

OnWisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS FALL 2018

“WE
RESPECTED
AND
TRUSTED
EACH
OTHER.”

When research was on
the line 17 years ago,
Wisconsin's former
governor and the UW
united for progress.

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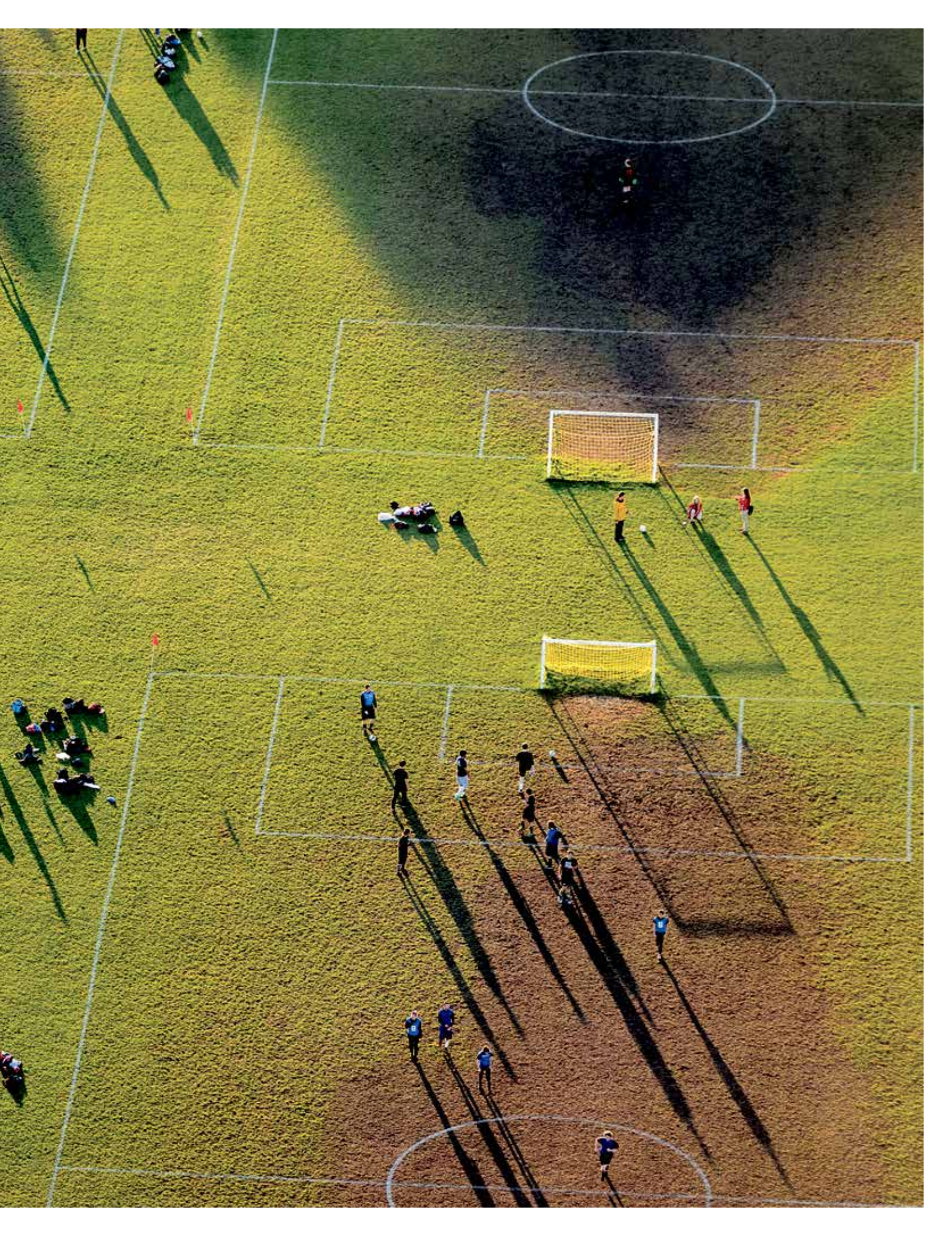
Tommy Thompson '63, JD'66

Vision

Casting long shadows, students play soccer on the Near East Fields near DeJope Residence Hall. The fields are due for reconstruction by 2022 under the Rec Sports Master Plan.

Photo by Jeff Miller







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A photographer captures Iceland's caves before they melt. See page 50.

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BRYCE RICHTER



MICHAEL KIENITZ

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BRYCE RICHTER

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Cover

Tommy Thompson’s new autobiography details the collaboration with the UW that characterized his administration. Cover design by Danielle Lawry.



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Mad-City Memories

I thoroughly enjoyed “Madison, Revisited” in the Summer 2018 *On Wisconsin*. In particular, seeing Bill Antonie ’90, owner of The Curve restaurant and ex-Badger football player, brought back fond memories.

He lived on my floor in Adams Hall in Faville House and was quite the character. He would come into my dorm room, look into my fridge, and say, “Dude, can I have one of those Old Styles?” (I had recently purchased these at the dorm store under Kronshage Hall for \$2.60 a six pack.) One day he brought me back a UW football from practice, which I still have. He said it was for all of the Old Styles.

Chris Theirl ’90
Minneapolis

Expecting, Not Pregnant

Having had five pregnancies and four miscarriages, both before and after my 16-year-old’s birth, I was quite interested to read “The Pregnancy Puzzle” [Summer 2018]. I was disappointed to see one glaring error, however.

I was shocked to read that “[Dan Levitis] and Iris got pregnant again.” I assure you that as much as he might have wanted the experience of being pregnant, not for one minute was my husband pregnant. Not for one minute was he bloated, nauseated, or overwhelmed with exhaustion. Not for one minute did he have to keep bland food in his stomach to keep morning sickness at bay.

He was expecting a baby. He was not pregnant. Please do not equate the man’s experience of concern and anticipation about the expected birth of his child with the very physical aspects of carrying the future child.

Anne Wolfson ’80
Great Neck, New York

Talking Cheesehead

Being an actual native of Manitowoc, I am thrilled with Charlie [Berens’s] success and wish him the best [“From Wisconsin,

with Humor,” Summer 2018]. I majored in English. Since there is no way to make a career out of the mastery of James Joyce and John Milton, I went on to medical school and graduated in 1974.

My first realization that I talk funny came when I started my internship in Philadelphia. East Coast colleagues I was meeting for the first time would gradually break into a smile as I spoke, and usually about the third sentence, they would say, “You’re not from around here, are you?” What great fun it was to introduce them to a cheesehead right out of flyover country.

Jan Weber ’70, MD’74
Raleigh, North Carolina

Early Madison Rockers

[In the Summer 2018 Communications], Jerry Lyman ’63 wrote about early rock music hitting Madison. As I grew up in Chicago and had been introduced to rock music early, I, too, was disappointed that it wasn’t hitting Madison. So, one evening in 1958 or 1959, I searched Madison bars and found a rock group called Black Jack Golfino and his Hound Dogs. I hired them for a fraternity party (I was social chair) and they were a hit.

Rich Vitkus ’61
Chicago

Corrections

The Summer Destination incorrectly stated that Henry Vilas died in childhood. He was in his 20s. The Summer Contender profile of swimmer Beata Nelson should have referred to yards, not meters, as the unit of measurement. Meters will be used in the 2020 Summer Olympics, where we hope Nelson gets the chance to compete. The Spring 2018 Diversions stated that Lloyd Barbee was the only African American to serve in the Wisconsin legislature from 1965 to 1977. Monroe Swan began the first of two terms as a state senator in 1973, and Marcia Coggs joined the Assembly in 1977.

25 YEARS ON

On October 30, 1993, joy turned to terror after the Badgers beat Michigan 13–10 at Camp Randall Stadium. In what became known as the “Camp Randall crush,” 12,000 fans tried to rush the field to celebrate, with a portion of them trapped along a three-foot-high railing. About 70 students were hospitalized — 10 of them were unconscious and not breathing when first treated at the scene. In response, UW officials made safety updates to the student section and changed seating and ticketing policies to prevent overcrowding.



JEFF MILLER

SLIDESHOW

Badger football legend Elroy Hirsch x’45 earned his nickname on the field, but he also found a second — albeit brief — career as an actor. (See “When Crazy-legs Went Hollywood,” page 44.) View more images of Hirsch at onwisconsin.uwalumni.com.



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Fall 2018

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COURTESY OF MONTAIE CREATIVE

When the university's first LGBT student center opened in 1992, its windows were equipped with blackout blinds as a safety measure, says founder Alnisa Allgood (above). Acceptance of the LGBT community has grown substantially in the quarter decade since, and the center's mission, location, and name have also evolved. Earlier this year, the center renamed itself the Gender and Sexuality Campus Center to reflect the broader umbrella of identities it serves. The move carries forward the inclusive legacy of the original space. "We wanted to make sure that the campus center was not just increasing LGBT visibility, but also [supporting] ethnic minorities and other disenfranchised communities *within* the LGBT community," Allgood says. And even in a more accepting society, one core function of the center remains: "[to be] a connection point — a reflection that there are other people in the world like me."

Read a Q&A with Allgood at onwisconsin.uwalumni.com.

IT'S BETTER HERE



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New Money

A UW class explores cryptocurrencies.



THAMERPIC/ISTOCK

The first recorded purchase with Bitcoin, a cryptocurrency, used 10,000 tokens to buy two pizzas in 2010. But today, the same 10,000 digital coins would buy hundreds of Lamborghinis.

Even though millions of people now use cryptocurrencies, there's still much unknown — and much feared — about the volatile assets, says **Brad Chandler**, director of the business school's Nicholas Center for Corporate Finance and Investment Banking. That's one reason he's launching a one-credit cryptocurrencies class this fall.

"I think cryptocurrency use has really rattled traditional financial institutions," he says. "I came to the conclusion that our students needed to have some exposure to this to be ready for the workforce."

One way that cryptocurrencies differ from traditional assets is how they're traded. Dollar transactions are facilitated and tracked by centralized financial institutions, such as credit card companies or banks.

Cryptocurrencies instead work through a decentralized system. When a Bitcoin transaction occurs, the record is shared with everyone in the digital network and is added to a list of transactions called a *block*. New blocks are verified every 10 minutes by the first person in the network whose computer can solve the block's equation. After verification, it's added to the list of verified blocks called a *blockchain*.

This is what corporations are most interested in, according to Chandler: "blockchain, not Bitcoin."

Chandler's class will explore more than *how* cryptocurrency works. He wants students to examine different enterprise solutions companies could use to harness blockchain technology. For example, how could Walmart use blockchain to track product deliveries from factories to stores across the country?

"There's no textbook on this subject. My biggest goal for the class, actually, is to engage [students] with new technologies that are undefined," Chandler says. "If we wait until it's all figured out, we will be left behind."

NINA BERTELSEN X'19



ICECUBE/NASA

Physics First

Ever since cosmic rays were discovered in 1912, scientists have sought the origins of these mysterious particles. A flash of blue light in the ice deep beneath the South Pole set a team of more than 1,000 researchers on a path to finding the first tangible evidence that a blazar — a giant elliptical galaxy with a massive, rapidly spinning black hole at its core — is the source of a high-energy neutrino detected by the UW's IceCube Neutrino Observatory. **Francis Halzen**, a UW professor of physics and lead scientist for IceCube, told the *Milwaukee Journal Sentinel*: "It's something neither you or I can imagine, yet these things are as real as the cup of coffee on my desk." Learn more: news.wisc.edu/cosmic-rays.

\$0.003

The value of one Bitcoin in early 2010

\$7,500

The value of one Bitcoin on August 1, 2018

1,600+

The number of cryptocurrencies around the world

HEAD CASE

According to some motorcycle riders, helmets are more dangerous than helpful, leading to broken necks in a crash. But a UW neurosurgeon's research might knock some sense into those who hold this view. **Nathaniel Brooks** looked at the outcomes of 1,061 motorcycle-crash victims who arrived at UW Hospital's Level One Trauma Center between 2010 and 2015. Fewer than a third of them were wearing helmets at the time of their crashes. The riders who did not wear helmets had twice as many neck injuries and more than twice as many neck fractures.

Calling All Docs

More than one-third of Wisconsin's 72 counties do not have an ob-gyn physician.

Through the development of its Rural Residency Program, UW–Madison's Department of Obstetrics and Gynecology is working to build up this workforce, says **Jody Silva**, program manager. The program, which is beginning its second year, is the nation's first to offer specific resident training for rural women's health.

The shortage, as documented in a 2014 report from the American Congress of Obstetricians and Gynecologists, is the result of several factors, such as rural hospitals closing obstetrics units and the number of retiring physicians outpacing the number of new physicians.

"Ultimately, what that means is a lot of rural women are having to drive really long distances just to seek [obstetric] care," Silva says.

The department's Rural Residency Program recruits residents with a commitment to rural communities and helps them gain the confidence they need to work in settings that typically do not have the same resources as urban and academic health centers.

The program offers a four-year training track and accepts one resident per year, with that resident spending about 20 percent of his or her time practicing in rural Wisconsin. Its inaugural resident, **Laura McDowell MDx'21**, was one of more than 100 applicants. She says her first year in the program has given her a realistic idea of what to expect while also affirming that she wants to work in a rural community.

"I feel really blessed and humbled to be the first one," McDowell says. "I couldn't have asked for a better residency match."

STEPHANIE AWE '15



SANJIA BUCKO/WARNER BROS. ENTERTAINMENT INC. AND KIMMEL DISTRIBUTION, LLC

Q: It's been 25 years since a majority Asian cast played on the big screen, with *The Joy Luck Club*. Will *Crazy Rich Asians* change Hollywood?

*We probably won't see another movie like this anytime soon, says **Lori Kido Lopez**, a UW associate professor of communication arts and an expert in Asian American media representation. Hollywood holds assumptions steeped in racism, she says, namely that mainstream audiences aren't interested in Asian American stories. Because studios invest millions into movies up front, the industry tends to be risk averse and gravitates toward "safe options."*

When minority filmmakers move from independent cinema to the mainstream, they're often forced to make compromises to appeal to white audiences, such as adding white characters or de-politicizing plotlines. In recent years, Asian Americans have used Twitter campaigns to spark a national conversation. For example, #whitewashedOUT criticized Hollywood for casting white actors in Asian roles. Lopez notes that Asian Americans have campaigned for greater representation for decades, and progress is slow. "The way the movie industry came to those assumptions is just something that's so deeply baked into our culture that one movie is not going to shake it," she says. "But this movie could be a stepping-stone for other big changes."

NINA BERTELSEN X'19

Almost 75 years ago, the preoccupations of World War II left UW professor **Samuel Rogers** with an acute case of writer's block.

Creepy inspiration struck when this leading scholar of the French novelist Honoré de Balzac — and a respected writer — got to thinking “what a lugubrious place Science Hall was.” The result was *Don't Look Behind You!*, a novel that came to a terrifying end with “someone being chased by a homicidal maniac up through the stairs of Science Hall,” Rogers explained in a UW Archives oral history about his years in Madison.

Anyone who's opened the heavy oak doors of the Romanesque Revival building, climbed the winding staircase — past the exposed brick walls bearing the ghostly signatures of students from long ago — to a tiny landing on the top floor where a pair of locked doors seem to lead nowhere, can appreciate his impulse.

In the 1920s, when Rogers began teaching at the UW, Science Hall housed the university's anatomy department. First-year medical students and the cadavers they worked on jointly occupied a series of windowless rooms on the fourth and fifth floors — a fact that no doubt further inflamed his imagination.

In the summer of 1943, he crafted a Hitchcock-style psychological thriller set in a fictional Midwestern university town with lakes and many twisting paths through the woods. For a would-be victim, he fashioned a fetching nursing student named Daphne.

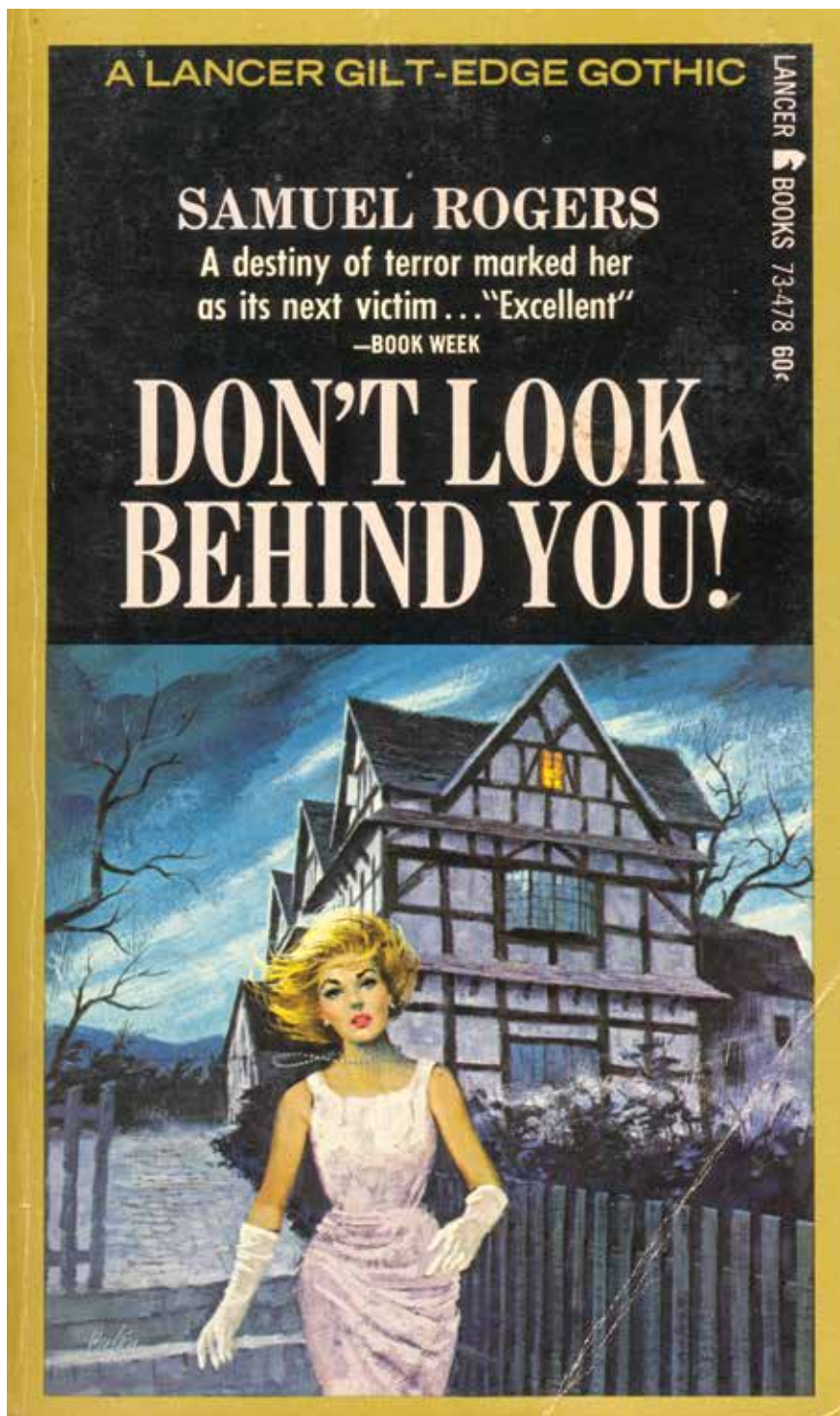
As possible suspects for the psychotic killer, he stocked a faculty lounge with maladjusted characters, including a professor way too immersed in his studies of abnormal psychology. After a series of frightful walks through dark woods, the ending comes as promised: Daphne is chased up the stairs to the upper reaches of Science Hall.

