur “Dynie” Mansfield, was a Big Ten batting champion in 1942, and became team captain in 1947 — is celebrating 75 years of marriage with his wife, Evie. You may have seen them in an online video that's gone viral with more than 45 million views on Facebook. In the video, the couple shares their insights for maintaining a long and happy marriage.

Very happy belated birthday wishes to UW professor emeritus **Glenn Sonnedecker MS'50, PhD'53** of Madison, who turned 100 in December. A Glenn Sonnedecker Prize and Sonnedecker Grant for Visiting Research in the History of Pharmacy commemorate his contributions to the field and encourage continued research in subjects central to his work. He is a former executive director of the American Institute of the History of Pharmacy.

Nearly 70 years ago, **Doug Anderson '51** and **Jean Martin Anderson x'52** of Green Bay met as students at the UW — and now they have been married since 1951. Doug had been a Badger football player upon returning from service in the army. Two of the couple's three children have attended UW–Madison, along with one grandson. Thanks to one of the couple's daughters, **Darcy Anderson Hill '81**, for writing in!

A member of the U.S. Rugby Hall of Fame, **Victor Hilarov '57, MA'63** of South Milwaukee, Wisconsin, has been a mover and shaker in the sport, founding the Wisconsin Rugby Club and the Milwaukee Rugby Football Club. He became a founding member and the first president of both the Midwest Rugby Football Union and the

U.S. Rugby Football Union. Hilarov's accomplishments led him to attend a U.S. bicentennial dinner hosted by Queen Elizabeth II, where President Gerald Ford and Betty Ford, Elizabeth Taylor, and Muhammad Ali were also in attendance.

60s

Television pioneer **Wayne Luplow '62** of Libertyville, Illinois, has retired after 53 years with Zenith. He has made major contributions to ATSC 3.0 Next Gen TV and AWARN emergency alerting, and his experience also spans television's transition from black-and-white to color to high-definition. In retirement, Luplow will continue to consult with both Zenith and parent company LG Electronics. A shout-out to **Kevin Ruppert '77** of Madison for tuning us in to this news.

The Marquette University Center for Real Estate has named **David Krill MBA'65** of Port Washington, Wisconsin, its senior director. A founding member of the center and a former president of the Marquette University National Alumni Association board, Krill was an adjunct instructor of real estate from 2002 to 2017. He was also previously president, CEO, and director of Associated Commercial Mortgage.

“Ever since the day I saw the bullet holes in that helmet, I've felt unbelievably lucky,” attorney **Dennis Schoville '67** of Jamul, California, told *Super Lawyers* in 2008. Surviving a bullet to the head while an army helicopter pilot in Vietnam, Schoville does not shy away from difficult cases — even to this day. In one such case, he single-handedly defended navy lieutenant Paula Coughlin against parties responsible for organizing the 1991 Tailhook convention — and won. He also serves as chair of the Veterans Memorial National Cemetery

in San Diego.

Roger Harrison Jr.

MS'69, PhD'75, a professor of chemical engineering and biomedical engineering at the University of Oklahoma, has been named a fellow of the American Institute for Medical and Biological Engineering and inducted into the Oklahoma Higher Education Hall of Fame. He was the lead author of the textbook *Bioseparations Science and Engineering*, which is in its second edition and has been adopted for use in more than 50 U.S. universities and nearly 20 universities in Europe, Asia, and South America.

70s

Conductor, music director, and producer **Peter Tiboris '70, MS'74** of Montclair, New Jersey, has presented more than 1,300 concerts worldwide, with 550 of them taking place on the main stage of Carnegie Hall. He is the founder and artistic director of MidAmerica Productions, an independent producer of choral concerts.

Jay Wind '71 of Arlington, Virginia, is — fittingly — running like the wind. He has run a total of 185 marathons, including 40 Marine Corps Marathons. He earned the President's Award from the Potomac Valley Track Club, was inducted into the Arlington Sports Hall of Fame, and recently published his first novel, *The Man Who Stole the Sun* — and he shows no signs of slowing down anytime soon.

Mark Mogilka '73, MS'74

has earned the 2017 Rev. Louis J. Luzbetak SVD Award for Exemplary Church Research from the Center for Applied Research in the Apostolate at Georgetown University. Having recently retired from his position as director of stewardship and pastoral services of the diocese of Green Bay, Mogilka is an organizational consultant, national speaker, and workshop presenter

BOOK NEWS?

See page 59.

CLASS NOTES SUBMISSIONS

uwalumni.com/go/alumninotes

Class Notes, Wisconsin Foundation and Alumni Association, 1848 University Avenue, Madison, WI 53726-4090

DEATH NOTICES AND NAME, ADDRESS, TELEPHONE, AND EMAIL UPDATES

alumnichanges@uwalumni.com

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

608-308-5420 or 800-443-6162

Recognition *Cynthia Hornig '91*

in the areas of pastoral planning and parish leadership.

The National Science Foundation (NSF) has selected **Anne Bentsen Kinney '75** of Washington, DC, to serve as head of the Directorate for Mathematical and Physical Sciences, which supports research in areas such as astronomy, physics, and mathematics. In addition, **Song-Charng Kong MS'92, PhD'94** is an NSF program director and a mechanical-engineering professor at Iowa State University. At the NSF, he manages the Combustion and Fire Systems program. He was also recently elected a fellow of the American Society of Mechanical Engineers.

Jerrold Brandell MS'77, a distinguished professor and interim dean at the Wayne State University School of Social Work in Detroit, has earned the University of Chicago School of Social Service Administration's Edith Abbott Award for Lifetime Achievement. The American Association for Psychoanalysis in Clinical Social Work has also honored him with its first Selma Fraiberg Award for Excellence in Practice with Children and Adolescents and Their Parents.

Mark Gams '77 of Long Grove, Illinois, is making waves at ACCO Brands Corporation — a supplier of school and office products for brands such as Five Star, Mead, and Swingline — where he is its senior vice president of U.S. operations and supply chain. He has insourced the manufacture of one of its product lines from China to Mississippi, helping to create 250 new jobs. Gams is responsible for seven U.S. sites, directing manufacturing in Mississippi, Wisconsin, Pennsylvania, and New York.