The tale caught the attention of Alfred Hitchcock himself, and the director bought the rights to turn it into a television script for his eponymous NBC drama. The 1962 episode starred a Hitchcock favorite, Vera Miles (who played Janet Leigh's sister in *Psycho*),

The UW's Science Hall inspired the spooky setting for a onetime professor's book.

and remained quite faithful to the book. As for Rogers, *Don't Look Behind You!* sold well enough to encourage him to write two more mysteries while continuing to serve on the UW faculty until his retirement in 1960.

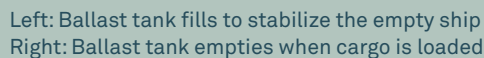
TIM BRADY '79



“It would be hard to design a better invasive species delivery system than the Great Lakes overseas freighter,” journalist Dan Egan writes in *The Death and Life of the Great Lakes* — this year’s selection for Go Big Read, UW-Madison’s common reading program. Egan’s page-turning narrative details how zebra and quagga mussels native to the Caspian Sea came to wreak environmental havoc: disrupting the aquatic food chain, fueling deadly algae blooms, and clogging intake pipes. Their “front door” to the Great Lakes is the St. Lawrence Seaway, which, beginning

\$200M

Annual cost of
invasive species
to the Great Lakes
(University of Notre
Dame study, 2008)



Transforming Research

The Trans Research Lab at UW–Madison is noteworthy for its specialized focus on health outcomes for transgender people. But for founder **Stephanie Budge PhD'11**, the lab is more than that: it's an old promise made good.

As a PhD student, Budge interviewed a transgender man for her career-counseling course. After discussing his career path with her at a coffee shop, he told her, "I just spent a couple hours with you. Now you can do something for me — you need to make therapists better for trans people."

"I took that ask very literally," says Budge, now an associate professor of counseling psychology at the UW.

Budge's lab, staffed by students and community members who volunteer their time or receive course credit, aims to fill a substantial gap in research on effective therapy for transgender individuals. The center recently completed a pilot study that documented one-on-one psychotherapy sessions for 20 transgender individuals. The preliminary results are promising: all participants said that they experienced positive change after the sessions.

Mental health outcomes for transgender people are staggeringly negative, underscoring the need for the lab's work. Nearly 40 percent of respondents to the 2015 U.S. Transgender Survey reported that they recently experienced serious psychological distress, often related to mistreatment or harassment. Two out of every five respondents also had attempted suicide in their lifetimes — nine times the rate of the general population.

A primary contributor to these outcomes, Budge says, is stress that is uniquely experienced by marginalized groups. It can come both externally — from discrimination, harassment, or rejection — and internally, with how one processes that mistreatment.

While the lab continues to analyze its results, Budge says the research — providing more than 200 hours of free therapy from culturally competent therapists — is already meaningful. "Maybe in a few years, if this is just the norm, it won't feel like it's that big of a deal," she says. "But in this time and in this moment, it feels really poignant."

PRESTON SCHMITT '14



BRYCE RICHTER

CAMPUS CONSTRUCTION

Major projects are under way on the UW–Madison campus to remove bottlenecks for students who need access to chemistry classes to graduate, modernize campus dairy operations, and make more room for meat science teaching and research.

Chemistry building expansion and renovation

A new 10-level tower will house undergraduate instructional labs; renovations to the existing chemistry building will modernize teaching labs original to the 1964 building and add more classrooms, study spaces, and offices for undergraduate chemistry staff.

Babcock Dairy plant renovation/Center for Dairy Research addition

A three-story addition will bring the facility that produces ice cream and other products up to date with modern manufacturing practices, as well as provide a state-of-the-art teaching and research facility.

Meat Science and Animal Biologics Discovery building

The new meat research facility (pictured above) will include a demonstration suite, a biosecurity level 2 food safety lab, classrooms, office and support spaces, and a retail store featuring student-made food products.

NEWS FEED

Jim Berbee '85, MS'87, MBA'89 is the new chair of the Wisconsin Alumni Research Foundation Board of Trustees. The founder of Berbee Information Networks, he is also an emergency physician and a UW clinical assistant professor of medicine. Outgoing chair **Peter Tong MA'65** will remain on as a trustee.



Former Badger men's hockey player Jim Johannson '88 (right), who died earlier this year, was inducted into the UW Athletic Hall of Fame in July. The class also includes: women's basketball player Jolene Anderson '09; runner Simon Bairu '05; golfer Allie Blomquist '01; men's basketball player Bill Chandler 1918; fencer Tim Gillham '87; men's track coach Ed Nuttycombe; former UW Chancellor Donna Shalala (left); football punter Kevin Stemke '01; women's rower Kris Thorness '85; and men's basketball player Alando Tucker '07.





BRUCE RICHTER

ON THE MEND: Ferguson the miniature donkey got a hand — actually a leg — from the School of Veterinary Medicine recently to replace a deformed hoof. The procedure was a first for the UW's large animal hospital: amputation with a prosthesis is complex and rare for creatures such as horses or donkeys, who bear more weight in their front limbs. See more images: go.wisc.edu/fergdnky

20 DOLLARS

What it costs parents and loved ones to send a “Get Well Soon” care package to students living in UW residence halls, with the click of a button online. Contents include: microwaveable soup, saltine crackers, vitamin-infused water, cold-and-flu medicine, vitamin C supplements, tissues, ibuprofen, and fresh fruit. For \$12, UW Housing will deliver one dozen freshly baked chocolate chip cookies and a gift certificate for a quart of milk.

DEADLY COLD

It wasn't poachers or predators who killed some of the wild chimpanzees living in Uganda's Kibale National Park — it was the common cold.

UW researchers made the startling discovery when investigating a 2013 outbreak of severe coughing and sneezing among a community of 56 chimps. Five of them died from the human cold virus known as rhinovirus C, including a two-year-old whose body was quickly recovered and autopsied after her death.

“It was surprising to find it in chimpanzees, and it was equally surprising that it could kill healthy chimpanzees outright,” says **Tony Goldberg**, a professor in the UW's School of Veterinary Medicine who for years has worked in Uganda tracking viruses in animals. Goldberg was featured in the spring 2017 issue of *On Wisconsin*.

The findings, says Goldberg, are a cautionary tale about human interactions with wild apes. In Africa, people encounter chimpanzees and other apes when human settlements expand into habitats and when the animals leave the forests to raid crops.

TERRY DEVITT '78, MA'85



RICHARD WRANGHAM

NEWS FEED

The UW's Farm and Industry Short Course, a 16-week alternative education program, has a new director: Jennifer Blazek MA'10, MS'10. For the past 20 years, Blazek has helped manage her family's farm, and since 2011 she has worked as an agricultural educator with UW-Extension.



Northwestern will host the Badgers at Wrigley Field, home of the Chicago Cubs, for a football game in 2020. The Badgers will play at Soldier Field, home of the Chicago Bears, the following year against Notre Dame.



The UW-Madison Police Department is one of just a handful in the Midwest to participate in a training program that aims to change the way officers think about escalation and using force, especially with someone who is unarmed or experiencing a mental health crisis.

SEVIE KENON; SMONTGOM/ISTOCK

Jessica Weeks is fascinated by the “dark side” of international relations: dictatorships. But her award-winning research combats the black-and-white view of authoritarian regimes and democracies. *Dictators at War and Peace*, published in 2014, classifies regimes to better understand them: *bosses/strongmen*, with an unchecked personalist leader; *juntas*, with influential military elites; and *machines*, with influential political elites. Weeks, a UW associate professor of political science, spoke to members of the U.S. intelligence community in Washington, DC, last year as they grappled with how to contain North Korea.

How do authoritarian regimes differ?

Who is inside the regime really matters. Boss and strongman regimes have the stereotypical dictator, like Saddam Hussein, Mao, Stalin, Hitler. One person has a lot of power and, because of that, can make decisions without too much concern that people within the regime will disagree or try to get rid of him. But when you don't have people helping you make a decision or [holding you accountable], that often leads to suboptimal outcomes. These leaders tend to fight really risky wars, start more wars, and lose a lot more frequently. ... Machines, I argue, are the most peaceful kinds of regimes. These include the Soviet Union after Stalin and China after Mao. They don't fight as many wars and tend to have much better outcomes when they fight. Juntas are more likely to [engage in war] because the military officers are more likely to see force as a viable option and policy tool. They end up falling in between the machines and the bosses.

According to your book, machine regimes are just as risk averse as democracies when it comes to initiating force — and are just as successful when they do go to war. Why?

It's because of the risks that the leader would face if they undertook foolish foreign-policy decisions. A leader in a democracy needs to think about what the electoral consequences would be if they lost a war. You don't pick wars that you can't win. You have the same dynamic going on in these machines. The leader knows — they're not thinking about the public, per se — but they know that if they start a war and it goes badly, then they could be ousted by the other top people in the regime. The accountability is coming from other people within the regime rather than the public at large.

How do nuclear capabilities fit into this discussion?

I have [research] that finds that boss and strongman regimes are more likely to pursue nuclear weapons than machines and juntas. It's similar dynamics. These leaders face fewer constraints. When a country tries to pursue nuclear weapons, it often faces a lot of costs from the international community. But the leaders don't really internalize those in the same way. So you end up seeing that the same regimes that fight a lot of wars are often also trying to acquire these weapons.

What did you think of the summit with North Korea?

I think the U.S. [needs] to be extremely cautious about any promises [from] North Korea. ... If Kim [Jong-un] made a promise and then went back on it, there are going to be no domestic consequences for that — because there's no one to criticize him. It's the quintessential boss regime.

*Interview conducted, edited, and condensed by Preston Schmitt '14
Photo by Jeff Miller*



Exhibition *Bucky on Parade*

Bucky Badger had a busy summer. By metamorphosing into 85 six-foot-tall, brightly decorated statues, the beloved mascot posed across Dane County from May to September. The free public-art event, *Bucky on Parade*, was produced by the Madison Area Sports Commission, with support from the Greater Madison Convention and Visitors Bureau and in partnership with UW-Madison, the UW Department of Athletics, and the Wisconsin Foundation and Alumni Association. It took 64 artists to complete the Bucky's — from Bucky Alvarez to Celestial Bucky — and some of the statues will be auctioned off in September, with proceeds supporting charities such as Garding Against Cancer, a campaign spearheaded by UW men's basketball coach Greg Gard and his wife, Michelle, to support the state's cancer research.

Can you match these Bucky's to their titles?

America's Badgerland

Baller Bucky

Blooming Bucky

Bucky Alvarez

Bucky come se Picasso

Celestial Bucky

Dream Big Bucky

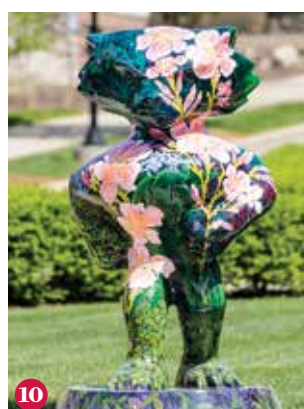
Flamingo Bucky

Graduation Bucky

Leckrone's Stop at the Top

Sunset

Visible Bucky



1. Baller Bucky 2. Celestial Bucky 3. Visible Bucky 4. Dream Big Bucky 5. Bucky Alvarez 6. Bucky come se Picasso 7. America's Badgerland 8. Flamingo Bucky 9. Leckrone's Stop at the Top 10. Blooming Bucky 11. Graduation Bucky 12. Sunset

BRYCE RICHTER (12)

Reckoning with History

Between 1919 and 1926, two UW student organizations took the name Ku Klux Klan, and a report delving into that era of campus history “does not make for comfortable reading, nor should it,” says Chancellor **Rebecca Blank**.

In the wake of a white nationalist rally in Charlottesville last fall, Blank appointed a study group to research the organizations and their connection to the national KKK. She also asked members of the group, which included UW history professors, to advise her on how the university can respond to this painful history.

The group’s report, released in April, found that the campus community in the early 1920s did not question the presence of two organizations bearing the KKK name, including one that was affiliated with the national white supremacist group Knights of the Ku Klux Klan. The report also detailed what Blank calls “shameful examples” of the UW community’s treatment of black and Jewish students and of Native Americans, who were excluded from the student body during that era.

“The history the UW needs to confront was not the aberrant work of a few individuals but a pervasive culture of racial and religious bigotry, casual and unexamined in its prevalence, in which exclusion and indignity were routine, sanctioned in the institution’s daily life, and unchallenged by its leaders,” the report says.

The study group also considered the question of renaming campus spaces. But members decided that, first and foremost, the university needs to take more substantive action to address the past and reinvest in institutional change. “We want our collective reckoning with this history to

consist of a great deal more than the purging of unpleasant reminders,” the report says.

However, the Wisconsin Union Council, which governs Memorial Union, voted in August to change the names of the **Porter Butts** Art Gallery and the **Fredric March** Play Circle — named for the union’s first director and the Oscar-winning actor, respectively. Both men belonged to an interfraternity society that used the Ku Klux Klan name in the early 1920s but was not affiliated with the Knights of the Ku Klux Klan.

The surviving family members of Butts publicly supported the move, which council members said would allow the Union to fulfill its mission by being more welcoming to students of all backgrounds. Butts ’24, MA’36 worked for inclusivity later in his life, including his refusal to allow segregated groups to use Wisconsin Union spaces. And in the 1950s, March ’20 fought persecution of Hollywood artists, many of them Jewish, by the House Un-American Activities Committee. The Union council plans to acknowledge the professional achievements of Butts in another way at Memorial Union.

In response to the study group report, the UW has committed up to \$1 million to research and install a public history project “that will document and share the voices of those on campus who endured, fought, and overcame prejudice” throughout its history, Blank says. The university will also fund a proposal to hire a new faculty member in four programs: Afro-American Studies, American Indian Studies, Chican@/Latin@ Studies, and Asian American Studies.

JENNY PRICE ’96



BRAYCE RICHTER

“I see you. I hear you. I support you. I am committed to addressing this critical issue in our communities and I believe that we can and will make a difference if we continue to speak out.”

—UW police chief Kristen Roman, in an open letter to sexual assault survivors following the sentencing of former UW student Alec Cook to three years in prison for a series of sexual assaults near campus.

NEWS FEED

Days on Earth are getting longer, according to a study from UW geoscience professor Stephen Meyers. Some 1.4 billion years ago, it took Earth just 18 hours to fully rotate. The moon was closer then and changed the way Earth spun around its axis.



UW Cooperative Extension, Wisconsin Public Radio, and Wisconsin Public Television returned to UW–Madison from the UW System in July, the result of a vote by the board of regents earlier this year. All three units started on the Madison campus and were part of the university previously.



Yogurt may help diminish chronic inflammation, according to a new study from UW food science researchers. Consumption of yogurt was shown to have a general anti-inflammatory effect on the body, perhaps by strengthening the intestinal lining. Chronic inflammation is a factor in bowel disease, arthritis, and asthma.

Contender *Bryson Williams*

If **Bryson Williams x'22** were a Nebraska Cornhusker, it would be hard to blame him.

The *other* Sea of Red flows through his veins: he was born in Lincoln, home of the University of Nebraska, to a family of devoted Cornhuskers, and he played high school football just a 10-minute drive from Memorial Stadium.

The UW freshman nose tackle was also priority number one for Nebraska's new head coach, Scott Frost, a longtime Lincoln legend. Frost, the quarterback of Nebraska's 1997 national championship team, returned to his alma mater with massive fanfare after coaching the NCAA's only undefeated team last season, the University of Central Florida (UCF).

In early December, on the same day UCF won its conference championship game and less than an hour after Frost's hiring leaked online, Williams received a phone call from a familiar voice. It was Frost, who had recruited Williams at UCF. Seemingly out of nowhere (the Cornhuskers' previous head coach told Williams, point blank, that he would not receive an offer from the university), Nebraska was now interested.

"The next day, before he even got to his house in Lincoln, he's at my house," Williams says. A visibly exhausted Frost had come directly from his introductory press conference. "My mom was kind of starstruck. ... He just told me he wanted me on the team."

What should have been a dream come true was actually a source of internal conflict: five months prior, Williams had verbally committed to the UW. Because he couldn't sign an official letter of intent until late December, his commitment to the Badgers was theoretical —

at least to some. Williams quickly became a celebrity of sorts in Lincoln, with media, family, friends, and strangers all inquiring about his final decision.