After 25-plus years as the tree biochemistry research scientist at the Ontario Forest Research Institute in Sault Sainte Marie, Ontario, **Thomas**

RACHEL SCHULTZ



A WOMAN YOU SHOULD KNOW

Ten years after Cynthia Hornig '91 and her friend Jen Jones left their jobs in 2001 to start a public-relations agency in New York City, they launched a website to fill a critical need. *Women You Should Know* features a collection of untold and inspirational stories about the impact women have on their communities and the world.

With a nod to the 10th anniversary of 9/11, the pair shared the stories of seven female first responders during the terror attacks. In less than a day, *Huffington Post* republished them, and the site was off and running as a pioneer in digital empowerment. Today, you'll find features on feminism, entertainment,

and women in science, technology, engineering, and math; trailblazers in photography and finance; a look at concussion dangers in women's ice hockey; and a profile of an 11-year-old who is collecting 1,000 books about black girls.

Along the way, Hornig and Jones heard from women who were raising money for new businesses, charitable causes, and artistic projects. Recognizing another way to support the important work that women do, they designed the crowdfunding platform *Women You Should Fund* and offered hands-on public relations and marketing feedback for every campaign.

Women You Should Fund launched in March 2017 with a bid to raise funds for the nonprofit Harriet Tubman Home historical site in Auburn, New York. The campaign exceeded its \$25,000 goal in less than three weeks. The platform has since supported 12 additional campaigns, including an illustrated series about women in science and a cheese-storage-and-preservation device (sure to appeal to Hornig's fellow Badgers). United Women Firefighters raised nearly \$20,000 on the site to fight gender disparities at the New York City Fire Department.

Hornig and Jones have also launched a product called (em)Power Laces — a collection of shoelaces featuring words such as *fearless* and *warrior* — to support their women's advocacy initiatives. And *Women You Should Fund* has been featured on *Forbes.com*, *Upworthy*, and other media outlets.

Filmmaker Leah Warshawski turned to Hornig and Jones to raise money to market and distribute her feature documentary *Big Sonia*, about her grandmother — a business owner and Holocaust survivor.

"Cynthia and Jen are two of the hardest-working women I know," Warshawski says. "We talked almost every day. We felt like a team."

Thanks to more than 600 donors, the film crew beat its goal and raised just under \$80,000. "The campaign was a success, but more importantly, [Hornig and Jones are] like family now," Warshawski adds. "We couldn't have done it without them."

WENDY HATHAWAY '04



COURTESY OF HOWE INTERNATIONAL FRIENDSHIP LEAGUE

PASSING THE PUCK IN PYONGYANG

When Alex Frecon '09 left his home in Minnesota to play hockey against the North Korean men's national team in Pyongyang in March 2017, he didn't tell his parents — or anyone else except for two close friends.

"I didn't want to hear everyone's opinion," Frecon says. "I wanted to do it for myself."

Frecon had read and admired Ralph Waldo Emerson's essay "Self-Reliance" as an English major at UW–Madison after transferring from Connecticut College his junior year. And today, working in advertising in Minneapolis, he retains the nonconformist, seize-the-day spirit the campus gave him. Which might explain how Frecon ended up spending a week on skates in one of the world's most notorious dictatorships.

In late 2016, Frecon came across an internet link to the Howe International Friendship League, which promotes goodwill sports trips around the world. One of them was an opportunity to travel to Pyongyang and play hockey against the North Korean national team.

"It looked like a real trip," Frecon says. "But I had no intention of going, originally. It was just so crazy."

Still, he was intrigued. Frecon had played hockey growing up in Minnesota and recreationally as an adult. He emailed Scott Howe, the league's founder, and peppered him with questions. Was it even legal for an American to go to North Korea? Could he take his GoPro camera? Yes and yes. Frecon signed up.

In Pyongyang, the visitors were met by English-speaking guides, who were a constant presence during the trip. "If you're not provocative, they're very polite," Frecon says. "They were curious about life as an American." Frecon found the city to be modern with respect to auto traffic, though lacking in electric stoplights and indoor heat.

The tourist team was outclassed on the ice, but the camaraderie with the North Korean players was the highlight of the trip. Although the Friendship athletes typically competed against their hosts, they did play one game mixing the visitors with the North Koreans. With everyone wearing Friendship League jerseys, laughing, and scrambling after the puck, it might have been an outdoor rink in Minneapolis.

"We knew we had the love of the game in common," Frecon says. "A government doesn't always represent its people."

Afterward, Frecon traveled to Beijing and called his parents.

"They were in a state of shock," he says. "But I think they came to realize it was a profound experience — a once-in-a-lifetime experience."

DOUG MOE '79

Noland MS'77 has retired. During his tenure, he focused on competition tolerance in seedlings, the remote sensing of forest health, and the sustainable harvest and production of Canada yew for anticancer drugs. He has published more than 70 research papers and mentored just as many high school, college, and graduate students.

Thomas LeBlanc MS'79, PhD'82 has become the 17th president of George Washington University. LeBlanc earned his degrees in computer sciences at UW–Madison, where his wife, **Anne Sulen LeBlanc MS'80**, also earned her meteorology degree. "Badger blood doesn't go away, even though we haven't lived in Madison in a very long time. My wife and I still think of ourselves as Badgers," he told the UW's Department of Computer Sciences.

The genome-editing company Intellia Therapeutics has named **John Leonard '79** of Chicago as its president and CEO. As the company looks to move toward clinical development, it selected Leonard, who started in the position earlier this year, for his experience in successfully developing biopharmaceutical products and leading large scientific organizations.

Christopher Percy '79 is a beloved family-medicine doctor at the Northern Navajo Medical Center in Shiprock, New Mexico. He and his wife, **Carol Boschert Percy '79**, have resided near and worked with the Shiprock Service Unit of the Navajo Area Indian Health Service for more than 30 years. They were recently recognized as grand marshals of the Northern Navajo Nation Fair parade. Thank you, **Judy Ocon Wolfe '85**, for sharing this news with us.

80s

The Japanese government recently conferred decorations on 149 foreign nationals, and

among them is **Jake (Jerry) Jacobson '83** of Charlottesville, Virginia. He received the Order of the Rising Sun, Gold Rays with Neck Ribbon for his contributions to promoting friendly relations and mutual understanding between Japan and the United States.

Well done to **John Bina '84** of Lakeville, Minnesota, who has received the Bandworld Legion of Honor Award from the John Philip Sousa Foundation. He was selected by a committee of high school and university band directors who choose eight band directors from around the nation annually for recognition. Bina works at Saint Thomas Academy and chairs its fine-arts department.