"My mom had a lady follow her into the bathroom [to ask about me]," he says, laughing. "My mom hates when I bring that up, but that's how passionate Nebraska fans really are."

The recruiting process wasn't always so eventful for Williams, who was considered a three-star (out of five) prospect. He attended a few summer camps in high school, where he first caught the attention of South Dakota and South Dakota State — his first two college offers. Months passed until he received his first offer from a major program (Kansas State). Eventually, as he developed into his 6'2", 300-pound frame as a high-school senior, he received offers from nearly 20 schools, ranging from the UW and Iowa, to Virginia Tech and Duke, to Princeton and Yale. But the Big Ten was squarely his top priority.

The UW offered Williams a scholarship last June. Within a couple weeks, he visited campus — with stops at Camp Randall and the Terrace — and verbally committed, citing strong academics and a fast-developing

Williams was heavily recruited by Nebraska after making a verbal commitment to the Badgers.

relationship with the coaching staff.

"After taking all these visits, you kind of feel what's real and what's not real," Williams says. "Certain coaches will try to sell you on the perfect scenario and tell you, 'You come here, you'll get this starting job, and after you graduate, you'll have this, this, and this.' Well, things don't always work out like that. What if I get injured? How's the education? How's the life outside of football?"

In mid-December, with the sudden weight of his hometown on his shoulders and a scribbled pros-and-cons chart at his side, Williams announced on Twitter that he was sticking with his original commitment: "I want to be remembered [as] a man of my word," he wrote.

"My heart, my head — they finally agreed," he says now. "I haven't switched my mind at all since."

PRESTON SCHMITT '14
PHOTO BY JEFF MILLER





“My heart, my head — they finally agreed. I haven’t switched my mind at all since.”



UNIVERSITY



BUCKY

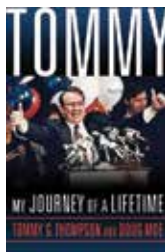
WISCONSIN

SCIENCE FACTION

Tommy Thompson '63, JD'66, Wisconsin's longest-serving governor and former secretary of Health and Human Services under President George W. Bush, recounts his support for the UW and for biotechnology research.



In his autobiography, Tommy, which is out this September, Tommy Thompson '63, JD'66 shares stories about his small-town upbringing in Elroy, Wisconsin, his days on campus, and his career in government. Thompson devotes a significant passage to his support for stem cell research, both on campus and worldwide. In May 2017, the university opened the Tommy G. Thompson Center on Public Leadership, which states that it seeks to provide "a multidisciplinary, nonpartisan environment to study, discuss, and improve leadership." Although some have questioned whether the center will live up to its nonpartisan charge, few would disagree that its namesake is known for reaching across the aisle and for being a tireless promoter of Wisconsin and its state university.



Excerpted and adapted from *Tommy: My Journey of a Lifetime* by Tommy Thompson and Doug Moe '79. Reprinted by permission of the University of Wisconsin Press. ©2018 by the Board of Regents of the University of Wisconsin System. All rights reserved.

It was at a cabinet meeting that first spring after being named secretary of Health and Human Services when President George W. Bush asked me if I would stay afterward.

"I need to address stem cells," the president said. "I want to know more about them."

I nodded.

"I know you are for the research," the president continued, "and I know Karl Rove [then White House deputy chief of staff] is against it. I am going to schedule a lunch for the three of us. I want you to come in, and I want you and Karl to discuss it."

I wasn't surprised. In my 1999 State of the State speech, I introduced James Thomson, a UW-Madison developmental biologist whose lab, in 1998, was the first to isolate stem cells from human embryos. His findings were published in *Science* magazine in November 1998, and the following month the Wisconsin Alumni Research Foundation (WARF) received a patent on the discovery. Even in those early days it was being touted as a breakthrough that could revolutionize modern medicine and health care.

But the research was not without controversy. Though the cells Thomson used were left over from fertility clinics — and the donors had signed off on their use in research — some right-to-life people called it immoral, unethical, or both. They were furious with me for introducing Thomson during my State of the State speech, and it was brought up again by the Bush team prior to my appointment.

"I support stem cells," I told them. "If that means I can't get the appointment, so be it."

My passionate support of Thomson and WARF were part of my larger belief that the University of Wisconsin's emergence as a leader in biotechnology and biomedical research was great for both our state and humanity in general. Where are lifesaving advances going to come from, if not great institutions like the University of Wisconsin?

As governor, I tried to forge a partnership that would help the UW System grow while at the same time generating new technologies and businesses to pump up the state's economy. During my time as governor, more than 4,000 building projects at a collective cost of nearly \$2 billion were initiated at campuses across the state. It was a mix of public and private money. I helped Donna Shalala, before she left the UW-Madison's chancellor job to join the Clinton administration, generate private funds to advance the expansion. Later, I called it the New Wisconsin Idea — a collaboration between academia and the private sector that would benefit both and bring good-paying new jobs to Wisconsin.

I can't understand why any public official wouldn't see the University of Wisconsin System as an ally, especially in a world that is changing faster than ever.

I remember having a discussion at some point in my last term as governor with John Wiley MS'65, PhD'68, who would later be UW-Madison chancellor but at the time was provost. John said he wanted me to meet Michael Sussman, a biochemist on campus who was doing some interesting work perfecting DNA chips utilized in identifying genetic abnormalities that can eventually lead to new drugs and ways to fight disease.

I said I'd be happy to meet Sussman. During my first term as governor, Chancellor Shalala had approached me about assisting with a new Biotechnology Center on the Madison campus. I agreed to help, and with a mix of federal, state, and private dollars, the center was built on the site of the old Wisconsin High School.

By the time Wiley brought Sussman to see me in the late 1990s, the biosciences were exploding on campus, and the center I'd helped fund was already inadequate. Sussman sat in my office in the capitol and for two hours talked about DNA and the potential for all this great science to generate medical advances. I liked Sussman, his enthusiasm and genuineness, though we joked later about how he's a Democrat from New York and would never have voted for me prior to meeting me. He said that more brilliant students than ever were interested in studying biology at Wisconsin, but because of space limitations, some had to be turned away. He said we weren't losing them to Michigan State — we were losing them to Harvard and Stanford. We're a great university, he said, but we need a new building and more lab space.

He impressed me. Within a few days of the meeting, I called Wiley and promised funding for one of the things we had talked about: five new faculty hires in the area of human genomics. I toured the existing facilities, learning more about the science all the time. Then, in my January 2000 State of the State speech, I unveiled the \$317 million BioStar Initiative, which included an addition to the Biotechnology



JEFF MILLER

Center as well as renovations and additional buildings for biology-related departments.

I'm proud of what I was able to do for the University of Wisconsin. It made sense for all kinds of reasons, including economic development. I was always trying to figure out how to help Wisconsin compete with the technology triangle in North Carolina and Silicon Valley. I wanted Wisconsin to be the third pillar out there.

At some point after I left for Washington and Health and Human Services, word reached me that Mike Sussman was thinking of leaving UW-Madison. He had a very attractive offer from the University of California-Davis, and was considering it to the point he'd already looked at houses.

I telephoned Mike one night from Washington — he later joked that he'd had a couple of drinks by the time I called — and asked if it was true.

"You're thinking about leaving?"

"Yes," Mike said.

"You can't do it," I said. I talked about all we'd accomplished and all that was still to come. This was when Mike confessed he was a Democrat. "I usually bat for the other team," was the way he put it.

"I suspected it but never held it against you," I said. We laughed. "Now, let's talk about why you're going to stay."

As governor, Thompson, left, made a point of supporting UW research. Above, Professor Fred Blattner, pointing at right, described lab conditions in the genetics building in 1991.

I'm sure all my work on behalf of biomedical research at the University of Wisconsin was somewhere in my mind when I went to the White House in spring 2001 to meet with Bush and Rove to discuss stem cells.

The president had us in to the Oval Office. There's a little room off to the side of the Oval Office, and that's where we sat for lunch. I had a hamburger, and the president had a peanut butter and jelly sandwich.

I don't remember what Rove had to eat, but he spoke first, and he was adamant that Bush keep a hard line against allowing the use of federal funds for embryonic stem cell research. He brought up the ethical concerns, but he stressed — and this was not atypical for Rove — the potential political fallout of softening that stance. I must admit I could relate. As I noted earlier, antiabortion groups in Wisconsin were furious with my support of Thomson's research. They are passionate, and they are vocal.

But as I have also stated, I believed that in the end, the lifesaving potential of the research should carry the day.

A few weeks before my lunch with Rove and Bush, I'd been visited in Washington by Jere Fluno '63, a classmate of mine at UW-Madison who went on to a vastly successful career in business. Jere was also a philanthropist. I attended the luncheon in 1997

at the Madison Club when Jere's gift of \$3 million to UW-Madison for an executive education facility — now called the Fluno Center — was announced.

Four years later, he was in my office at HHS in Washington to talk to me about his granddaughter, Lauren, who has juvenile diabetes. Jere told me about getting the phone call from his daughter informing him about Lauren's diagnosis. She was two years old. He talked about seeing that tiny girl in that big hospital bed. And he talked about the need for research to find a cure.

"Stem cells give us hope," Jere said.

It was an emotional meeting, and I remembered it at that Oval Office lunch, after Rove had finished and it was my turn to speak. I gave myself a quick, internal pep talk, knowing that the next few minutes might be my only chance to make my case.

"Mr. President," I said, "your mother and father have been great champions in the fight against cancer. They've devoted a tremendous amount of time, money, and effort to that cause.

"And you've started out your presidency by increasing funding for the National Institutes of Health. I thank you for that. It's the right thing to do, a great use of federal dollars.

"But Mr. President," I continued, "if you come out against embryonic stem cell research, no matter if you double the money for NIH, or anything else, if you turn down embryonic stem cells you're going to be remembered as the president who was anti-science." The president kept looking at me but didn't say anything, so I went on.

"Every person in your administration has either a member of their family or a close friend who is suffering from a debilitating illness. You had a sister who died young of a terrible illness. Your mother and father did everything they could for that child."

I was referencing the daughter George H. W. and Barbara Bush lost to leukemia before she was four years old.

"Every parent," I told the president, "who has a child with juvenile diabetes, and who has to get up every night, four or five or six times, to check that child's blood, not knowing if that child is going to live or die, those parents are counting on stem cells to come up with a cure. If you, as president, stand in the way of giving those parents the hope and dream of a cure, you're going to be viewed as antiscience and stopping the great progress being made on juvenile diabetes, ALS, Parkinson's — you name it."

"But we don't know that it will work," the president said.

"It's the hope, Mr. President," I said. "The belief. And the dream."

About six weeks later, on August 8, I was called to the White House for an early evening meeting. The president told me he was going to give a prime-time address — the first of his presidency — the following night to state his position on federal funding of



LUKE FRAZZ/AP/GETTY IMAGES

As secretary of Health and Human Services under President George W. Bush, Thompson urged support for stem cell research.

research using human embryonic stem cells. The president had decided to allow federal funds to be used for research on existing stem cell lines — cells derived prior to August 9, 2001. Federal dollars would not be used for any cell lines derived after that date. It was, essentially, a compromise, and while it didn't go as far as I might have hoped, I was pleased that the president at least went halfway. It got the federal funds flowing. I think what I said that day at lunch may have swayed him. The president didn't tell me so, but that's what I believe.

That night I called Carl Gulbrandsen, then managing director of WARF, which held the patent on Thomson's research, to tell him what was coming. Carl was at dinner with his wife, Mary, in Colorado. I asked Carl, "Can you make these cell lines available?"

"Absolutely," he said. "We'll do everything we can."

By the first week of September, we had signed an agreement with the WiCell Research Institute, a nonprofit subsidiary of WARF, granting NIH scientists access to the cell lines, along with academic researchers, while also respecting WARF's patent and license rights.

There is no question in my mind that my coming from Wisconsin and personally knowing people like Michael Sussman, Jamie Thomson, and Carl



Gulbrandsen helped us accomplish more in a shorter time frame than would otherwise have been the case. We respected and trusted each other. Carl came to Washington several times during the implementation process and let me know that someone at NIH told him the agency had never moved so quickly on anything. I brought a group of 20 scientists and administrators from NIH to Madison to see where the research was happening and meet the people responsible for it.

I don't mean to suggest any of this was easy. Throughout the debate, I was caught in the middle between the strict pro-life contingent and those — like Pennsylvania senator Arlen Specter — who wanted all restrictions on embryonic stem cell research removed.

In spring 2016, UW-Madison invited me back and awarded me an honorary doctorate of laws degree for meritorious activity “as a dedicated promoter of the Wisconsin Idea and the use of government to enhance the life of its citizens.”

I spoke at commencement at the Kohl Center in Madison, and I shared the story of Mike Sussman — he stayed — while just generally touting the assets of this great economic diamond, the University of Wisconsin.

“Life is too short to be at a job you don't like,” Thompson exhorted graduates in a 2016 commencement address. “Find your passion and follow it.”

I didn't speak long, 10 minutes or so. Primarily I wanted to thank the university for what it had given me — much more than an honorary degree — and once again make the case for how very valuable our great university is to the entire state of Wisconsin, as an economic engine and more.

I thought it was important to tell the graduating students in the audience a little about myself. How I came from a small city called Elroy, where if you dialed a wrong number on the phone you talked to whoever answered, because of course everyone knew everyone else. I talked about coming down to Madison for school with nothing but some dreams, and I told them how, with a lot of hard work, a lot of help, and a bit of luck, I'd been elected to the Wisconsin assembly and then elected governor. I'd gone to Washington and served a president in his cabinet. It still seemed so improbable, talking about it all these years later.

What I really wanted to convey was that my story, so much a Wisconsin story, could be their story, too, if they dreamt big enough and reached high enough.

Later, Chancellor Blank asked me if it would be possible to get a copy of my speech. I had to tell her there were no copies. I'd written nothing down. It came from the heart. ●



PLAY TIME

Happy 90th birthday, Memorial Union.

BY JOHN ALLEN

Memorial Union opened its doors for the first time on October 5, 1928, which means that the facility will mark its 90th birthday this fall. The occasion will wrap up 13 months of celebration since the five-year-long Memorial Union Reinvestment — the building's first major renovation — concluded in September 2017. Come to think of it, the Union has been something of a perpetual celebration: nine decades of fun and games. Here's how play has and hasn't changed over the years.

... C A R D S ...



UW ARCHIVES S01438

1928

In the Union's opening year, men play cards in Der Rathskeller. It was only men in those days — the Rath wouldn't be open to women until 1941.



UW ARCHIVES S0386

1965

In the 1960s, campus had grown increasingly political, and the Union evolved along with the students. Union Director Porter Butts '26 (see more about his mixed legacy on page 19) retired in 1968 and was replaced by Ted Crabb '54, who served until 2001. But in Der Rathskeller, students still passed the time with card games.

• • • B O W L I N G • • •

1944

U.S. Navy sailors mansplain a bowling ball to female students. During World War II, the Union's dining facilities served more than 2,000 military personnel daily. But the drop in male students meant opportunity for women — the Union's first female president, Carolyn Hall Sands '44, was elected in 1943.



UW ARCHIVES S10563



BRUCE RICHTER

2010

Two students experiment with human bowling in Memorial Union's Tripp Commons. There was no real bowling in Memorial Union when it opened, and there isn't any today. In 1939, eight lanes were added under the theater wing. They closed in 1970, shortly before Union South opened.

• • • A R C A D E • • •



UW ARCHIVES S00638

2009

Students play video games (*Super Smash Bros. Brawl*) in Der Rathskeller. Video games are a rarity in Memorial Union today. Arcade revenue declined from the 1980s into the 2000s, and the games room closed in 2008.

1975

Foosball is older than the Union, having been invented in the United Kingdom in 1921. It reached peak popularity in the United States in the 1970s. Shorts were not to be seen in the Union until 1954, however, when a change to the dress code allowed shorts in the cafeteria and Der Rathskeller and on the Terrace.



BRUCE RICHTER

••• B I L L I A R D S •••



UW ARCHIVES S01225

1936

Pool tournaments were held in the old Billiards Room, which was part of the original Union. A remodel in 1962 turned the Billiards Room into Der Stiftskeller, and the pool tables were moved to the basement. They later came back.

2014

Students play pool in Der Stiftskeller, which was named for a thousand-year-old restaurant in Salzburg, Austria. The murals were added to its walls in 1978.



JEFF MILLER

••• C H E S S •••



UW ARCHIVES S00931

1980s

Students play chess on the Terrace. The Union first made Terrace chairs available for purchase in 1982, though you can only buy red or white, not the traditional green, yellow, and orange.



JEFF MILLER

2014

A chess game enlivens an August evening on the Terrace. Some things change very little.

Bridge Builder

As an engineer, Rod Hassett wanted his field to thrive in the face of evolving challenges. Turning to his high school alma mater offered an answer.

BY CINDY FOSS

PHOTOS BY BRYCE RICHTER

After fetching ketchup for fries and plastic utensils, the group settles in for lunch around a table at Union South near the College of Engineering campus. Conversation flows easily as students share updates about how fall semester — now just a few weeks old — is going, which classes are favorites, and how summer internships influenced longer-term plans. The chatter is frequently punctuated by laughter.

You'd never guess that the meal's host attended college several decades earlier than these students, or that he did so under significantly different circumstances. He has an admirable way of setting aside differences and coaxing out similarities.

...

Rod Hassett '62 excels at making connections. It's a skill he has brought to lunch tables and conference room tables since deciding — after a nudge from his father early in his college pursuits — that engineering would be a good fit. Engineers analyze problems and suggest solutions within parameters that include affordability and safety, enthusiastically completing complex puzzles while the rest of us may only see the pieces. These specialized skills came naturally to Hassett throughout his lengthy career at Strand Associates, a Madison engineering firm.

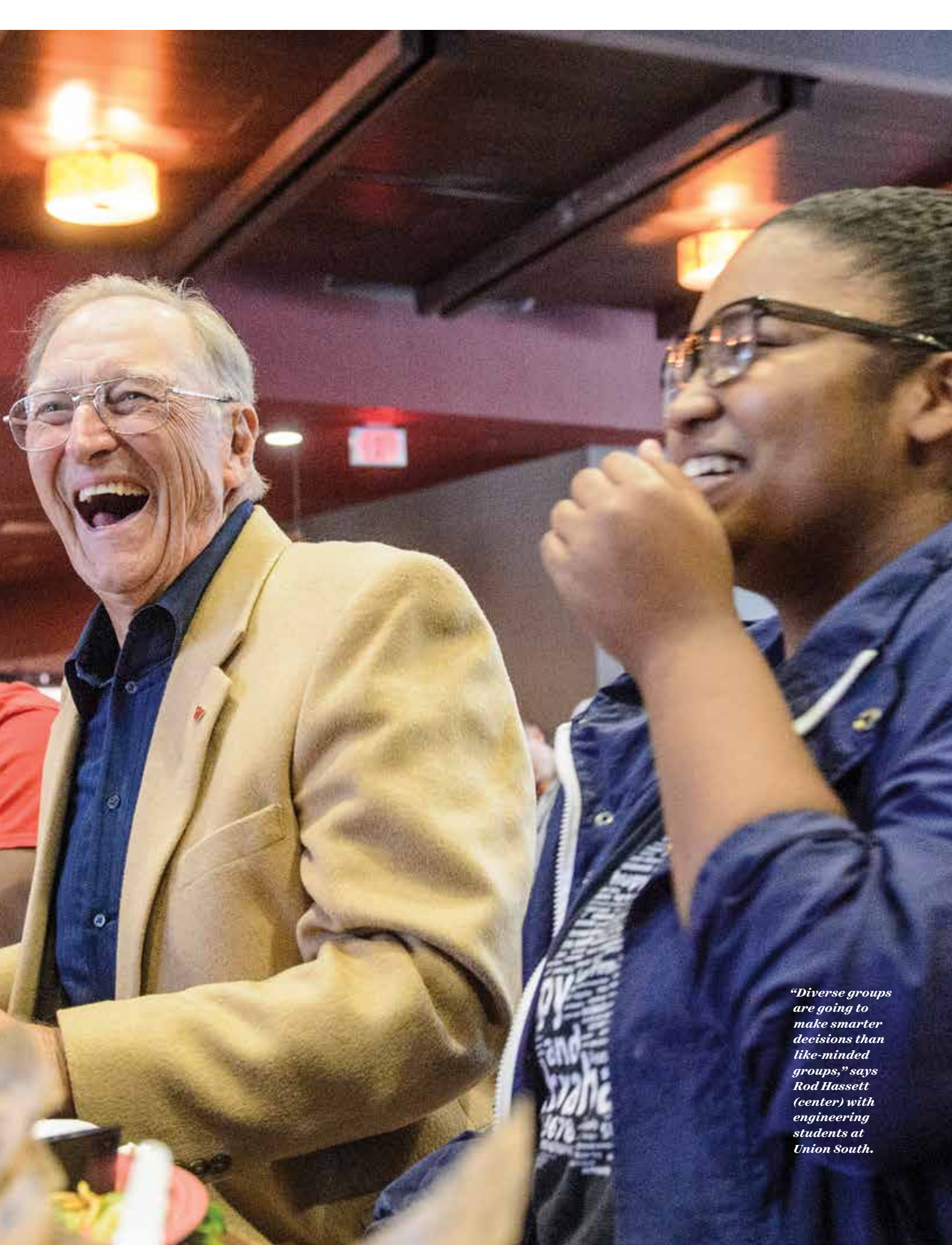
After retiring from Strand in 2002, he called upon his knack for mentorship, joining the UW faculty as an adjunct professor and, for 13 years, teaching the capstone design course, which challenges engineering students to tackle real-life projects.

Along the way, Hassett had been nagged by an industry dilemma that couldn't be solved with carefully designed bridges constructed of steel and concrete. How could a profession heavily represented by white men adequately address the problems found in a broad range of communities and demographics?

"We have huge engineering problems to solve over the next 50 years," he says, adding that it's essential to include a diverse societal representation to solve them.

"Diverse groups are going to make smarter decisions than like-minded groups," Hassett continues. "Those voices needed to be at the table. And many of the problems that we need solved are in the inner cities. There's no one better to work with the people in the inner cities than the people who grew up there."





"Diverse groups are going to make smarter decisions than like-minded groups," says Rod Hassett (center) with engineering students at Union South.



...

Hassett knew exactly where to find young people who could be encouraged to follow in his footsteps from the inner city to UW-Madison's College of Engineering. He graduated from Rufus King High School in Milwaukee, Wisconsin, in 1958, just prior to the city's dramatic shift in demographics. From 1960 to 1970, Milwaukee's African American population increased by 68 percent, due in part to migration from Chicago and the South. At Rufus King, minority enrollment slowly grew, reaching one-third by 1964; today, minorities represent 79 percent of the school's student body.

Now called Rufus King International, the high school's nearly 1,500 students take challenging precollege coursework. *U.S. News & World Report* includes it in the magazine's rankings of nationally recognized high schools. Eighty-five percent of the 2015 graduating class planned to attend college, with another 10 percent intending to enroll in two-year institutions — a significant change from Hassett's student days.

"My dad was really pro-education, but he came out of the Depression and World War II, and he didn't have a lot of formal education," Hassett says. "I grew up in an area where probably less than half of the kids went to college when they got out of high school, but there was no question I was going to college. Education has always been part of my life."

As Hassett pondered how to bring more diversity into his field, he talked with Jeff Russell, then chair of civil and environmental engineering and today dean of the Division of Continuing Studies. Together they decided to recruit students to be engineers

5%

of the 2.1 million engineers in the U.S. are African American (2017)

12%

of UW engineering graduates in 2016–17 (undergraduate and graduate) were students of color

79%

of chemical engineers in the U.S. are men (2016)

"like Barry Alvarez recruits football players," Hassett recalls. He worked with the UW Foundation in 2006 to establish a scholarship program specifically designed to support Rufus King students who had an interest in becoming engineers. He provides scholarships for a student's first two years, and the College of Engineering supports additional years. So far, 15 Rufus King graduates have been named Hassett Scholars. Nine have graduated from the UW — a track record that makes Hassett especially proud — and are now pursuing careers ranging from jet pilot training with the U.S. Air Force to working as a computer programmer at Google. The other six scholars are currently enrolled.

"The scholarship is a means to solving a problem," Hassett says. "Now there's a steady stream of kids coming from King. We're solving a problem one person at a time."

...

Coty Weathersby '19 was among the students having lunch with Hassett at The Sett in Union South last fall. Now a fifth-year senior majoring in chemical engineering, Weathersby supplements her course work with time in a campus research lab. Her current research centers on analyzing bacteria in wastewater; during a stint in a UC-Berkeley lab in summer 2017, she explored harmful contaminants in groundwater.

Although she'd been juggling honor societies and athletics at Rufus King and leaning toward majoring in chemistry, Weathersby says her selection as a Hassett Scholar spurred her to change plans. And she marvels at the interest Hassett shows in the students. "I never thought I'd actually get to see the

face behind the scholarship,” she says. “When I first received the award, Rod came to the ceremony [at Rufus King]. That in itself was exciting because he got to meet my sisters and my mom.”

She adds, “I remember getting an email from him at the end of my freshman year that said, ‘Congratulations. I’m proud of you!’”

“That individual touch is just very, very rare,” says Mary Fitzpatrick, director of the College of Engineering’s Diversity Affairs Office. “Rod offers mentoring as a seasoned professional. I would even say Rod has mentored *us*. He continues to make sure that we understand the intent and the goals [of his scholarship].”

Hassett Scholars are part of the college’s larger Leaders in Engineering Excellence and Diversity program, which is designed to support populations that are historically underrepresented in the field, including low-income or first-generation students, women, and students of color. The college takes steps to make sure incoming students are aware of scholarships for which they can apply.

“Engineering is very competitive, and the climate of engineering can be harsh at times,” Fitzpatrick says. “Our message is that you all can succeed, and we’re going to help you succeed. Yes, you have to do the work yourself, but you’ve got a net that’s going to work with you.” The diversity office provides a comfortable space where students can come to hang out and talk between classes, hold math study sessions, and gather over a meal.

Brian Núñez, former director of the Engineering Summer Program and now the director of career advising and wellness at the UW’s medical school, remembers the first time he met Weathersby. “She gave me her résumé and said she was going to run a company one day,” he says with a smile.

That company may well be in Weathersby’s future, but in the meantime, she is honing her leadership skills. She serves as the academic excellence chair for the campus chapter of the National Society for Black Engineers, and she attended the organization’s conference during her sophomore year. “I remember walking into the convention hall, and it was filled with so many black engineers and engineers of color, and I thought, ‘Wow.’ I just don’t see that on TV. I don’t see that in the media, so it was great. It’s a reminder in times when I’m struggling ... that there are a lot of other engineers who felt the same thing, but they’ve made it.”

She was one of three students who helped start the UW chapter of the National Organization for the Professional Advancement of Black Chemists and Chemical Engineers. The chapter’s members — numbering about 15 undergraduate and graduate students — do volunteer work and sponsor professional development events.

Weathersby’s motivation for involvement in the organizations, she says, is “making sure future

Hassett Scholars have these resources.” She attributes “caffeine and time management” — and learning to say no — to her ability to juggle classes, research, student organizations, and tutoring.

“I don’t want to do something and not do it well,” she says.

Weathersby, who is eyeing graduate school to earn a master’s degree and, possibly, a doctorate, expresses admiration for UW faculty members who both teach and conduct research.

But for now, she emphasizes the powerful force of community. That, she believes, has been the greatest gift of all, in some ways eclipsing the financial support. She keeps in close contact with other Hassett Scholars, including those who have graduated.

Hassett makes sure that current students have ongoing support from each other by scheduling lunch sessions twice a year. “I really want to make sure that the older kids, the more senior people, are sharing their experiences with the younger students,” he says. “They can help each other so much.”

• • •

During last October’s lunch conversation, Hassett encourages each student to tell him what’s new. Weathersby describes her summer at UC–Berkeley. Devin Lafford x’19, a computer engineering student, details an internship at a company that designs medical devices. George Akpan x’19 tells the group that he wants to focus on wind power in his career, plans that earn an enthusiastic “Good for you!” from Hassett. Alexis Edwards x’21 says she’s leaning toward the biomedical field and recounts her summer as an intern with the Milwaukee fire department unit based at the airport.

Hassett nods, smiles, and asks more questions, easily sliding into the mentorship role he enjoys. The topic shifts to Park Street, one of the main thoroughfares to the UW campus, and he tells the students, “Here you had this gorgeous campus, but everyone coming there had to go down this ugly street.” He notes that his firm worked on a plan to give the location new life.

“When you do something like this as an engineer, you have a vision,” he says. “I could see that this was going to be the gateway to the campus.”

“That’s one thing that’s nice about being an engineer,” he continues. “You get involved in things like that and you put your footprints in the sand. Early on you can see something, you have a vision for something, and you get it done. And then the rest of the world catches up. You just smile and walk on.”

As the scholars grab their backpacks and head off to their next classes or study groups, Hassett calls out, “Good seeing you guys!” With a smile, he adds, “See you in May — you’ll be a lot smarter by then.” ●

“It is incredibly satisfying to see how much I have grown as a student since my freshman year, and how the friendships I started three years ago out of the necessity to succeed have blossomed into lifelong bonds.”

Coty Weathersby (pictured at left), in a thank-you letter to Hassett

Cindy Foss is a freelance writer and editor based in Madison. She served as co-editor of *On Wisconsin* for two dozen years.

A photograph of a person's arm and shoulder in the foreground, looking towards a large, illuminated sign that reads "The Late Show". The sign is blue and white, with "the" and "with" in smaller text. The background is dark with many small, out-of-focus lights, suggesting a stage or studio setting.

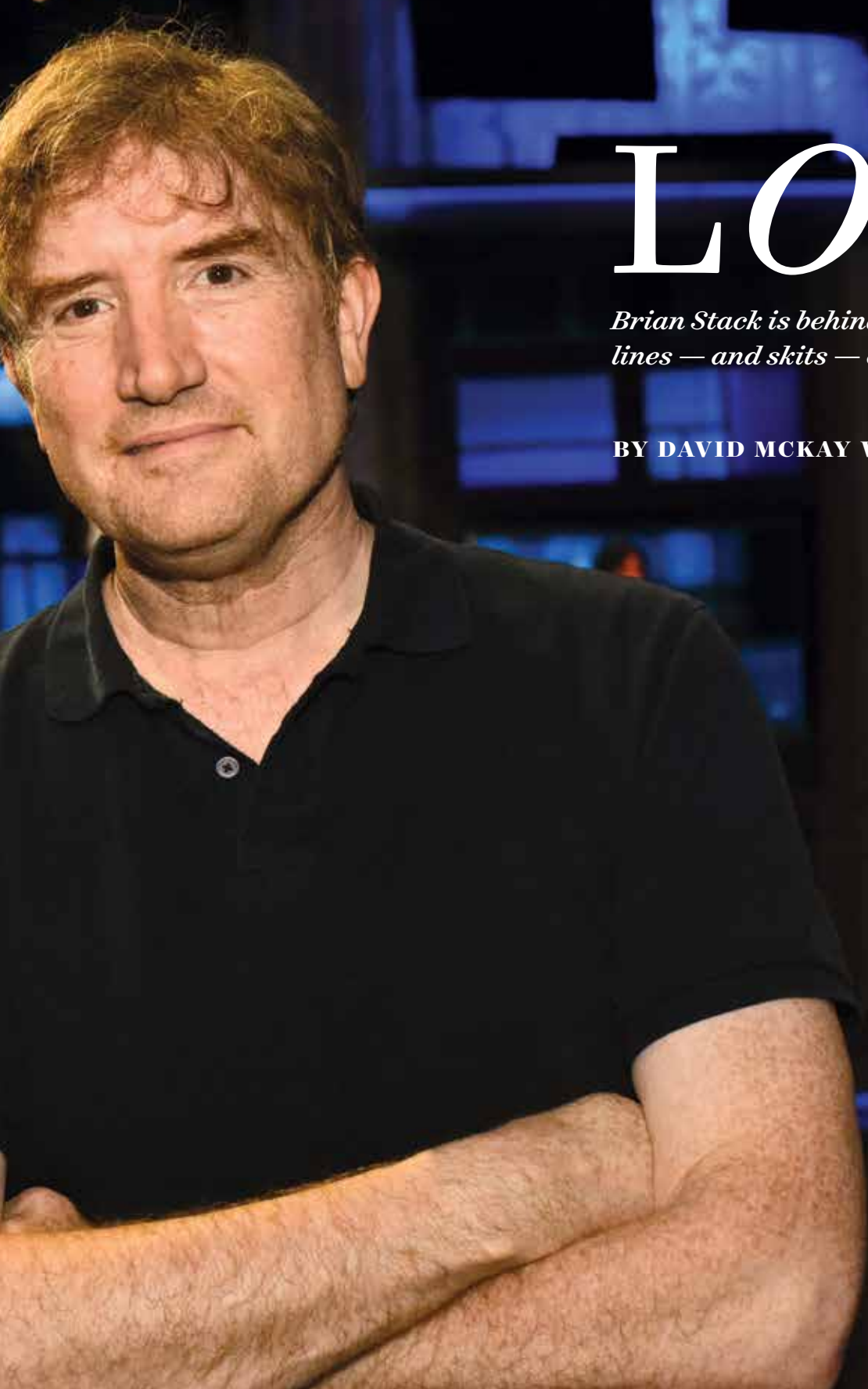
the LATE SHOW with

While he always dreamed of a career in comedy, Stack initially dismissed the idea because he thought it was unrealistic.

LOL

Brian Stack is behind some of the funniest lines — and skits — on late-night TV.

BY DAVID MCKAY WILSON



In his home in Sleepy Hollow, New York, Stack has a room he calls his man cave. One wall features his UW diploma, a picture of Camp Randall Stadium overflowing with red on a fall afternoon, and a UW Badgers sign.

As the chipper CEO of a charity called 1-877-CARS-4-SHARKS, writer and actor Brian Stack MA'88 speaks directly to viewers.

Like many sketches on *The Late Show with Stephen Colbert*, it plays off news from the White House — in this case, recent stories about adult film actress Stormy Daniels's tryst with Donald Trump before he was president. After Daniels had revealed how Trump had expressed hatred for sharks, increased donations flowed to shark conservation groups.

That led to the mock infomercial that opened the show that night. Accompanied by a guitar-playing shark, Stack, as the straight-laced CEO Burt Ridgewood, explains the benefits of putting live sharks into used cars, despite the high probability that drivers would be eaten in traffic.

The punchline features a picture of Stack, smiling, dressed as a double cheeseburger.

"It was so ridiculous," Stack says. "One of my favorite compliments is when someone tells me: 'That's so stupid.' That's often my most favorite stuff — when it's wonderfully dumb."

Since the late 1990s, Stack has thrived by writing and performing wonderfully dumb sketches with some of late-night television's biggest stars. After writing for Conan O'Brien's show for 17 years, he joined the Colbert production team on CBS in 2015.

On O'Brien's show, Stack had indulged his inner clown, writing for one of television's funniest comics. But with Colbert, whom he'd known from their days in Chicago with the Second City improv troupe, Stack had to recalibrate his approach. Colbert's forte is comic commentary on the day's news. In a media landscape where satire has found a strong footing on television, Stack moved his antic, wacky humor into the political arena.

"It's a challenge to funnel my natural ... non-topical brain into the world of politics," Stack says. "With Conan, we would address the news in a glancing, silly way. It was like fun cartoons. It never felt as driven by the news as our show feels at Colbert these days."

That focus has added a certain immediacy to the joke-making process, especially with a president whose Twitter blasts provide ample fodder.

"There's such a fast turnaround," Stack says. "Sometimes we're doing rewrite until showtime, but when it's 5:30 p.m., that's the script. You want it to be as good as it can be, and you also have to let it go. There's always a show tomorrow."