William Duhnke III '84 was appointed chair of the Public Company Accounting Oversight Board by the Securities and Exchange Commission last December, and in January, he was sworn in. Prior to this role, he was the majority staff director and general counsel to the U.S. Senate Committee on Rules and Administration.

As if the UW campus's Saint Paul University Catholic Center — which includes a new church and student center — were not stunning enough, it is also decorated with Badger pride. All three of its priests — **Eric Nielsen '84**, **Mark Miller '03**, and **Luke Syse '11** — are alumni.

“It’s basically a federal law that any good bachelor party needs at least one Wisconsin Badger.”

Jason Gay '92

After a nationwide search, **Kristine Freyer Hillmer '87** of Sussex, Wisconsin, has been appointed president and CEO of the Wisconsin Restaurant Association, a not-for-profit trade association dedicated to the foodservice industry. Hillmer has more than 20 years of experience working with

trade associations and professional societies.

What if you could travel to racetracks around the nation and drive exotic supercars such as the Lamborghini Huracan, Ferrari 488GTB, and Porsche GT3? That dream is a reality for **Thomas Hazen '88, MBA'95**, who is a supercar driving instructor with Xtreme Xperience — a company with a mission to make luxury sports cars accessible to all. He is also celebrating 12 years as an IT analyst at the world headquarters of General Mills in Golden Valley, Minnesota.

Former Wisconsin Medicaid director **Michael Heifetz '89, MA'91** of Madison has joined the Michael Best Strategies consulting firm, where he has taken the reins of its state and federal health-care practices.

90s

Zehra Güvener MS'90, PhD'00 has recently transitioned from academia to industry. Previously a project scientist working on a gut-microbiome project at the University of California–Berkeley, Güvener is now a microbial engineering scientist at Caribou Biosciences, a Berkeley company that uses genome-editing technology to improve human health.

The University of Massachusetts–Dartmouth has welcomed **Donna Lisker MA'90, PhD'96** as its new chief of staff for Chancellor Robert Johnson. She previously served as dean of the college and vice president for campus life at Smith College, and prior to that was an associate vice provost at Duke University.

Denise Barutha Pilz '90 has become the first female executive director in the 100-year history of Norris, located in Mukwonago, Wisconsin. It serves youth in need of residential care, treatment, and educational services.

In August, **Andrew Kersten '91** will take the helm as the new dean of the College of Arts and Sciences at the University of Missouri–Saint Louis. Currently, Kersten serves as the dean of the College of Letters, Arts and Social Sciences at the University of Idaho, where he has helped to reverse enrollment declines and increase student retention, and he has also led an initiative to launch Idaho's first online degree programs.

Wendy Munroe '91 and **Andrew Stout '93** — spouses and cofounders of Full Circle Farms in Seattle — have been farming for more than 20 years in the Pacific Northwest, where they grow organic produce. The couple distributes vegetables from its 137-acre farm to grocery stores such as Whole Foods and runs a farm-to-table program. Stout was also recently named the Farmer of the Year by *Farmers' Almanac*. In Munroe's words, “We rock!” We could not have said it better ourselves.

Climbing the ladder is **Gregg Abramson '92** of Harrison, New York, who has been promoted to managing director at Goldman Sachs, a global investment-banking, securities, and investment-management firm. He also volunteers as president of the Long Island Hearing and Speech Society and as chair of the board of the Jewish Community Center of Harrison.

Kudos to **Antonio Gonzalez '93** of Coral Gables, Florida, who has been selected as one of seven new members to serve a three-year term on the Internal Revenue Service (IRS) Advisory Council. The council helps IRS officials to discuss tax-administration issues with representatives of the public. Gonzalez is a certified public accountant and the founder and co-owner of the consulting firm Sydel Corporation.

Randolph Wynne MS'93, PhD'95, a professor of forest remote sensing at Virginia Tech's College of Natural Resources and Environment, has received a Society of American Foresters award recognizing his research in remote-sensing applications that have resulted in significant advances in forestry. "All I ever had in mind from the start was to help our profession better understand, and thus manage, forests," Wynne said. "It is gratifying to feel that I have made a difference."

The International Center of Photography (ICP), an institution dedicated to photography and visual culture, fêted Pulitzer Prize-winning photo-journalist **Lynsey Addario '95** of Westport, Connecticut, at its annual ICP Spotlights event in November. The benefit luncheon featured an on-stage conversation between Addario and award-winning journalist and past UW commencement speaker Katie Couric.

Formerly a host of Wisconsin Public Radio's (WPR) *Central Time*, **Veronica Rueckert '96** has joined UW-Madison's University Communications team as its national media-relations specialist. The newly created position aims to help heighten national coverage of the UW's stories and experts. Rueckert earned a Peabody Award for her work at WPR.

Marilyn Scholl MS'96 of Putney, Vermont, was inducted into the Cooperative Hall of Fame in May, presented at the National Press Club in Washington, DC. She is a manager at CDS Consulting Cooperative and worked at the University of Wisconsin Center for Cooperatives from 1987 to 1996.

Thanks to **Amy Regner Braun '97** for telling us about an opportunity she had to meet **Bill Belcher PhD'98** at the Defense POW/MIA Accounting Agency in Oahu, Hawaii. The agency works to identify

remains of soldiers so that they can be returned to their families for a proper interment. "I'm not sure many people are aware that ... one of our own [Belcher] is pivotal in identifying these soldiers," she writes. "It was quite moving visiting this lab."

One Badger is working behind the scenes of next year's NCAA men's Final Four basketball tournament at the U.S. Bank Stadium in Minneapolis: **Steve Mann '97**, who has already started leading its marketing and communications efforts as the director of external operations for the 2019 Minneapolis Final Four Local Organizing Committee.

Richard Schwartz '97 of Valley Village, California, was part of a recent ABC special, *Encore!*, for which he served as an executive producer alongside actress Kristen Bell and others. He is also working on an ABC single-camera comedy, *We All Got Junk*.

Carey (Caroline) Davidson '98 of Chicago is a leader in her role as a managing director and the head of capital markets at private-debt firm Monroe Capital. She has nearly 20 years of experience in middle-market investing. "While women are typically in the minority in this industry, we provide a diverse perspective," she told *Mergers & Acquisitions*. "I tell young women to wear their gender as a badge of honor and to think about their perspective as important, as opposed to trying to be one of the guys."