Get Me Rewrite

Making jokes for the *Late Show* starts early each morning after Stack's commute into Manhattan from his home in Sleepy Hollow, about 25 miles north of New York City, to his office at the Ed Sullivan Theater

on Broadway. He and members of the writing staff toss around possible bits for Colbert's monologue or "cold open" skits like the zany shark piece.

Stack's improv skills come in handy during the collaborative writing sessions, where he and his colleagues build on each other's ideas, even if what's suggested doesn't turn out to be all that funny.

"A bad idea can lead to a good one," says Stack. "You need to feel free to toss out one that might be bad. That's healthy brainstorming."

Colbert is very much involved in the process. "He's as much a writer as a host," says Stack. "He'll riff around in the rehearsal, tweak the language, or flat-out write new jokes on the fly."

Those riffs can also occur when Colbert and Stack converse on camera, as when Colbert looks heavenward to speak with God, the animated character whose mouth moves to Stack's voice-over. In one February sketch, Colbert asks God about the NRA president's contention that gun ownership was a right granted from on high.

Colbert wonders if God is pro-gun.

"You created the Second Amendment," God retorts. "I said a 'well-regulated militia.' That doesn't sound like buying an AR-15 should be easier than buying Sudafed."

Even on camera, Stack thrives on such nail-biting spontaneity. "I like it when we go off on riffs — when you go off the rails and know you won't be left hanging," he says. "That can be the most fun."

Chunkable Comedy

At 53, Stack is tall and lanky, with a full head of red hair that can be slicked back and neatly combed on air. It's somewhat untamed when he shows up to speak in late October at the Hudson Valley Writers Center in Sleepy Hollow, not far from his home. He's around the same age as O'Brien and Colbert, part of the late 1980s and early 1990s generation that found inspiration in Chicago during what Stack likes to call the golden age for improv comedy, when he found his comedic voice alongside future stars Colbert, Steve Carell, Amy Poehler, and Tina Fey.

Dressed in a gray button-down shirt with gray slacks and black suit jacket, he talks about how Americans may not stay up until midnight to watch his latest sketches. But many of his fans watch regularly on short clips that run a minute or two and get shared on Facebook or Twitter.

"People watch TV today in chunks," he says. "You hope that you make something that's chunkable, something that's shareable."

Colbert's writing staff includes a slew of young writers, whom Stack says he relies on at times to keep himself up to date.

"I've been married since 1996, so certain areas of social media, like Snapchat and Tinder, which enter into scripts at times, are alien to me," he says.

COURTESY OF CBS



Stack “reports” on the weather outside the Late Show studio during a 2017 blizzard.



COURTESY OF BRIAN STACK; GAME OF THRONES PHOTO (MIDDLE, THIRD FROM LEFT) ANDREW MATHESON

Stack plays characters ranging from God to the devil on Colbert. Stack's Fashion Assassin character, middle right, was a popular staple on Conan.



Stack, right, performs a skit with Conan O'Brien. Stack's award-winning gig on O'Brien's show lasted 17 years.

"I sometimes worry about my references. But I'm pleasantly made aware every day that we are almost always on the same page. I relate so much to their sense of humor and what they find funny."

That's not to say that Stack shuns social media. He has more than 33,000 Twitter followers at @BrianStack153. A recent header photo depicted him in a goatee, mustache, and glasses, intently reading a volume titled *Things Only Weenies Care About*.

His feed is, as befits a comedian, hilarious — and sometimes moving. In a tribute to the late Anthony Bourdain, who tragically took his own life, Stack reveals that he has also had a brush with depression. He comments on movies, politics, and musicians ranging from Prince to John Prine. And he retweets other comedians and hysterical dog videos — including his own. There's his dog, Darby, tailgating in a Badgers hat before the Orange Bowl, resting his head on a pillow while his master shovels snow, and lying inside the front door covered with mail because he was "too lazy to get up when the mail was dropped on him through the door slot."

The Ark of His Career

Stack's comedic journey began at the Ark Theatre in Madison, located in a converted garage on Bassett Street. A graduate of Indiana University, Stack had taken a comedy improvisation workshop in Chicago in the summer of 1986. He arrived in Madison that fall to pursue a master's in communication arts, delving into the psychology of media and contemplating a career in academia or advertising.

In Madison, he mustered up the courage to audition at the Ark to give comedy a shot while hitting the books for his graduate studies.

"I was so scared to try," says Stack. "Once I did it, I wished I'd done it earlier."

Among those in the company were up-and-coming comic Chris Farley and longtime *Onion* writer Todd Hanson x'90.

"I connected right away with Chris, even though we didn't seem to have anything in common," recalls Stack. "He was a big guy from Madison. I was a skinny, unathletic kid. We bonded through comedy. Chris couldn't wait to get to Chicago, and by 1990, he was in New York on *Saturday Night Live*. I went to see his first show. I didn't expect to know someone on television."

At the time, Stack couldn't imagine a way to make money making people laugh. After graduation, he moved back home to Chicago to work for four years in an ad agency. But comedy still beckoned, so he performed improv for fun on weekends.

He was really funny.

Maybe he could follow Farley's path to the big stage, he thought. "While I always dreamed of having some kind of career in comedy, I never thought that seemed realistic at all, since [I thought that] show biz people came from another planet," he says. "I really didn't have any idea what 'realistic' career to pursue while doing improv for fun early on."

That became a moot point after he landed a job with the touring company of Second City. Comedy led to romance, too. He met his wife, Miriam Tolan, in a Chicago improv ensemble called Jazz Freddy.

They worked together at Second City, got married, and have two daughters, Nora, 20, and Colette, 16.

"The friendships and relationships formed through improv become so strong," he says. "You are in the trenches together, relying on each other. It feels like you are going into battle together. You have each other's backs. And back then, after the shows, there was socializing — way too much partying during those Chicago days."

After four years at Second City, Stack had his big break, joining the writing staff at *Late Night with Conan O'Brien* for what was to be a 13-week stint. A sketch he wrote for Amy Poehler, with her playing a 13-year-old, helped convince the powers at NBC to extend his contract. His fill-in gig turned into 12 years with O'Brien's show on NBC, and another five years after O'Brien moved to TBS.

It was a run that led to five Writers Guild Awards for Writing in a Comedy/Variety Series and an Emmy award in 2007.

That first year on *Late Night* wasn't easy. Stack recalls the December day that O'Brien walked grim-faced into the writers' room. He told them that Chris Farley was dead, at age 33.

"It was really hard," says Stack. "I'd been so excited for Chris when he made it to *Saturday Night Live*, but also worried for him. He was childlike in his vulnerability. He was fragile and easily wounded. He had so much life in him. I couldn't believe you could snuff that out."

Although Stack's sense of loss has lingered to this day, he continued to hone the sense of comedy that has landed him on late-night's most highly rated talk show.

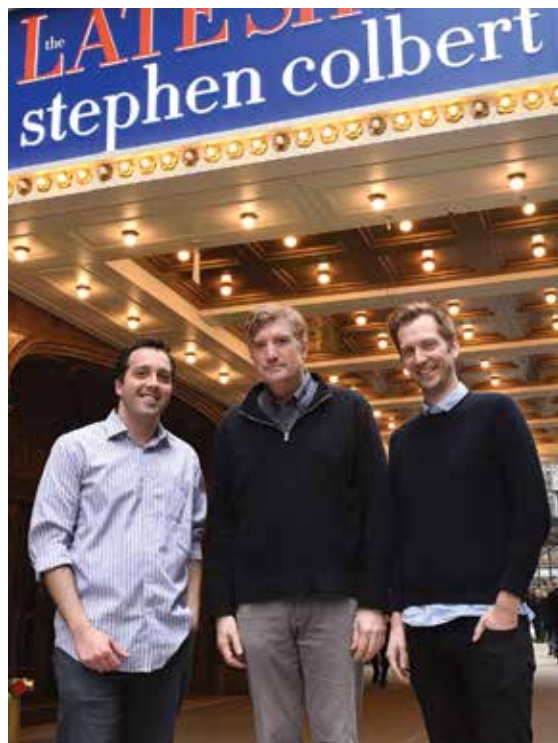
Late-Night Badgers

Stack isn't the only Badger contributing to Colbert's signature brand of laughs. Gabe Gronli '04 and Aaron Cohen '03, who had worked as interns with Stack at *Late Night with Conan O'Brien*, moved to CBS to join the writing staff with Stack when *The Late Show with Stephen Colbert* debuted in 2015. Cohen, now a writer and supervising producer for Colbert's show, marvels at Stack's range.

"There are very few people who can play both God and the devil," he says. "When Stack plays God, he's a bumbling, lovable God, and his full, red-body-painted devil is just as likable."

Gronli, one of the *Late Show*'s writers, grew up on Madison's west side. He remembers the first day of his Conan internship, when he met Stack, whom he calls the friendliest person he's met during his television career.

"I was an avid Conan fan, and Stack was an idol of mine," says Gronli, a founding member of Madison's Atlas Improv Company. "He'd heard about me and greeted me by name when I came out of the elevator. I was so happy. Brian Stack knew my name!"



SCOTT KOMALCHUK

Former Conan interns and fellow Badgers Aaron Cohen, left, and Gabe Gronli, right, followed Stack to *The Late Show* with Stephen Colbert and joined the writing staff.

Gronli says Stack has an uncanny ability to create characters, each with a distinct point of view and mannerisms to match. This all comes out in the collaborative writing process, which Gronli says occasionally circles back to Madison.

"When working with him, he'll go from something incredibly funny, to coming up with a great character, to shouting about old restaurants in Madison he's eaten at, to his favorite rock band," Gronli says. "He has a unique brain for characters. He inhabits them very easily."

Stack believes that his knack for writing emanates from his training in improv, which he still performs monthly in Manhattan at the Upright Citizens Brigade show *Gravid Water*. The show features experienced stage actors who recite lines from a play, with the improviser, who hasn't read the script, responding to lines they've heard for the first time. In late February, Stack adopts a deadpan British accent in a scene from the play *Mary Page Marlowe*. It's a scene in which a husband faces allegations of infidelity from his wife.

Stack's character brushes off the allegations, but his disinterest in the marriage is revealed. The audience erupts in laughter after Stack tells his estranged wife that he'll watch over their baby — whose name he can't remember.

"It's a way to keep my chops up," says Stack. "Improv is my first love. It keeps your synapses firing." ●

David McKay Wilson's writing has appeared in some 130 alumni magazines.



THE BIG DIG

The UW leads a global quest for new antibiotics.

BY NOLAN LENDVED '13

PHOTO BY BRYCE RICHTER

Pulling a soil sample from frozen Wisconsin ground in January is not impossible, but it certainly isn't easy.

Armed with a steel pick, plant pathology professor Douglas Rouse sent dirt, grass, and ice flying into the sunlight at the UW Arboretum as a small group of introductory biology students noted the location and condition of the frozen soil. Thawed or frozen, wet or dry, the soil remains an essential hunting ground. Within it lies the key to suppressing what the United Nations calls "the greatest and most urgent global risk": superbugs — strains of bacteria that have grown resistant to traditional antibiotics. Superbugs could kill more people than cancer by 2050 if left unchecked, according to a 2014 report issued by the United Kingdom's government.

More than two-thirds of new antibiotics come from soil bacteria or fungi. But since a small sample contains thousands of species of bacteria — and most of the antibiotics they produce are toxic to humans — it requires significant time, labor, and persistence to isolate effective antibiotic producers and to test for new compounds.

With the prospects of profitability lacking, pharmaceutical companies have shied away from developing new antibiotics to focus on more lucrative drugs.

Enter Tiny Earth, an initiative based at the UW's Wisconsin Institute for Discovery (WID). Rouse's biology students are just a sampling of the nearly 10,000 students across 41 states and 14 countries who are mining soil to solve the superbug problem.

"Antibiotic resistance is one of the main threats to global health and security, and the students have potential to discover new antibiotics to fill the void that currently exists," says Jo Handelsman PhD'84, director of WID and founder of the initiative.

Each semester, thousands of students around the world dig into the soil in their backyards, farm fields, stream beds, and forest floors. Just like the UW students, they learn the techniques they need to identify new species and compounds. Along with building a database of new antibiotics with medical potential, Tiny Earth is addressing another looming global crisis: a shortage of students pursuing careers in science.

"One of the best ways to learn is to engage in science actively and to do research so that the thrill of discovery drives the learning process," says Handelsman, who first developed the program in 2012 at Yale University. She saw too many first- and second-year undergraduates dropping out of the sciences and wanted to reverse the trend by offering hands-on research that pulls in techniques and ideas from disciplines such as ecology, genetics, and molecular biology. For students, it's a galvanizing introduction to laboratory science: they learn new skills while solving real problems.

The UW introductory biology students spent last spring diluting their soil samples, culturing and isolating bacteria, and profiling the genomes of antibiotic-producing microbes. Along the way, they made hypotheses about what they might find, learned and selected techniques, and synthesized their findings, all in the hope of discovering new antibiotic compounds. While the samples await final analysis, the initiative is betting on the odds that more participation will increase the chances of unique discovery.

Emily Lambert x'19, a neurobiology and French major, reveled in the experience of becoming "a real scientist" for the semester, making decisions and learning from her mistakes. "Working toward an overall research goal with the rest of the class but having our own hypotheses without a predefined answer — making a new, real discovery — was really exciting," she says.

"Antibiotic resistance is one of the main threats to global health and security, and the students have potential to discover new antibiotics to fill the void."

Lambert and her classmates could become part of the next generation of scientists who continue to tackle the antibiotic crisis. And they will have started that journey just an inch or two deep in the Arboretum's frozen ground. ●

Nolan Lendved '13 is a communications specialist at the Wisconsin Institute for Discovery.

Douglas Rouse (left), a UW professor of plant pathology, and his students collect frozen soil samples in the UW Arboretum.

CRAZYLEGS
and
LOVELYLEGS ...

... the SWEETHEARTS
of the CAMPUS!

THE LOS ANGELES
WORLD CHAMPION RAMS
— TOM FEARS
DICK "Night Train" LANE
Deacon DAN TOWLER
NORMAN VAN BROCKLIN
BOB WATERFIELD
PAUL "Tank" YOUNGER

HALL BARTLETT Productions Inc.
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CRAZYLEGS

starring

ELROY "Crazylegs" HIRSCH
LLOYD NOLAN · JOAN VOHS

featuring

JAMES MILLICAN · JAMES BROWN

Written and Produced by **HALL BARTLETT**
DIRECTED BY FRANCIS LYON
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WHEN CRAZYLEGS WENT HOLLYWOOD

*Badger football star Elroy Hirsch found
a second career in the movies.*

BY TIM BRADY '79

UW alumni know Elroy “Crazylegs” Hirsch x’45 as a football star who made his name — and earned his nickname — in just one season with the Badgers. Hirsch had a Hall of Fame pro career in Los Angeles, where he played nine seasons for the Rams and led the team to the NFL title. But he also made a name for himself in neighboring Hollywood, scoring credits long before former football players such as Alex Karras, Howie Long, and Michael Strahan made the move to the silver screen. Hirsch starred in three films, the last of which inspired a trio of UW alumni to make a classic considered among the best comedy films of all time.

Hirsch had good looks and a faint resemblance to Kirk Douglas, so it wasn’t surprising that movie producers came calling for him. There was already a tradition in Hollywood of casting college All-Americans and Heisman Trophy winners in their own biographical flicks, including Tom Harmon (*Harmon of Michigan*, 1941), Frankie Albert (*The Spirit of Stanford*, 1942), and Bruce Smith (*Smith of Minnesota*, 1942).

Naturally, Hirsch’s first film was a biopic, named simply *Crazylegs* for its star and the life story it told. The 1953 movie depicted Hirsch’s close relationship with his high school football coach from Wausau, Wisconsin, Win Brockmeyer (played by Lloyd

Nolan), and his hometown sweetheart (and eventual wife), Ruth Stahmer (played by Joan Vohs). A must-see film only for diehard Wisconsin and LA Rams fans, *Crazylegs* was Hirsch’s favorite of his movies, because it featured actual footage from his college and pro playing days.

Crazylegs contains rare film of Hirsch’s 1942 season with the Badgers, including his nickname-earning touchdown run at Soldier Field, which prompted a *Chicago Daily News* journalist to write, “Hirsch ran like a demented duck. His crazy legs were gyrating in six different directions all at the same time in the 61-yard touchdown run that cemented the win.” In that year, Hirsch took a squad that had a solid base of talent and led them to an 8-1-1 record, a level of excellence that Madison hadn’t seen in football since 1912.

“Hirsch as an actor is both likable and believable,” *Los Angeles Times* reviewer John L. Scott wrote. “He does very well in his first film assignment.” The *Capital Times* called the film “congenial.”

Crazylegs did fairly well at the box office, outperforming a new Marilyn Monroe flick, *How to Marry a Millionaire*, when it premiered in Milwaukee in time for the 1953 football season. Hirsch returned to Wausau for a screening in early November, and a big crowd came out to see the hometown hero in the flesh

After winning the Heisman Trophy, Hirsch played himself in the 1953 film (left) based on his life story.



Hirsch starred as a prison inmate in *Unchained* (left) and as a pilot under duress in *Zero Hour!* (below).

along with his wife and former coach.

Hirsch's acting, while hardly Shakespearean, showed enough promise to win him the leading role in *Unchained*, a 1955 prison drama set in Chino, California. Hirsch, often shirtless, got some surprisingly decent reviews for his role as an angst-ridden convict torn between serving his time and busting out of the minimum-security prison that gives prisoners so much latitude that escape is a constant temptation.

His final movie role came in 1957 at the end of his playing career. *Zero Hour!* was a forerunner to 1970s disaster films such as *Airport* and *The Towering Inferno*. Hirsch played the pilot of an airliner already in the sky when an outbreak of virulent food poisoning strikes him, the copilot, and dozens of passengers. Who on the plane could possibly fly the commercial flight to safety? Fate points toward Ted Striker (Dana Andrews), a World War II pilot who has followed his estranged wife onto the plane in the hopes of reconciling. Unfortunately, Ted is haunted by a war tragedy in which much of his crew was killed due to his error at the stick. Not only are his nerves shot, but he hasn't set foot in a plane, let alone a cockpit, for years.