A big Badger high-five goes to former Green Bay Packers offensive lineman **Mark Tauscher '99, MS'03**, who will enter the Green Bay Packers Hall of Fame at the team's 48th induction banquet at Lambeau Field Atrium in July. Tauscher became the starter at right tackle in the second game of his rookie season and, in 11 years, played 134 games with

132 starts. He and former kicker Ryan Longwell will be the 160th and 161st inductees.

00s

Becca Ekern Keaty '01 has been named one of Chicago Inno's 50 on Fire for her work at Bunker Labs, a national not-for-profit organization helping veterans, their spouses, and active-duty service members to start and grow businesses. She retired from the U.S. military in 2017 after 20 years with the Army National Guard. Thank you, Becca, for your service, and a shout-out to **Emily Pierre Samson '00** for letting us know.

"The more that we can shine a light on the positivity and the good that there is in this world, the better off we're going to be."

J.J. Watt x'12

Jae-Yong Yang '01 of San Antonio, Texas, is now the president of Mission Solar Energy, a company that designs, engineers, and assembles solar modules for rooftop and ground applications. Before arriving at Mission Solar, he worked at its parent company, OCI Company, in Seoul, South Korea.

David Farnia '02, MS'04 and **Stephanie Hauge Farnia '02**, along with their friends and business partners **Nicholas Hanson '02** and **Amy Breitenbucher Hanson '01**, have opened Two Tall Distilling in Sun Prairie, Wisconsin. Named after "two tall guys" who became friends as lab partners in a UW engineering course (and eventually married "two tall gals" and created "two tall families"), the distillery applies an engineering mentality to making its craft spirits.

Dan Sabreen '02 has scored a slam dunk. As the new vice president of public relations for the New York Knicks, he serves as the NBA team's

chief communications strategist, overseeing its public-relations activities and working closely with management, coaching staff, and players for media appearances. Sabreen joins the team after 12 years at CBS Sports.

Virgil Abloh '03, who majored in civil engineering and was featured in the Winter 2015 issue of *On Wisconsin*, is relocating to Paris for the next step in his fashion career. He is the new artistic director of menswear at Louis Vuitton, becoming the company's first African American to hold the post. He will continue to run his Off-White fashion label, and he has also worked with Nike, Jimmy Choo, and IKEA.

SwedishAmerican has welcomed **John Kaminski '04, MD'08** of Rockford, Illinois, as one of its three new physicians. He will serve as the health system's new electrophysiologist. Kaminski is board certified in internal medicine and cardiovascular diseases and board eligible in clinical cardiac electrophysiology.

Megan Karbula '07 of Atlanta, Georgia, received the Emerging Trendsetter Award at the 2017 Women's Network in Electronic Transactions National Career and Leadership Summit. This award celebrates a woman 30 or younger who has a promising future in the payments industry.

The UW's all-time leading men's basketball scorer, **Alando Tucker '07**, has returned to campus to begin his new role as director of student-athlete engagement for the UW Department of Athletics, working with incoming student-athletes and their families to help them adjust to the university and community. Tucker played professional basketball for 10 years and scored 2,217 points as a Badger.

Congratulations to **Zaynab Baalbaki '08**, who is a new



COURTESY OF PAMELA CAUGHEY

ART FOR THE BIOTECHNOLOGY CENTER

There are familiar aspects to the map that hangs on the wall of the atrium in UW–Madison's Biotechnology Center. Alaska is there, but floating free; Australia appears not so much down under as sideways. And above it all, hazy blobs spread from pole to pole.

This is *Ubiquitous*, an installation by artist **Pamela Caughey '83**, and its home is apropos for several reasons. First, Caughey received her degree in biochemistry, a career she pursued for "only a couple of years" before turning to art instead, she says. Second, the shapes on the glass panels above the map are actually microscope images of germ cells: the viruses and bacteria that cause herpes, influenza, salmonella, streptococcus, and more.

"In life," says Caughey, "the duality between the beautiful and the dangerous is recurring. Each of these microbes, magnified 20,000 times, has its own beauty, its own personality. But they're also deadly."

Caughey's world map is jumbled, in part, to show that diseases don't respect borders, nor do they see the world the way people do. Diseases spread in irregular patterns, following the migrations of people and animals, until they've become ubiquitous around the globe.

The installation arrived on campus in April, a gift to the university from Caughey and her husband, **Byron Caughey PhD'85**, a scientist with the National Institutes of Health. Installing it at the Biotechnology Center was no simple task, however. **Charles Konsitzke**, the Biotechnology Center's associate director, and **Daniel Einstein MS'95** of Facilities Planning and Management arranged funding to support the renovation and installation work.

"This is a wonderful gift to the university," Einstein says. "The installation isn't just beautiful; it also shows how art and science complement each other."

For more information about supporting UW–Madison's campus experience, visit allwaysforward.org.

member of the nonprofit Wisconsin Association for Environmental Education and has been selected as the first education chair of Milwaukee Urban League Young Professionals. She's also an adviser at Escuela Verde, a project-based high school in Milwaukee where she aims to diversify the organization through strategic planning.

New Yorkers **Andrew Kluger '08** and **Andrew Rubin '08** attended the Olympic Games in PyeongChang to celebrate the not-so-ordinary bachelor party of their friend Josh Geller. Reporter **Jason Gay '92** chronicled the story in the *Wall Street Journal*, noting that two people in the party — Kluger and Rubin — were Badgers: "It's basically a federal law that any good bachelor party needs at least one Wisconsin Badger," he wrote.

Independent mobile-games studio PerBlue — based in Madison and led by CEO **Justin Beck '09**, CTO **Andrew Hanson '09**, and COO **Forrest Woolworth '09** — has been working with the Walt Disney Company to develop a new game for smartphones: *Disney Heroes: Battle Mode*. The role-playing game, expected to become available this year, will feature Disney and Pixar characters battling together in the same universe. Already under PerBlue's belt are Portal Quest, a popular game for Android devices; and DragonSoul, which the company sold in 2016 for \$35 million.

Best wishes to **Mark Bednar '09** and **Lindsay Bembenek '11**, who were married in November in Milwaukee. The couple met at the UW and now both work in Washington, DC. Bednar is a communications director for U.S. representative Sean Duffy of Wisconsin, and Bembenek is a communications director for the Information Technology and Innovation Foundation.