If that plot sounds vaguely familiar, it's because it was stolen, right down to the exclamation point in the movie's title, by Jim Abrahams x'66 and the Zucker Brothers, David '70 and Jerry '72, for *Airplane!* — surely, one of the funniest movies ever written. (We are serious. And don't call us Shirley.)

The three founding members of the comedy troupe Kentucky Fried Theater arrived in Los Angeles in 1972, after a year of performing in a space in the back of a Madison bookstore. They set up shop at a small theater on Pico Boulevard and began performing sketch comedy, just as they had in Madison, largely based on late-night television. They used an old-fashioned reel-to-reel machine to record the odd commercials and otherwise unseen movies that filled air time between Johnny Carson and the television test pattern. They would riff on the recording as it was shown on stage that night, inserting dialogue, spoofing circumstances, and cracking wise.

One morning, they arrived at the theater to find *Zero Hour!* on the tape.

"It was a jewel," Abrahams says. "Overblown. Incredibly melodramatic. But a perfect three-act story. We were comic writers. We didn't know how to write a narrative."

The three were interested in parodying a full movie. On the morning that they discovered *Zero Hour!*, they thought, "This is it," David Zucker says.

As Wisconsin natives, they knew about Hirsch and his legendary athletic career. But his presence in the movie was merely a bonus bit of trivia; they knew the movie's structure and canned melodrama were ripe for parody.

They fashioned a script that hewed so closely to

Hirsch's film and television work, including his *Munsters* appearance, can be viewed on YouTube. Watch a mashup of *Airplane!* and *Zero Hour!* at go.wisc.edu/j64492.





the original that ultimately, they wound up stealing not just the plot and premise, but also whole scenes of dialogue. To obviate copyright issues, they bought the remake rights to *Zero Hour!*

"Basically, we just recast the movie," Zucker says. "Elroy Hirsch became Peter Graves. Dana Andrews's Ted Striker became our Robert Hays's Ted Striker." Kareem Abdul-Jabbar, Leslie Nielsen, Robert Stack, Lloyd Bridges, and *Leave It to Beaver*'s Barbara Billingsley rounded out the cast. Made on a shoestring budget, *Airplane!* became the third-highest-grossing comedy in box office history after it came out in 1980.

For Hirsch, *Zero Hour!* was the end of his film career, but his connection to Hollywood briefly lingered. After his retirement from football, the Rams hired him as general manager in 1960, and he went on to make brief guest appearances on two network television sitcoms: *The Bob Cummings Show* and *The Munsters*. For the latter, he played himself in a storyline that had him considering using the big-footed Herman Munster as a punter for the Rams.

In 1969, Hirsch returned to Madison to become the UW's athletic director and spent almost 20 years

in the role. During that time, he hosted a radio show and a how-to sports television program sponsored by the Union Oil Company, for whom he worked as a spokesman.

He died in 2004 at the age of 80, but he remains a legendary figure in Madison, known to many because of the Crazylegs Classic, the 8K annual race launched in 1982 to benefit university athletic programs.

What he thought of *Airplane!* or if he ever saw it is unknown, at least by the Zucker brothers and Abrahams. They never had a chance to meet Hirsch to ask.

For his part, Hirsch reminisced a bit about his Hollywood career following his UW retirement, noting it "was a heckuva break," but not something he ever seriously considered pursuing as a profession.

"You really have no control over what you do. You sit at home and wait for the phone to ring," he said in a 1987 interview. "I guess I was just never one for that kind of job insecurity." ●

Tim Brady '79 is a freelance writer based in Saint Paul, Minnesota. He wrote about the early days of Wisconsin football for the Fall 2017 issue of On Wisconsin.

Hirsch (left) relaxes on the set of the film Crazylegs with costar Joan Vohs and director Francis Lyon.

On Alumni

Alumni News at Home and Abroad

DIVERSITY STUDY

In late 2017 and early 2018, the Wisconsin Foundation and Alumni Association (WFAA) held a series of listening sessions with alumni of color in Milwaukee, Chicago, Atlanta, and Madison to learn more about their concerns and connections to the university. The input inspired WFAA to develop a strategic plan for engaging more alumni of color that includes enhancing marketing and engagement programs, strengthening networking, and cultivating student-to-alumni connections. Read the plan at uwalumni.com/go/diversity.

Jeff Butler, standing, admires a cartoon created by a youngster in his workshop.

7%

of UW–Madison's 442,000 alumni identify as people of color.

31%

of alumni of color live in Madison, Atlanta, Milwaukee, or Chicago.

4

WFAA diversity affiliate groups are dedicated to specific alumni populations, including African American; American Indian; Gay, Lesbian, Bisexual, Transgender; and Hispanic Latino organizations.



TIPS AHOY

Mary Carbine '86, MA'88, managing director of Alumni Park (right), chats with guests on a June pontoon boat ride. Don Sanford, author of the book *On Fourth Lake: A Social History of Lake Mendota*, narrated the tour. He shared fun facts about the most studied lake in the world, including the identity of the first woman to work at the UW Life-saving Station and the lakeside location named one of the 10 best places in the world to kiss.



ANDY MANIS (2)

The Marvels of Cartooning

Comics artist emboldens Badger talent.

Just like the superheroes he creates, artist **Jeff Butler '18** (see "Hooked on Comics" in the Summer 2018 *On Wisconsin*) provided powerful inspiration when he led a workshop on drawing cartoon characters in July at One Alumni Place.

Butler, whose past jobs included illustrating the role-playing game *Dungeons & Dragons*, leads courses in the graphic design and illustration program at Madison College. He's also returned to campus to complete his degree 36 years after leaving to pursue his career.

Butler began the Wisconsin Alumni Association event by detailing how he turned a childhood obsession with comic books into a career. Participants then tried exercises such as drawing the Statue of Liberty with their eyes closed. As the class concentrated on simple strategies to draw figures and other lessons, the room grew quiet, punctuated only by Butler's delighted laughter and comments of "Wow," and "Awesome!" as he examined their work.

"It was wonderful to see Badgers of all ages who came out to learn more about Jeff's story and share in his talents," says **McKenzie Glynn-Zdrale '00**, the Alumni Park and Place program director. "It was a fun night for everyone."

Len Mormino '91 attended the workshop with his daughter Sophia, an aspiring artist of 13. Mormino had planned to spend the time working on his laptop, but he was drawn into participating. "I was glad I did it," he says, adding that he enjoyed watching Sophia find the inspiration and confidence she needed through the workshop. Her takeaway message, he says, was, "Stick with your art, and you can grow it into unpredictably great things."

One Alumni Place is the visitor center for the new Alumni Park. See alumnipark.com for more information and a schedule of events.

NIKI DENISON



STEVE APPS/WISCONSIN STATE JOURNAL

On the one night of the year when it's perfectly acceptable to be someone (or something) else, there are sure to be just as many tricks as there are treats in Madison.

The city has a history of wild nights when Halloween weekend rolls around. Although the UW has hosted a number of spirited events, such as pumpkin carving and a costume ball at Memorial Union, the soul of Halloween in Madison has long been found on State Street.

Partygoers began flooding into the downtown hub starting in the late 1970s. By the 1980s, as many as 100,000 costumed people — students among them — would

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.

line the street and patronize its bars. With informal programming and little crowd control, the event spurred some revelers to set fires, damage property, start fights, and climb light poles. In 1983, a man tragically died after falling from a rooftop.

In 2006, the City of Madison sought to rein in Halloween's more raucous antics by setting up Freakfest, the region's largest Halloween festival. In its first year, the gated, ticketed event reduced the number of State Street arrests by nearly 200, from 334 to 148. By 2016, only 13 arrests were made.

Freakfest embraces live music: more than a dozen acts perform across three stages lining State

Street. Country stars Kip Moore and Jon Pardi — along with pop groups MisterWives, OK Go, and Timeflies — are among the prominent musicians who have provided a soundtrack for the spooky night.

Although attendance has dropped to a more manageable 30,000 or so per year, there's no shortage of excitement in the air when All Hallows' Eve arrives. A summary from the 1982 *Badger* yearbook rings true today: "If the multitudes of partiers who flock to State Street every year have any say in the matter, rest assured there will never be an end to this most popular of holidays."

MADELINE HEIM '18



MICHAEL KIENITZ

During more than four decades as a photographer, **Michael Kienitz '74** has worked in some of the most beautiful spots in the world — from Peru to the Hindu Kush mountain range near the Afghanistan-Pakistan border. But his camera was always focused on people at the center of armed conflicts, not their environments. The scenery was merely background.

That all changed five years ago when Kienitz visited Iceland for the first time. He was walking through a gravel area with a guide who took out his cell phone and shared a gorgeous photo of an immense ice cave. When Kienitz remarked on how beautiful it was, the guide said, “Two years ago, that cave was where we are standing.”

Iceland’s glacial ice is melting, due in large part to climate change. And that vanishing beauty is what motivated Kienitz to return to the island nation — so many times now that he’s lost count — to capture more of its breathtaking landscapes before they disappear. Last winter, he visited a stunning cave. “It’s already vanished. Collapsed,” Kienitz says. That sense of loss stands to be the gut punch for visitors who view his upcoming exhibition at

Photographer **Michael Kienitz** captures images of places in Iceland, including this ice cave, that are disappearing.

the UW’s Chazen Museum of Art (September 14 to February 3), representing the subject that has dominated his work since that first visit to Iceland. His images — printed on long-lasting aluminum — as well as video he captured using drones equipped with HD cameras, are of places that may no longer exist or soon will be gone. And Kienitz hopes that pictures will have a greater impact on people than statistics from scientists.

“That, to me, is the most important thing,” he says. “I don’t want them to say ... ‘Are these ever beautiful photos?’ I want them to contemplate the future of our planet and how rapidly it’s degrading in so many ways.”

Kienitz got his start at the UW photographing Vietnam War protests for the *Daily Cardinal* and later earned acclaim for his book and exhibit *Small Arms: Children of Conflict*. He doesn’t see an end to his efforts in Iceland.

“The beauty for me of doing photography is that I’m not going to be retiring,” he says. “It’s not in my lexicon.”

JENNY PRICE '96

40–50s

While attending the University of Wisconsin, **John Buzzell '48** was drafted — despite his appeal to finish the semester. Once he learned his assignment, however, the urgency made sense: he was to be an army cryptanalyst, tasked with breaking German codes. Buzzell, who had been studying chemistry, had also been taking German courses. He eventually went on to earn his doctorate at the University of Iowa and work as a research chemist. Now, at 96, Buzzell is still busy and active in State College, Pennsylvania. His wife is **Jane Teasdale Buzzell '50**.

Robert Pollard '49 of Roswell, Georgia, and his wife, Catherine, have been married for more than 70 years and were recently named “Longest Married Couple” in Georgia. Their youngest daughter, Anne, nominated her parents — who had met and started dating in high school — for the recognition by a project that aims to highlight marriage in America and exemplify that it can go the distance.

We're wowed! **Ed (Henry) Drexler Jr. '50** recently retired from his first and only teaching job: he taught genetics and biology at Pius XI Catholic High School in Milwaukee from 1950 to 2017. Pius XI alumni hosted a “Last Class” in his honor, in which proceeds went to a scholarship fund in his name. During his tenure, Drexler earned numerous teaching awards.

60s

Congratulations to three *Capital Times* staff members — **David Zweifel '62**, editor emeritus; **Lynn Danielson '75**, opinion editor; and **Abigail Becker '15**, reporter — who all placed at the Wisconsin Newspaper Association's annual journalism contest. Zweifel and Danielson are both members of the opinion staff, which placed first in the single editorial category for a piece

about proposed legislation on the disruption of speeches on University of Wisconsin campuses, as well as third place for overall editorial sections. Becker placed third in the reporting-on-local-government category for a collection of stories.

March 20, 2018, was “Dr. Dick Pinkerton Day” in Strongsville, Ohio: Mayor Thomas Perciak read a city proclamation to **Dick (Richard) Pinkerton PhD '69** during his annual State of the City address, recognizing Pinkerton's service to the city's Economic Development Committee. Pinkerton, who is retiring after 17 years on the committee and 13 years on the residential survey taskforce, writes: “At age 85, this is my last hurrah.” Cheers to you, Mr. Pinkerton.

70s

The National Tropical Botanical Garden (NTBG) honored **David Lorence '70** of Kalaheo, Hawaii, with the 2017 Robert Allerton Award for Excellence in Tropical Botany or Horticulture. Lorence is NTBG's director of science and conservation and the B. Evans Chair in Botany.

After changing majors in response to a less-than-desired grade in her first art class as a freshman, **Kristina Kindler Preslan '70, MA '73** of Lake Oswego, Oregon, decided to dive back in by plunging into watercolors at age 60. Since then, she has earned both domestic and international awards and signature statuses in U.S. watercolor societies, and she is exhibiting some of her work around the United States.

The Ecological Society of America has awarded **Diane Ebert-May '71** with its 2018 Eugene P. Odum Award for Excellence in Ecology Education. Ebert-May is a distinguished professor of plant biology at Michigan State University.

Patricia Kay Helmetag '72 of Annapolis, Maryland,

and lifelong friend **Sarah Baker Schmidt '72, JD '78** completed a bicycle ride across the nation. Helmetag has authored and illustrated a children's book inspired by the journey: *The TransAm Grannies Bicycle across America*.

In Business Madison has recognized **Rajan Sheth MS '72** with its 2018 Lifetime Achievement award. Sheth has served as the CEO of Mead & Hunt — a design, engineering, and architecture firm based in Middleton, Wisconsin — for 20-plus years and has led the company in growth and profitability.

A Bucky salute to **Michael Williams '72** of Fort Atkinson, Wisconsin, who celebrates 50 years of service to his state and nation this year. Entering military service in 1968 and retiring as an Army colonel in 2002, Williams now holds three appointments: executive director of the Wisconsin National Guard Association, state chair for Employer Support of the Guard and Reserve, and state insurance administrator for the Wisconsin National Guard.

Former UW marching band drum major **Raymond Luick '73** has found a way to stay in tune with this role in retirement as the drum major for the 1st Brigade Band in Watertown, Wisconsin. The band, attired in 1860s uniforms and gowns, performs Civil War-era brass-band music on antique instruments. Keep on marching, Mr. Luick.

Glass artist **Thomas Philabaum MA '73**, whose work is installed at the University of Arizona and the Tucson International Airport, has earned the 2017–18 Ambassador Circle Lifetime Achievement Award, given by the Tucson Museum of Art. After more than 40 years, Philabaum has retired following a recent diagnosis of Parkinson's disease. He commemorated his work with exhibitions earlier this year, and he will continue to paint and fuse glass.

BOOK NEWS?
See page 59.

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The president of U.S. Food & Pharmaceuticals, **Rajan Vembu '74** of Fitchburg, Wisconsin, has been a leader in the food, pharmaceutical, and dairy industries. He designed, built, owned, and managed a \$20 million whey-fractioning plant in Wisconsin — which is globally recognized for its technology — and helped to develop a market for protein and lactose in the food and pharmaceutical industries in nearly 30 countries.

Retirees **Mary Johnson O'Neill '75, MS'90** and her husband, John, are providing Wisconsinites with a taste of 1930s Hollywood via “The Ritz Limo”: a restored and modified 1934 Packard Town Car limousine. The vehicle will be used for weddings, anniversaries, and very special nights on the town, and John — the driver — will be outfitted with a chauffeur’s uniform designed by Mary.

University of Southern California (USC) English professor **Joseph Boone MA'76, PhD'82** has been named the endowed Gender Studies Professor of Gender and Media. His most-recent book is *The Homoerotics of Orientalism*. Prior to his time at USC, Boone was an associate and an assistant professor at Harvard.

Judy Olian MS'77, PhD'80 is the new president of Quinnipiac University in Hamden, Connecticut. She previously was the dean and John E. Anderson Chair of Management at the University of California–Los Angeles Anderson School of Management.

Lynne Maquat PhD'79 earned the 2018 Wiley Prize in Biomedical Sciences, an award that honors scientists who challenge accepted thinking and work to open new fields of research and understanding in the biomedical sciences. Maquat is a chair and professor of biochemistry and biophysics at the University of Rochester’s School of Medicine and Dentistry and also a professor in

the Wilmot Cancer Institute.

For 35 years, **Seth Markow '79**’s jazz radio program, *The Real Deal*, has been on the air in Hawaii. Stemming back to when Markow was a graduate assistant at the University of Hawaii at Mānoa’s Music Department, the program broadcast on the university’s college and community station. Today it airs week-end nights on a Hawaii Public Radio station. “[Jazz is] one of America’s greatest gifts to the world,” Markow says. “It’s my civic duty to help this music be more appreciated and enjoyed.”

Did you know that Carmex lip balm has a UW–Madison connection? **Paul Woelbing '79** of Oconomowoc, Wisconsin, is the president of Carmex/Carma Laboratories. The product was created by his grandfather to help alleviate his own chapped lips.

80s

Mount Kilimanjaro stands at more than 19,000 feet tall, but that didn’t stop **Don Millis '81, JD'90** of Sun Prairie, Wisconsin, from climbing it to raise awareness and funds for programs that address gender-based violence in societies around the world. He joined 10 other men on the climb, organized by Madison-based WE International. “Our climb represents a modest effort to push back against gender violence,” Millis states on the organization’s website.

“It’s my civic duty to help [jazz music] be more appreciated and enjoyed.”

Seth Markow '79

Charlene Blohm '81, president and CEO of marketing and public-relations firm C. Blohm & Associates in Monona, Wisconsin, is one of the recipients of the 2018 Governor’s Trailblazer Awards for Women in Business, which recognize the legacy of women’s business ownership in

Wisconsin.

John Schaefer '81 of Harshaw, Wisconsin, has retired from his posts — CEO and a member of the board of directors — at Sportsman’s Warehouse, an outdoor sporting goods retailer with locations across the United States.