Out of more than 400 appli-

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.

cants, **Tony Gibart JD'09** has been selected to join 30 other leaders from across the United States to participate in the Allstate Foundation Greater Good Nonprofit Leadership program, which helps nonprofit professionals to develop their leadership skills. Gibart is the executive director of End Domestic Abuse Wisconsin, which seeks to prevent and eliminate domestic violence, abuse, and oppression.

10s

We are proud to report that several Badgers have made the 2018 *Forbes* 30 Under 30 list, including **Matt Howard '11** and **Alex Wyler x'11**, cofounders of the Madison-based EatStreet; New Yorker **Georges Clement '11**, a cofounder of justfix.nyc; and **Danielle Albers Szafir MS'11, PhD'15**, an assistant professor at the University of Colorado–Boulder.

A hearty congrats to **J. J. Watt x'12**, who received the Walter Payton NFL Man of the Year Award earlier this year for helping to raise more than \$37 million for those affected by Hurricane Harvey. In his acceptance remarks, Watt said: "Whether we realize it or not, we are affecting everyone around us with our every move. ... The more that we can shine a light on the positivity and the good that there is in this world, the better off we're going to be. We all have to go through this crazy journey together, so why not help each other out and make it as great of a journey as possible?"

Teacher **Terrance Sims Jr. '13** has been gaining national attention for a Black History Month class project that involved having his fourth-grade Milwaukee College Prep students re-create iconic moments using their own faces. One photo re-creating cover art for the Oscar-nominated film *Hidden Figures* has gone viral, having been shared on social media by

some of the movie's stars. More posters have been created, and Milwaukee Public Schools has also picked up the project.

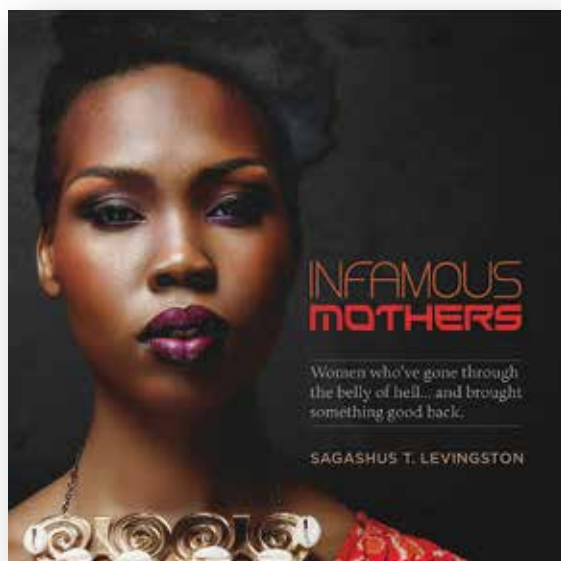
A Badger pat on the back to **Hanna Schieve '14**, who graduated from the London School of Economics in December with a master's degree in conflict studies. Now she is staying in London as a news editor for an international media company, where she is responsible for launching a new publication focusing on global risk.

After missing the cut as her high school's commencement speaker, **Jada Kline '17** of Aurora, Illinois, set a goal to be the student speaker at her university's commencement. Her determination paid off in December, when she was the student orator at commencement in the Kohl Center. "What legacy will you leave for the next generation of Badgers, and where will you take the torch of the Wisconsin Idea?" she asked her fellow graduates.

Julia Nepper PhD'17 earned her associate degree at the age of 14 and her bachelor's at 16. In December, at the age of 23, she earned her doctorate in biophysics. Now she is completing her postdoc at the UW and intends to pursue science outreach and communications. We are cheering you on, Julia!

Robyn Rauman MS'17 has begun her role as an access specialist at UW–Madison's University Health Services. She serves as a navigator to connect students who are seeking mental health care with the appropriate campus and community resources. "There are so many things going on with a college student," Rauman says. "There is a lot of transition that [they] experience. I am grateful for the opportunity to empower and partner with students."

Class Notes/Diversions editor Stephanie Awe '15 is a journalism alumna who interned for this very magazine.



EMPOWERING MOTHERS

CHRIS CHARLES



Infamous Mothers: Women Who've Gone Through the Belly of Hell ... and Brought Something Good Back is a coffee-table book that features 20 intergenerational caretakers who have overcome personal hurdles and now make a difference in their communities. Its publication gives stigmatized mothers a

way to tell their own stories and demonstrate their intrinsic value, challenging and adding complexity to stereotypes about teen mothers, mothers who abused drugs, mothers who engaged in sex work, and mothers who have survived domestic abuse or sexual trauma.

The book is part of a business called Infamous Mothers, founded by **Sagashus Levingston MA'09, PhDx'16**, herself a mother of six. Her startup — which also trains businesses and offers workshops, classes, and public speaking — strives to empower mothers.

"I don't just talk about the importance of more mothers — especially marginalized ones — becoming CEOs, doctors, scientists, business owners, etc. I talk about strategies to make it happen," Levingston writes on her website. "Equally important, I talk about what's at stake if we don't."

Levingston's book and business were inspired by her doctoral dissertation, "Infamous Mothers: Bad Moms Doing Extraordinary Things."

The book, which concludes with a study guide, is marketed for use in university coursework. "For me, that is my way of getting back into academia — for the books to end up there, and for me to do speaking on campuses," she told the *Wisconsin State Journal* in October.



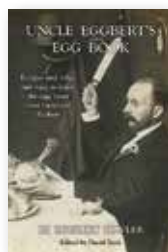
Coedited by **Glenn Weisfeld '65**, a psychology professor at Wayne State University in Michigan, *The Psychology of Marriage: An Evolutionary and Cross-Cultural View* highlights the ins and outs of marriages, the causes of marital happiness and discord, and the differences and similarities of various cultural groups. It focuses both evolutionary and cultural lenses on these intimate relationships.



Walter's Welcome: The Intimate Story of a German-Jewish Family's Flight from the Nazis to Peru is the story of Walter Neisser and the 50-plus family members he helped to escape Nazi Germany and resettle in Latin America. The story is told through letters of the family, translated and arranged by the book's author and Neisser's niece, **Eva Neisser Echenberg MA'66, MA'69** of Westmount, Quebec.



Coauthored by **Gary Krutz '67, MS'69**, a professor emeritus in the Department of Agricultural & Biological Engineering at Purdue University, *Dream Happy Be Great* is a children's book that teaches readers to respect others and be both kind and helpful.



If you raise backyard chickens or just enjoy



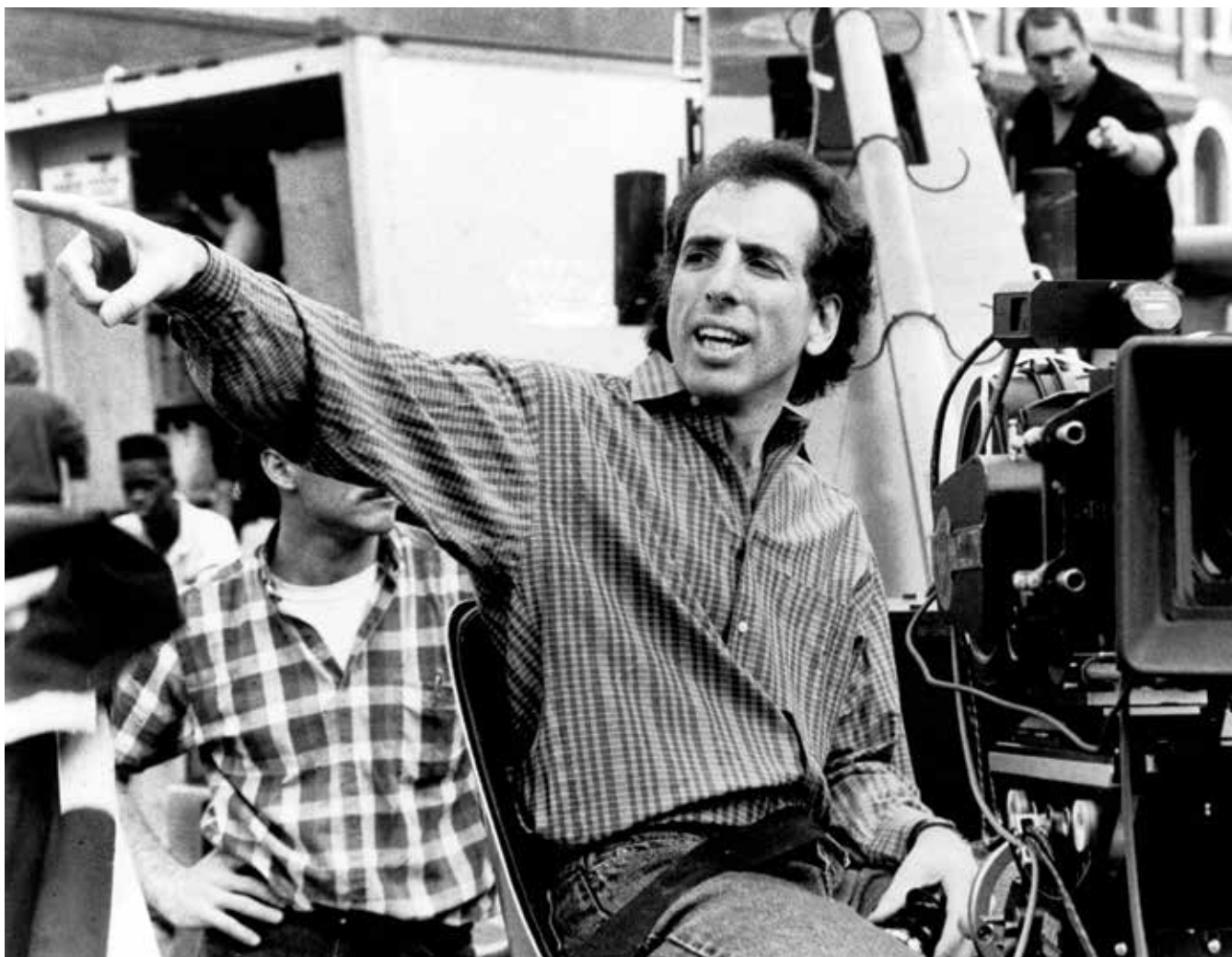
eggs, you may want to scramble to get *Uncle Eggbert's Egg Book*, edited by **David Tank MA'80** of Menomonie, Wisconsin. This cookbook provides readers with 55 step-by-step, egg-filled recipes; tips and tricks for cooking eggs; and a mix of "eggnocentric" wit, wisdom, and trivia.

At the age of 80, **Rose Bingham '96** of Wisconsin Dells published her first book, *Buy the Little Ones a Dolly*. The memoir of Bingham's childhood recounts when she was 15 years old — the oldest of seven children — and her mother went into town and never returned. Nearly 60 years later, the mystery surrounding her mother's disappearance is answered.

In the Sundance Film Festival's opening-night picture, *Blindspotting*, spoken-word artist **Rafael Casal x'10** and cowriter Daveed Diggs — who won a Tony for his dual roles in the Broadway musical *Hamilton* — star as longtime friends living in Oakland, California, as it undergoes rapid gentrification. Casal's character has a way of finding trouble — putting at risk the freedom of Diggs's character, an ex-con completing his final days of parole.



Honor Roll *Jerry Zucker*



Love it or leave it, *Airplane!* is often cited as the funniest movie of all time, and surely, **Jerry Zucker '72** can be held responsible.

Zucker — writer, director, and producer of more than a dozen Hollywood films — found big laughs on campus in the 1960s as part of an outrageous comedy troupe, Kentucky Fried Theater.

The Milwaukee-area native joined his brother, **David '70**, and friends **Jim Abrahams x'66** and **Dick Chudnow '67** to perform groundbreaking comedy shows around Madison, including their debut in the old Union South.

Their improv-inspired humor was what the *Daily Cardinal* called “innovative, imaginative comedy” from a “zany bunch,” and they wasted no time in launching a new era of smart-yet-slapstick

Jerry Zucker is one of many impressive Badgers featured in the Wisconsin Alumni Association's Alumni Park. To discover their stories, visit alumnipark.com.

satire. Their road trip from Madison to Los Angeles started on Zucker's graduation day.

“On the way, I passed Camp Randall, where my college graduation ceremony was in progress,” Zucker told Badger grads in 2003. “I thought about going to the ceremony, but it meant I would've arrived in Hollywood one day later, and at the time, I just didn't see the point. I wanted to get there.”

After morphing their live show into the irreverent *Kentucky Fried Movie* (1977), the Zucker/Abrahams directorial dream team went on to create comedy classics, including *Top Secret!* (1984), *Ruthless People* (1986), and *The Naked Gun* (1988) and its sequels.