Leading a team of professionals who report on health, rights, and justice, **Jodi Jacobson '83** is the president and editor-in-chief of the website Rewire. News. Jacobson is also the coauthor of 10 books. She has been quoted in publications such as the *Economist*, the *New York Times*, the *Washington Post*, and the *Wall Street Journal*.

Jo (Joann) Steinkamp Eisenhart PhD'85 is now executive vice president and chief people officer at Northwestern Mutual in Milwaukee, Wisconsin. In addition, **Deborah Brown Schultz '93** has been named executive officer and vice president of financial management at the life insurance company.

Sara Manewith '85 has taken the helm as director of the Response Center in Chicago. A program of Jewish Child & Family Services, the center provides mental- and sexual-health services, prevention education, and leadership-development programs to adolescents and their families.

David Alexander '86 has become the president of Chicago-based James McHugh Construction Company. He began as an intern and has been with the company for his entire post-collegiate career, contributing to such high-profile projects as Aqua at Lakeshore East, Trump International Hotel and Tower, and Vista Tower.

After 20 years and more than 5,000 medical-helicopter flights, Wisconsin flight physician **Jeffrey Gaver MD'87** has seen it all. He has documented his stories — sharing the best and worst days of his career — in a book published by

Dorrance Publishing Company Inc. The book is titled *Epilogue: Aeromedical Flight Tales: Stories of Hoping, Coping, Inspiration, and Redemption, with Just a Touch of Humor*.

Craig Mayer '88 is the new inspector general at the Wisconsin Department of Transportation. Mayer, an engineer who previously worked for the U.S. Navy, is responsible for examining department programs and initiatives for inefficiencies and reviewing the budget.

Christopher McIntyre '88 is a cofounder of EagleRider, a Los Angeles-based motorcycle rental service that recently reached more than 100 locations at Harley-Davidson dealerships. EagleRider has increased its bike fleet since last year, when it signed an agreement with Harley. McIntyre told the *Milwaukee Journal Sentinel* in March that he's been riding since he was about eight years old, when he crashed a minibike into rose bushes and a picket fence.

Jerry Miller II MD'88 of Sheboygan, Wisconsin, asserts that a paper for which he was lead author was the first to scientifically prove the existence of ultra-late melanoma metastasis. Published in the *Journal of Cutaneous Pathology*, the research paper demonstrates the longest lineal relationship between a primary tumor and metastasis of any solid tumor in the world, Miller says. He adds that the published work changes the understanding of melanoma and emphasizes the importance of long-term surveillance for recurrence.

Michael Thomas '88 and **Nancy Rubin Tassone '98** were included on *Crain's Chicago Business's* 2018 list of the Most Influential Residential Real Estate Brokers in Chicago. A broker with the Thomas Team, Thomas helped close nearly 80 deals and more than \$35 million in sales in 2017. Tassone, the senior vice president of sales at Jameson



SARAH MORTON

THE POET BANKER

If you were looking for **Lester Graves Lennon '73** back in the late '60s, chances are you found him at Der Rathskeller.

"I basically haunted the Rath," says the English major from New York who came to UW-Madison because that's where smart characters in James A. Michener novels went to college. Lennon could spend hours hunkered down in the Memorial Union hangout, playing bridge or dabbling in poetry.

"When I finished a poem, I'd go around the Rathskeller showing my friends," he says.

Beyond the Union, the written word played a defining role in Lennon's UW experience. A standout memory is a Shakespeare course taught by English professor Standish Henning. "I love how he brought it to life," Lennon says. And he'll never forget meeting Gwendolyn Brooks; the first African American writer to win the Pulitzer Prize for Poetry served as the Rennebohm Visiting Professor of Creative Writing in spring 1969. Lennon took her class and came away inspired to keep putting pen to paper.

He continued writing as his path veered from the UW, first to San Francisco and Berkeley, where he worked in a student-owned record store he'd read about in *Rolling Stone*, and then in city jobs in the Bay area, where he picked up some finance skills. When a friend told him about an investment banking firm starting up, Lennon was ready for the challenge. He set down roots a few years later in Los Angeles, establishing himself as both an investment banker and a poet. The two pursuits, he has found, have a surprising amount in common.

"It's all about energy, it's all about creativity, it's all about trying to find solutions for problems," he says.

Lennon is working on his third book of poetry, with several pieces started at visits to the Community of Writers at Squaw Valley, where he sits on the board of directors. He also serves on the board at Red Hen Press and was part of a mayoral task force that helped appoint Los Angeles's first poet laureate in 2012.

Through it all, Lennon has maintained a connection to campus, returning twice a year for English department board of visitors meetings. In spring 2017, he was eager to visit his old stomping grounds. He checked out the revamped Memorial Union and searched for a personalized brick that he purchased to commemorate all the hours he spent there.

Its inscription: Poetry written here.

KATIE VAUGHN '03



JOE VERICKER

ACCOUNTING FOR TASTE

At a bakery where treats serve the greater good, keeping the fiscal house in order is a sweet gig.

Andy Rosengarden '97 is chief financial officer of the social enterprise that owns Greyston Bakery, most famously known for the brownies in select Ben & Jerry's ice-cream flavors. The bakery's cookies, brownies, and blondies are also sold online and at Whole Foods. (Rosengarden recommends the Snickerdoodle.)

The heart of the bakery is the practice of "open hiring," the signature effort of the nonprofit Greyston Foundation, which provides a suite of social services in the inner-city community of Yonkers, New York.

"We're hiring people, no questions asked," Rosengarden says. "No interviews, nothing. If you want a job, you come in; we give you a job."

Open hiring is intended to help people who want to work but who struggle to secure jobs that require traditional interviews or background checks. For example, when it comes to filling out job applications, people re-entering the workforce after incarceration or experiencing homelessness can be stymied by questions about a felony record or the lack of a permanent address.

Open hiring, Rosengarden says, can be a path for people to find new opportunities through work — and for life after the bakery.

"We actually like it when people move on," he says. "Often, they move on for better-paying positions. Also, it allows us to hire more people."

Rosengarden joined Greyston's executive team in 2016. After more than 16 years as an auditor and Wall Street investment analyst, he was inspired by his two young children to bring his financial expertise to the nonprofit world.

As the foundation's CFO, Rosengarden guides the intricate finances of Greyston's hybrid nonprofit/for-profit organization. He sees to it that corporate donations, community partnerships, and bakery income all go to support programs such as housing, workforce development, 10 community gardens, and about 100 bakery jobs.

He's also devoting his accounting acumen toward the nonprofit's expansion effort — the launch of the Center for Open Hiring at Greyston.

"Instead of opening bakeries all across the country or the world, we want to inspire other companies to adopt open hiring," Rosengarden says. "You have millions of people sitting on the sidelines who want to work. This could change the paradigm in terms of how people are hired, giving [them] opportunities and second chances."

KATE KAIL DIXON '01, MA'07

Sotheby's International Realty, closed more than \$40 million in deals in 2017.

Teresa Miller LLM'89

has become the senior vice chancellor for strategic initiatives and chief of staff to Chancellor Kristina Johnson of the State University of New York. Miller manages the Office of the Chancellor and serves as Johnson's liaison with system administration's executive team and campus leaders. Previously, Miller was the vice provost for inclusive excellence and a law faculty member at the University at Buffalo.

90s

San Francisco-based 129 Films, founded by its director and executive producer **Nicholas Seuser '90**, has been honored by the Webby Awards for a branded short film created for Adobe's *Create* magazine. Seuser spent about two decades as a film editor, cutting national broadcast spots for brands such as Budweiser, Gatorade, and Post Cereals, as well as working on blockbuster visual effects features including *The Matrix Reloaded* and *The Matrix Revolutions*.

Raney Aronson '92 and **Justine Nagan '00** were executive producers of *Abacus: Small Enough to Jail*, which was nominated in 2018 for an Oscar in the category of Best Documentary Feature. Also working on the film were **Fenell (Fenella) Doremus '91**, coproducer, and **Daniel Nidel '99**, sound mixer. In other Oscar-related news, we commemorate 40 years since **Marshall Brickman '62** earned the Oscar for Best Original Screenplay as a cowriter for *Annie Hall*.

With the merger of Advocate Health Care and Aurora Health Care comes new leadership: **Michael Lappin MA'92, JD'92** of Mequon, Wisconsin, was named the chief integration

officer. He is part of the single executive leadership team for Advocate Aurora Health, which bills itself as the 10th-largest not-for-profit integrated health care system in the United States.

Joining CAST, a software intelligence company with offices in North America, Europe, India, and China, as its chief operating officer is **Ernie Hu '93**. Based in New York, Hu brings more than 20 years of marketing and sales experience at IBM in China, Hong Kong, and the United States.

UW professor and former faculty director of the Morgridge Center for Public Service **Katherine Cramer '94** met with comedian Jon Stewart as a result of her book *The Politics of Resentment: Rural Consciousness in Wisconsin and the Rise of Scott Walker*. Stewart joined Cramer on a drive around the state to talk to people Cramer had spent time with while researching for the book. Stewart has expressed interest in making a movie set in Wisconsin: "He's like so many people, really concerned about the national political environment, and this would be his way of commenting on it, I guess," Cramer told the *Wisconsin State Journal* in January.

Timothy Mantel '94 is now booked as the chief merchandising officer for Barnes & Noble Inc. Previously, he was the chief merchandising officer for GNC Corporation, where he led a \$2.6 billion product portfolio and helped to relaunch the company's business model. Mantel has also served on a variety of boards, including Nibakure Children's Village, a nonprofit that helps communities in Rwanda.

Susan Chen MS'95 has been named associate professor of agricultural and applied economics in the Virginia Tech College of Agriculture and Life Sciences. Her research specialty is in health economics, focusing on the health care sector and on

the effects of government expenditure programs. Her current research applications focus on obesity and health, labor supply and health, and school policy and child disability.

Lori Hahn Gonzalez '95 has recently been appointed CEO of Twin Star Home, a home furnishings company based in Delray Beach, Florida. She is also involved in Women of Tomorrow, a mentoring program that provides support for at-risk young women in public high schools to help ready them for personal and professional success.

"At age 85, this is my last hurrah."

Dick (Richard) Pinkerton PhD'69

Todd Swanson '95 has taken on his new post as chief operating officer at Finisar Corporation, a global technology company specializing in optical communications based in Sunnyvale, California. Swanson joined Finisar in 2002 and has held a variety of roles, including executive vice president of sales, marketing, research, and development.

UW-Eau Claire has welcomed **Darrell Newton MA'96, PhD'02** as its new associate vice chancellor for academic affairs and dean of graduate studies. Newton has more than 30 years of experience in higher education and was previously the associate dean in the Fulton School of Liberal Arts at Salisbury University in Maryland.

Author and journalist **Kenneth Vogel '97** is now a reporter for the *New York Times*'s Washington bureau, where he covers the confluence of money, politics, and influence. He was the keynote speaker at Wilkes University's 18th annual Tom Bigler Journalism Conference in spring.

Kudos to Township High School District 214 Superintendent **David Schuler MS'98**,

PhD'04 of Hinsdale, Illinois, who has been named National Superintendent of the Year by AASA, the School Superintendents Association.

Daniel Harrison '99 has taken the reins as chief revenue officer at IRIS.TV, a cloud-based personalized video programming system. In this role in the company's New York office, Harrison leads the global sales, marketing, and accounts teams, responsible for driving growth and expanding strategic relationships with digital and advanced television publishers. IRIS.TV clients include CBS and Time Inc.

Daniel Jackson '99, MD'03 led a study funded by the National Heart, Lung, and Blood Institute — part of the National Institutes of Health — that found that temporarily increasing the dosage of inhaled steroids when a child's asthma symptoms start to worsen does not effectively prevent severe flareups, and it may interfere with a child's growth. The study has been published in the *New England Journal of Medicine*. Jackson is an associate professor of pediatrics at UW-Madison's School of Medicine and Public Health.

A book by **Brian Williams PhD'99**, who was featured in our Spring 2015 issue, caught the eye of producer Jerry Bruckheimer. According to the University of Massachusetts-Dartmouth's "Arts & Sciences News," Bruckheimer used *The Last Warlord: The Life and Legend of Dostum, the Afghan Warrior Who Led US Special Forces to Topple the Taliban Regime* as a resource for the film *12 Strong: The True Declassified Story of the Horse Soldiers*, which stars actors Chris Hemsworth and Navid Negahban.

00s

Braden Hexom '00 works as the founding program director for the Rush Emergency Medicine residency program

in Chicago. Hexom has been an associate professor of emergency medicine at Rush Medical College since 2016, and he was previously the associate director of the Libertas Center for Human Rights in Queens, New York.

A hearty congrats to **Justin Frieman Charles '02** of Mundelein, Illinois, who has been named a chevalier in the Ordre des Palmes Académiques, a national order of France for distinguished academics and figures in French culture and education.

Having practiced as a pharmacist for years, **Bhavana Jain '02** finally decided to pursue her dream: launching her own fashion line. She took fashion classes while working full time at a Chicago hospital and started piecing together her brand. Her hard work recently paid off with the launch of her women's wear line: BhavyJ Designs.

Pareena Supjariyavatr Srivanit DJS'02 has been appointed dean of Chulalongkorn University's Faculty of Law, and she is the first woman to hold the position at the Bangkok-based university. Prior to this post, she held administrative positions in the graduate law programs at the university. In addition, she partnered with UW Law School's East Asian Legal Studies Center to coordinate exchange opportunities for faculty and students at both universities.

In January, **Earlise Ward PhD'02** will begin as the next director of the Morgridge Center for Public Service, which connects students, staff, and faculty members to local and global communities to address issues through service and learning. She is currently an associate professor in the UW's School of Nursing.

A newly appointed associate professor at the University of California-Berkeley, **Ethan Katz MA'05, PhD'09**, has earned several accolades for his book, *The Burdens of Brother-*

WHAT AM I, ANYWAY?
A graduate who identifies as a man is an alumnus; one who identifies as a woman is an alumna. Although it's often mistakenly used in a singular context, alumni is plural and refers to a group of all men or a mixed group of men and women who are graduates. Alumnae refers to a graduate-group of all women. Meanwhile, alum appears to be increasing in use as a gender-neutral alternative.

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.

hood: Jews and Muslims from North Africa to France, including the National Jewish Book Award, the American Library in Paris Book Award, and a Choice Outstanding Academic Title award. The book, recently rereleased in paperback, is the finished product of the dissertation he began at UW-Madison.

Vanessa Solis '06 is now the principal of Nativity Jesuit Academy in Milwaukee, which is expanding to help better serve the needs of the area's growing Latino community. Solis began there in 2014 as the teacher of its first K4 class. "As a Latina who grew up in a neighborhood very similar to the neighborhood where our students live, I am immensely honored to be leading Nativity Jesuit Academy's devoted and talented educators as we provide an extraordinary education to our city's future leaders," Solis says.

Before the 2017-18 school year, **Megan Butler Arens '08, MS'11** was appointed to her current position as principal of Oak Creek [Wisconsin] West Middle School. Prior to this appointment, she served as the assistant principal. Arens previously held administrative positions in Chicago Public Schools and taught in Illinois and Wisconsin. In addition, Arens is pursuing her doctorate in education at UW-Madison.

Lesley Lavery MA'08, PhD'11, an associate professor of political science at Macalester College in Saint Paul, Minnesota, has been granted tenure. She arrived at Macalester in 2012, and before that she worked for Teach for America and conducted research at the Center for Education Data and Research at the University of Washington.

A big Badger high-five to paleoclimatologist **Jeremiah Marsicek '08**, whose climate research was published in *Nature* in February. "The motivation for this project is to put current warming into a longer-term

setting," Marsicek writes. "We need to know how unusual (or not) our current warming is." Marsicek is a postdoctoral research associate in UW-Madison's Department of Geoscience.

10s

Work by Fovrth Studios's creative director **Jesse (Jesus) Ayala Jr. '10** of Brooklyn, New York, titled *We're Still Here*, premiered at the 2018 South by Southwest Film Festival. It marked Ayala's directorial debut in a virtual-reality documentary series with Pride Foundation and Oculus VR for Good. The series, *Authentically Us*, aims to bring viewers into the lives of transgender and gender-diverse Americans.

Daniel Horton MBA'10 is now the president of the Horton Group, an insurance agency based in Orland Park, Illinois, with offices throughout the Midwest. Previously the company's chief sales and marketing officer, Horton will also continue to serve as chief sales officer.

With a last name that translates in Persian to "family of jewelers," it's no wonder that **Soha Javaherian '10** is a 10th-generation jeweler. Having worked for Tiffany & Company, Javaherian is now a cofounder and gemologist at Soha Diamond Company, a Madison-based jewelry startup that specializes in laboratory-grown diamonds.

Alexander Kubicek '10, MS'13 is the CEO of Understory, a Madison-based weather-technology startup. It has recently teamed with agriculture company Monsanto to take local weather reports to remote areas of Argentina, helping the company decide how to irrigate fields, manage harvest times, and execute seed production in the country's corn-growing regions.

Jamie (James) Stark '12 is a cofounder and the executive director of the nonprofit community organization Farming Hope, which aims to bring sustained

employment and training in the culinary industry to unhoused and low-income people in the San Francisco Bay area. The idea for the nonprofit arose out of the Stanford FEED Design School Incubator in 2016.

EnsoData — led by cofounders **Christopher Fernandez '14, MS'15; Nicholas Glattard '14, MS'15; and Samuel Rusk '14;** as well as chief operating officer **Brock (Broderick) Hensen '12** — has announced that, having finalized a \$1.5 million funding round, it will double its staff to develop new types of health-care software. The Madison-based startup uses artificial intelligence to identify potential sleep disorders.

Have you ever wondered what it would be like to create candy flavors? **Christine Jilek '14** of Chicago, a product development scientist at Mars Wrigley Confectionery, has helped to invent sweet treats such as “Sweet Heat” Skittles and Starburst. “Like every other kid, I loved candy, and I loved food,” she told *Fast Company* last year about landing her career path. “I also loved science.”