Zucker does have a more serious side: he directed the

Oscar-nominated *Ghost* (1990), and he's produced films like *A Walk in the Clouds* (1995) and *My Best Friend's Wedding* (1997).

Today, Zucker and his wife, Janet, a fellow Hollywood producer, are vice chairs of the Science and Entertainment Exchange, in partnership with the National Academy of Sciences. Zucker says that his role in connecting scientists and entertainers is inspired in part by the research that helped his daughter when she was diagnosed with diabetes.

Zucker appreciates what entertainment and science share: “You have an idea of where you want to get, but you have to experiment your way through it, and it might take a long time to get there.”

KATE KAIL DIXON '01, MA'07

IT'S BETTER HERE



Downtown Madison—home of the UW-Madison Badgers—is renowned as a vibrant cultural hub. Keep your finger on the pulse of university life, whether it's sporting events or lifelong learning opportunities. And as a partner of the Wisconsin Alumni Association, Capitol Lakes makes staying in touch easier than ever.

Discover our incredible retirement lifestyle!

608-283-2046
retirement.org/Madison

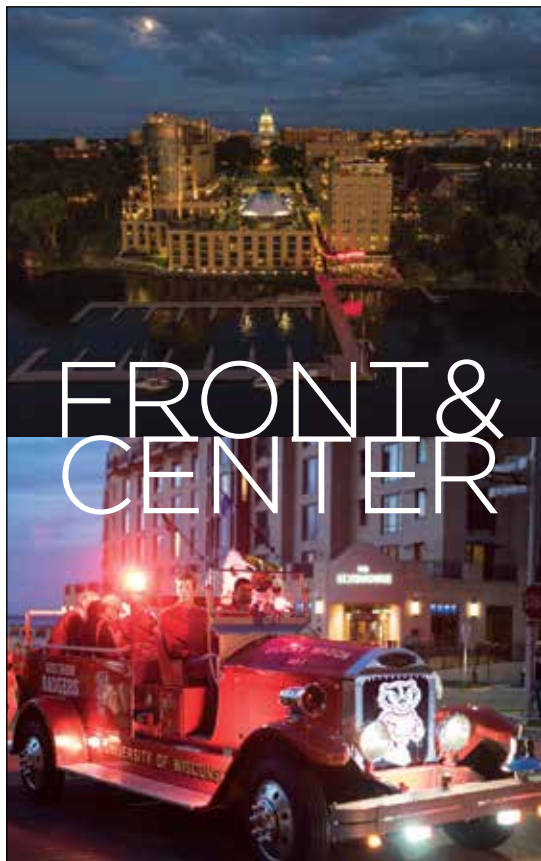


CAPITOL LAKES



Capitol Lakes is a Pacific Retirement Services community and an equal housing opportunity. Photo credit: University Communications.

FRONT & CENTER



Welcome to The Edgewater. An award-winning, waterfront location with stunning views of the city, University of Wisconsin and beautiful Lake Mendota. A place where couples start their life together and businesses choose to hold a memorable meeting. A place to take a fitness class and enjoy a best-in-class spa treatment. And on The Grand Plaza, a place to watch movies in the summer, tailgate in the fall or ice-skate in the winter. For family traditions, solitary sunsets, boat outings, terrace dining and more...this is the place.

Visit TheEdgewater.com to learn more about special programming and overnight offers for UW Alumni.



THE
EDGEWATER

MADISON'S PLACE

608.535.8200 | theEdgewater.com

ALUMNI PARK



BASCOM HILL

DESTINATION: ALUMNI PARK

CAMP RANDALL




Photo: Joe Leute

Experience artful exhibits, alumni stories, and more. Add the new landmark on the lake to your UW itinerary.

UW-Madison, between Memorial Union and the Red Gym




ALUMNIPARK.COM



Keep Growing


LIFE LEASE apartment homes at
Oakwood suit your changing needs—and
your commitment to living a purposeful life.



OAKWOOD VILLAGE

UNIVERSITY WOODS

6205 Mineral Point Road Madison, WI 53705
608-230-4266 • www.oakwoodvillage.net




universityresearchpark.org • info@urp.wisc.edu • (608) 441-8000

Where Wisconsin IDEAS Flourish

University Research Park
is a neighborhood of
ideas, entrepreneurship,
and opportunity, positively
impacting Wisconsin
and beyond.



**UNIVERSITY
RESEARCH PARK**
UNIVERSITY OF WISCONSIN-MADISON

@1403
Talented, innovative
community actively
engaged in Wisconsin's
entrepreneurial
movement.
urpat1403.com

**merlin
MENTORS**
A network of highly qualified mentors,
working to guide emerging
entrepreneurs to business success.
merlinmentors.org

madworks coworking
Professional work
environment that
fosters a vibrant
community of
innovative thinkers.
madworkscoworking.org



MY UW

*Rose
Schultz*



MY EDUCATION HAS ALLOWED ME TO LIVE MY LIFE AS I WISH.

And that's the greatest gift anyone could hope for. Now I feel it's my turn to help students who have similar aspirations. That's why I put the UW in my will. My hope is that a more enlightened generation will make the world a better place.

*Rosemary Schultz '80,
MS'82, MD'85*

supportuw.org/giftplanning

Photo by James Gill



New Sideline Gear!



the university book store
uwbookstore.com

REPUTATION IS EVERYTHING.

Badger Advocates is a non-profit organization committed to preserving UW-Madison's status as a world-class and preeminent research facility. We engage elected officials on the issues that matter most to a strong UW-Madison.

CONNECTING
CAMPUS



WITH THE
CAPITOL

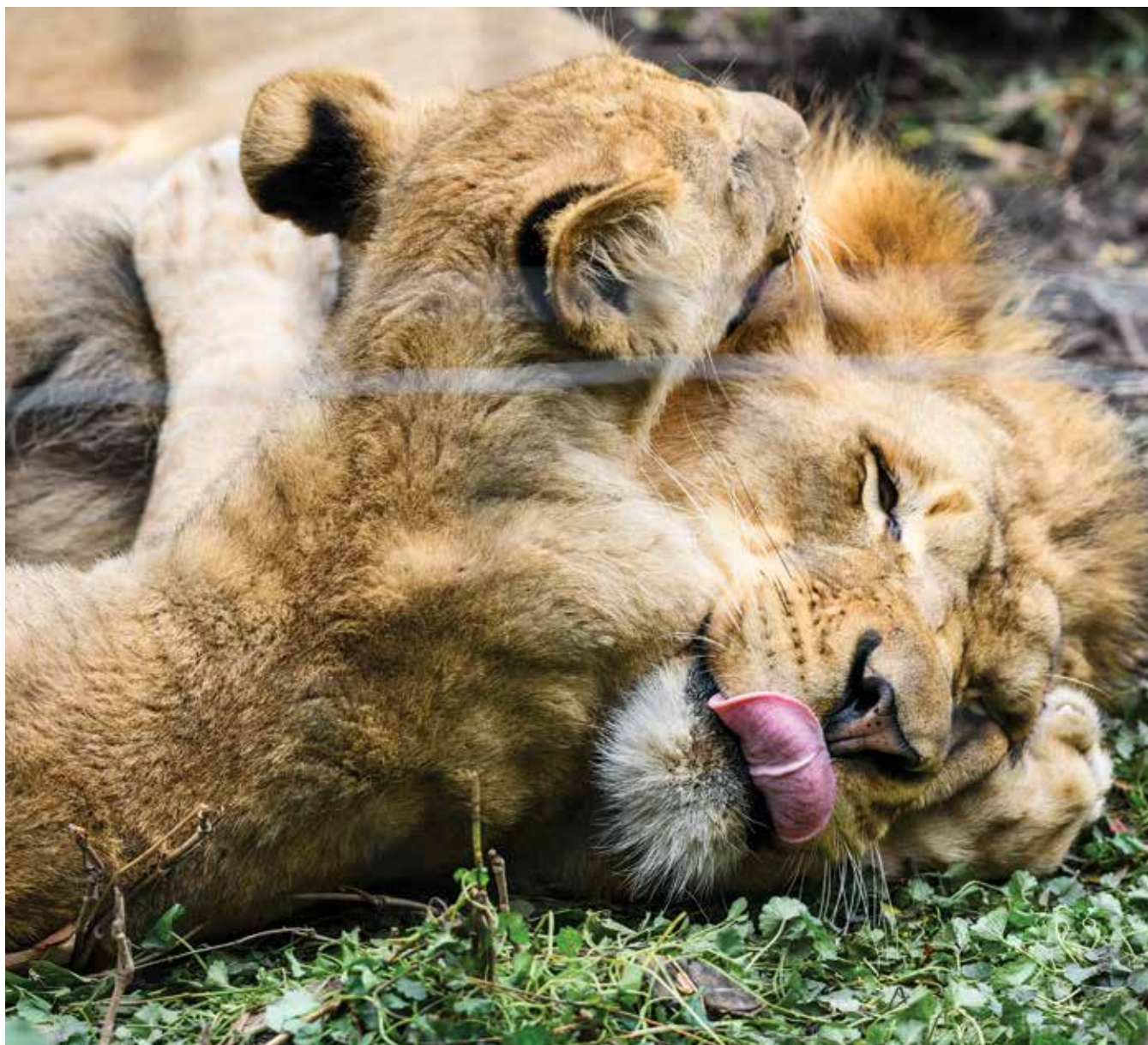
Follow us on Facebook and Twitter to learn more.

facebook.com/UWBadgerAdvocates

@BadgerAdvocates BadgerAdvocates.org



Destination *Henry Vilas Zoo*



CLOCKWISE FROM TOP: JEFF MILLER (2); UW ARCHIVES ST6487



The zoo opened in 1911, after William Vilas 1858, MA1886 and his wife, Anna, donated land for the public park that was named for their son Henry, who died in childhood due to complications from diabetes.



American badgers Dekker and Kaminsky — namesakes of the two former Badger basketball stars — and a sandhill crane are featured in the Wisconsin Heritage Exhibit, which highlights the state's mining history.

A pair of lion cubs, born in 2017, are a major draw, along with the zoo's Arctic Passage exhibit — home to polar bears, grizzly bears, and harbor seals — which opened in 2015.



Free admission makes the zoo, located less than two miles from the UW–Madison campus, one of the city's most popular attractions. Inside the Children's Zoo, rides on the carousel and electric train cost \$2 apiece.

Your best interest always comes first.®



Lowest Closing Cost Commitment


Find Your Perfect Home, Worry Free

With our Lowest Closing Cost Commitment,* you don't have to spend time shopping for the perfect home loan. That's because you'll get the lowest closing costs from us. In fact, if you find lower closing costs with another lender, we'll match their closing costs or give you \$500.

This is one more reason why we're a top Wisconsin lender.¹



uwcu.org/homeloans

 *Lowest Closing Cost Commitment is available only for first mortgage purchase or refinance transactions. Offer excludes VA, FHA, WHEDA, Rapid Refinance, jumbo, lot and construction loans. Offer subject to credit approval. To qualify for the offer, a borrower must complete a UW Credit Union mortgage application and provide an unexpired Loan Estimate of an equivalent loan from a competing lender prior to locking either loan. UW Credit Union will determine at its sole discretion if the loan terms of the two loans are equivalent and compare closing costs. The comparison of closing costs will exclude title insurance, transfer tax, escrow payments, daily interest charges and loan level pricing adjustment (LLPA) fees. LLPAs represented as origination points or fees are also excluded. UW Credit Union will determine whether to match closing costs or pay \$500 for qualified borrowers at its sole discretion. Offer not valid if loan terms or conditions change prior to loan closing with UW Credit Union or competing lender. UW Credit Union will not compare closing costs for this offer once a mortgage loan is locked with UW Credit Union or a competing lender. Membership requirements apply. Member must have a qualifying UW Credit Union checking account to receive \$500, which will be deposited into member's Premium, Value or Access checking account within 90 days after receiving a copy of the (1) final Closing Disclosure and Settlement Statement and (2) mortgage note within 30 calendar days of closing the loan with a competing lender. By law, \$500 must be reported for tax purposes. Offer subject to change and without notice. UW Credit Union actively monitors key market competitors quarterly; as of 3/19/2018, average closing costs are \$2,149. Average closing costs are based on conventional fixed rate mortgage loans. ¹UW Credit Union is ranked among the top ten home loan lenders in the state based on information from county Register of Deeds Offices; CoreLogic.

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

Change Service Requested



FORWARD

Continue to be part of the story.
Join fellow Badgers in keeping the
UW headed in a positive direction
through the most ambitious fund-
raising campaign in the university's
169-year history.

AllWaysForward.org

Student Support

Faculty Excellence

Wisconsin Experience

Eureka Moments