Keven Stonewall Jr. '17 was named one of the 2018 Top 35 Millennial Influencers by the Next Big Thing Movement — which aims to unify U.S. millennial influencers in making a social impact on humanity — alongside names such as the *Daily Show*'s Trevor Noah. Stonewall started medical research for Rush University Medical Center at 17 and has also worked to spread his findings beyond the lab, giving talks through a range of outlets and presenting motivational speeches to a variety of audiences — especially those in underprivileged communities. He plans to attend medical school at Loyola University.

*Class Notes/Diversions editor
Stephanie Awe '15 ate her weight in
gelato this summer.*



COURTESY OF WISCONSIN UNION

SMOOTH SAILING FOR NEW MARINA

If you've ever run, biked, or walked past the Hoofers piers at the Memorial Union — not to mention hauled a vessel in or out of the water — you know that it can get a little congested back there. **Peter Tong MS'65 and Janet Tong MS'65** are set to change that with a \$1 million donation that will help transform this lakefront area. Their gift, made through the Tong Family Foundation, has brought the Memorial Union Marina and Lakefront Project halfway to its fundraising goal of \$3.7 million.

The couple, who met at Wisconsin, are former Hoofers, and Peter in particular was an avid sailor.

The project will replace decades-old Hoofers pier structures and restore the adjacent shoreline. A new, state-of-the-art, floating T-pier will house the sailing team's fleets of 420 and Badger Tech sailboats.

The new marina will create better storage for boats and piers, on and off season, which will lessen traffic congestion along Lakeshore Path. It will also create green space and a promenade along the path; allow for greater accessibility to piers and boats for Hoofers members with disabilities; and install a new davit crane that will facilitate safer, more efficient transport of boats to and from the water.

“Badgers' memories of the lakefront are some of their most cherished during their time at the Union — and the Tong Family Marina will now provide a beautiful background and access point for those memories,” says Wisconsin Union Director Mark Guthrie.

The Union expects to start construction on the new Tong Family Marina this fall and to reopen the facility in summer 2019. To learn more about the marina project, visit union.wisc.edu/get-involved/donate.

Conversation **Pat Richter '64, JD'71**

To some Badgers, Pat Richter is remembered as the star of one of the most exciting football games ever: the 1963 Rose Bowl, which the Badgers lost 42-37 after a furious fourth-quarter comeback fell short. To others, he's known for transforming UW-Madison into a sports powerhouse. When he became athletics director in 1989, the program had a multi-million-dollar deficit. He led an effort to hire coaches and build facilities that made the Badgers a national force. Richter retired in 2004 but has kept an active eye on the UW.

Vince Lombardi was one of your coaches. What did you learn from him?

I played for Lombardi for just one year, in 1969 [with Washington], but he taught me what it means to be a professional. I had a job to do, and if I did my job — if everyone did their jobs — we would be a successful

enterprise. Now, football is just a game, but that outlook carries over to other, more important things: businesses, police and fire departments. Don't just think about yourself. Think professionally about how your job fits with other jobs, and the enterprise will succeed.

After you left football, you became an executive at Oscar Mayer, but then you returned to athletics at the UW. How did that experience shape you?

Well, Oscar Mayer, athletics — you're dealing with hot dogs at either place, aren't you?

But did it affect the way you worked at the UW?

One of the things I brought with me to the UW was the belief that motivation is key. What motivates a coach or anyone else to be successful? I looked for people who were motivated by more than just financial reasons, and not people who looked at the job as a stepping-stone. [Basketball coaches] Dick Bennett, Bo Ryan — they had strong personal connections to Wisconsin.

I looked for people who wanted to bring respect and a tradition of success to the UW.

And you recruited in similar ways as vice president of personnel at Oscar Mayer?

I often recruited from the UW because it provides future leaders. I remember talking to somebody who actually was getting a PhD in music (piano). Yet they wanted to be a salesperson at Oscar Mayer. And because of the breadth of their education, it turned out that they were perfectly qualified to do that and be very successful.

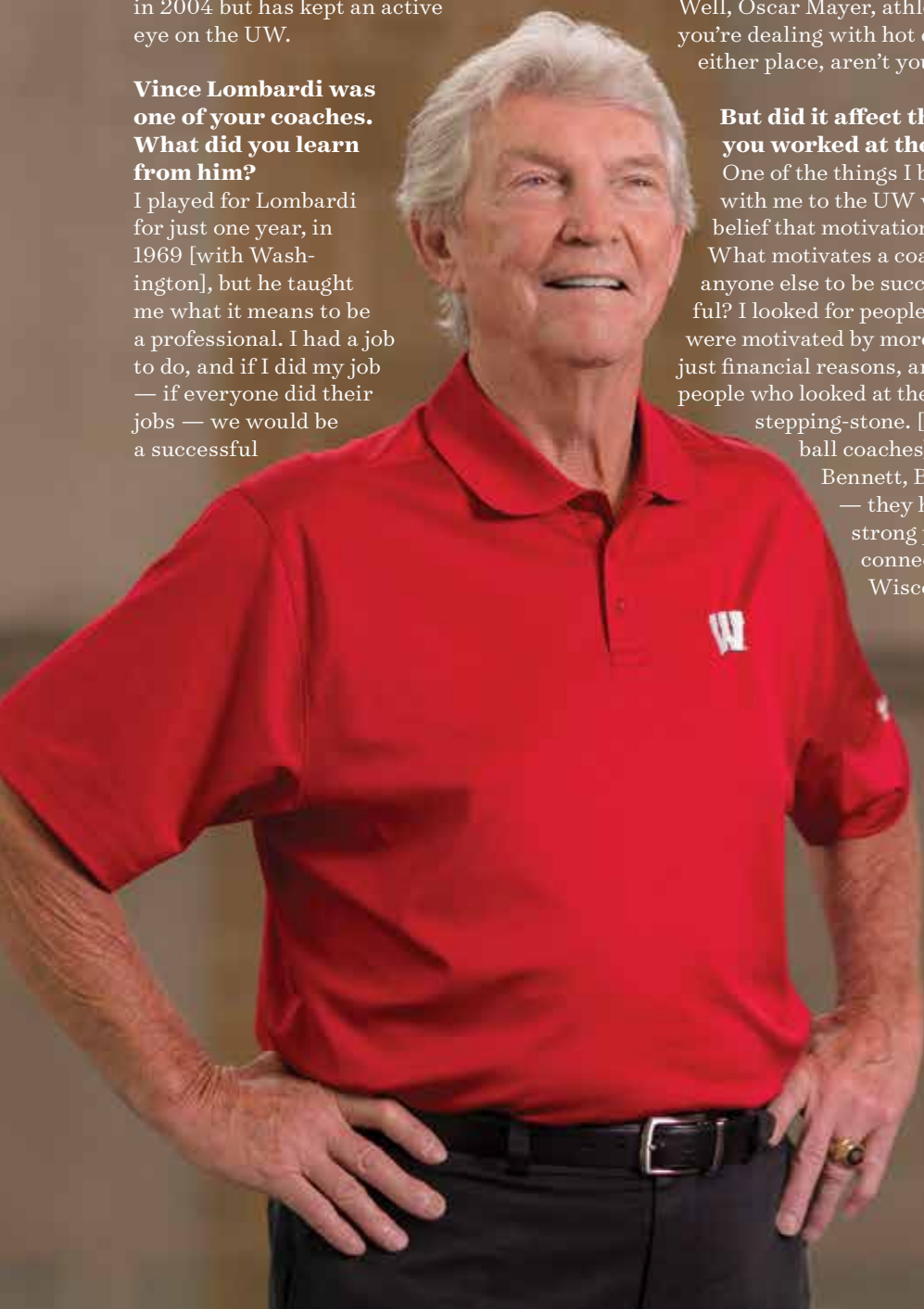
In retirement, you're still involved with the university. What causes do you support?

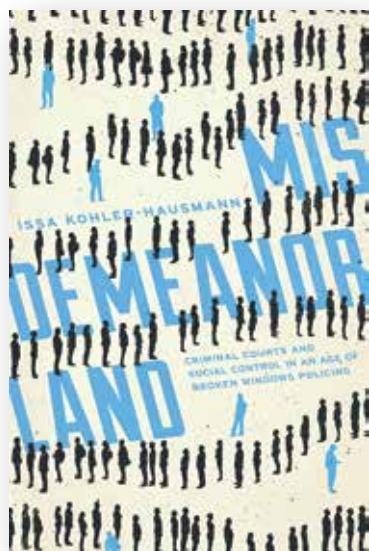
[My wife] Renee and I have been targeted in our support, but Alzheimer's is one area. It's taken on a bit more meaning because of what's happening with football players. You know, Lou Holland ['65] was a friend of ours. [See "In Memory of Lou," Summer 2016.] He was a teammate, and [years later], we'd see him at games, but unfortunately, that's when he started having problems with dementia, and you could see him beginning to slip, and it was very sad to see him. Week to week, almost, a couple weeks between games, you could see his deterioration. He was a great teammate and friend who accomplished great things.

What makes the UW so special to you?

I think there's a certain cultural aura about the University of Wisconsin. Obviously, it's a huge school, yet with the wide range of things that you can experience, from athletics to academics, social activities, the Union, Hoofers — it's not like this anywhere in the world.

*Interview conducted, edited, and condensed by John Allen
Photo by Andy Manis*





MISDEMEANORLAND

SAM HOLLENSHEAD

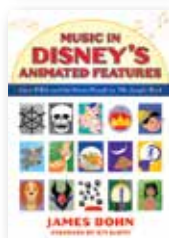
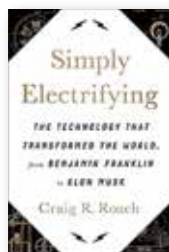


By the early 1990s, misdemeanor arrests began to outpace felony arrests in New York. Now its most common criminal-justice encounters are for misdemeanors — not more serious felonies — and the most common outcome is not prison, according to **Issa Kohler-Hausmann '00**.

Kohler-Hausmann, author of *Misdemeanorland: Criminal Courts and Social Control in an Age of Broken Windows Policing*, an associate professor of law and sociology at Yale University, asserts in her book that this rise in misdemeanor arrests is largely due to the broken windows policing model, which contends that more serious crimes will be avoided if police enforce sanctions for low-level offenses.

In *Misdemeanorland*, Kohler-Hausmann offers a look at the people whose lives are surveilled by New York City's lower criminal courts, drawing upon fieldwork, interviews, and analysis. She argues that, under broken windows policing, lower courts have mostly adopted a managerial role in which monitoring and control outside of the courtroom dominate. Although media attention often falls on felony convictions and mass incarceration, Kohler-Hausmann points out that a significant number of people are subjected to police hassle and court scrutiny, even though about half of these cases lead to some form of dismissal.

Kohler-Hausmann writes: "I conclude by arguing that the study of mass misdemeanors — like that of mass incarceration — ultimately points out larger political questions about what role we, as a democratic society, will countenance for criminal justice in establishing social order."



Craig Roach PhD'83's *Simply Electrifying: The Technology That Transformed the World, from Benjamin Franklin to Elon Musk* presents a comprehensive view of the history of electricity, showcasing the trailblazers who brought it to light and continue to innovate in the field. Roach, of Alexandria, Virginia, is a nationally recognized expert on the electricity industry.

Andrea Anderson Moriarty '85 of Solana Beach, California, found herself on an unexpected journey when one of her adopted newborn twins was diagnosed with autism. After consulting with experts, she discovered that music was an effective tool for her child. Her book, *One-Track Mind: 15 Ways to Amplify Your Child's Special Interest*, is both a memoir and a parental guide that addresses how to leverage a child's interest into a purposeful niche.

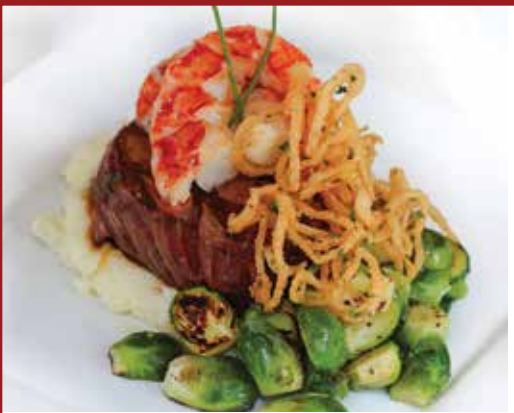
Wisconsin may not be the first place that comes to mind when thinking about jazz, but **Kurt Dietrich DMA'89** demonstrates the state's rich association with the genre in *Wisconsin Riffs: Jazz Profiles from the Heartland*. Dietrich is a professor of music and a chair of performing arts at Ripon [Wisconsin] College.

Including research conducted at the Walt Disney Archives, *Music in Disney's Animated Features: "Snow White and the Seven Dwarfs" to "The Jungle Book"* by **James Bohn '92** provides a history of music in the company's animated films, examines the tunes' functions, and tells stories of Disney composers. Bohn is a composer and on the faculty at Stonehill College and Bridgewater State University in Massachusetts.

In *Business Chemistry: Practical Magic for Crafting Powerful Work Relationships*, coauthor **Suzanne Vickberg '92** of Maplewood, New Jersey, offers a workplace resource. The book outlines a simple but effective way to identify differences in colleagues' working styles, helping to determine what makes people "click" and how leaders can affect team potential.

Author and wildlife field biologist **Kathleen Yale '01** of Missoula, Montana, introduces children to the behaviors and habits of birds, mammals, insects, and amphibians in her book, *Howl like a Wolf!: Learn to Think, Move, and Act like 15 Amazing Animals*. This illustrated, interactive guide helps to make education fun while also encouraging children's dramatic self-expression.

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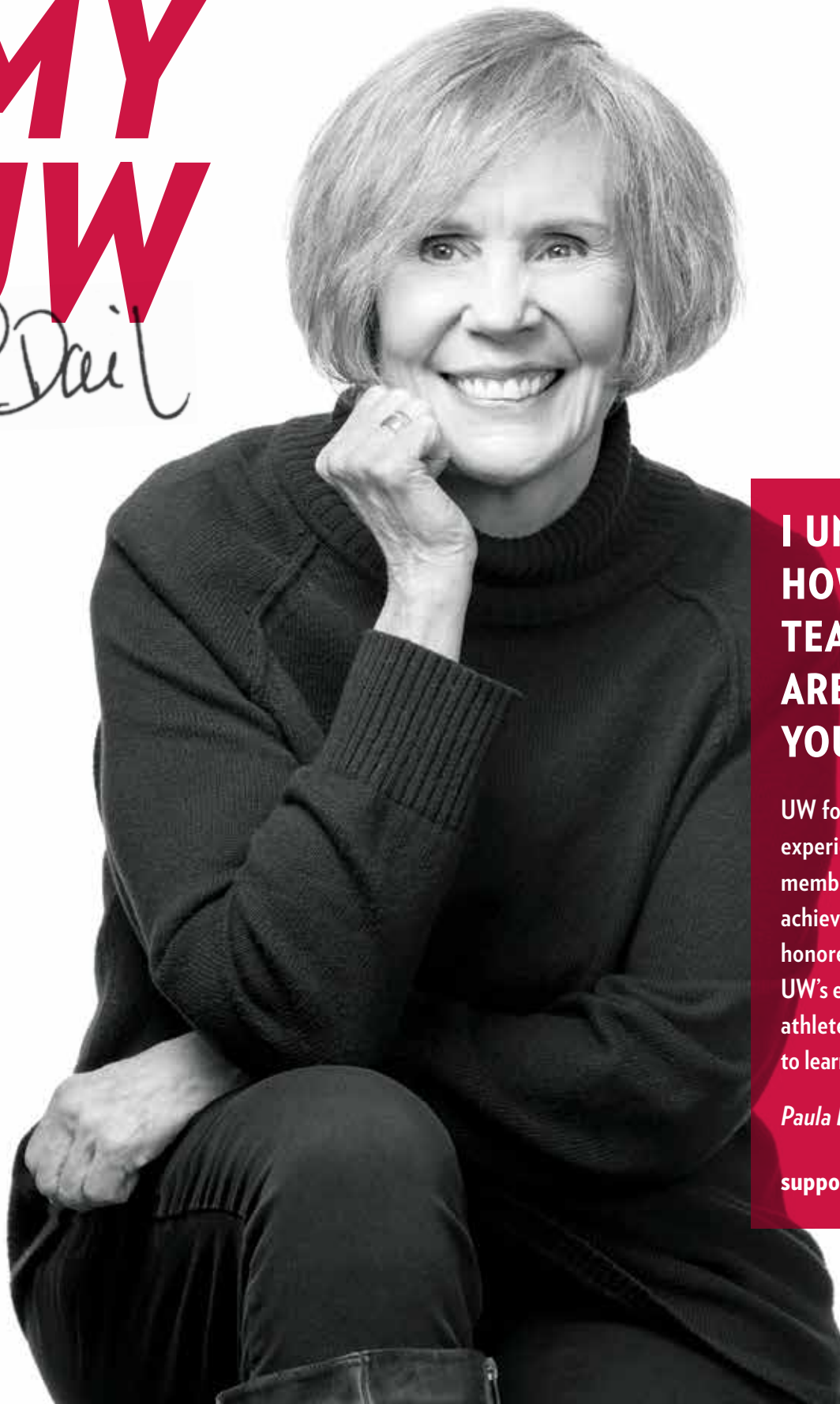


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Destination *Washburn Observatory*



CLOCKWISE FROM TOP: JEFF MILLER; BRUCE RICHTER; JEFF MILLER; UW ARCHIVES S12276



Built in 1881, the observatory was a gift to the UW from former Wisconsin Governor Cadwallader Washburn, who directed that the 15.6-inch telescope lens be at least equal in size to a rival instrument at Harvard.



The telescope's rusty tube in 2012: its lenses were removed for the first time to clear out dust and debris. "It's probably working better now than it did in the 19th century," says Jim Lattis, director of UW Space Place.

Stargazers take in a nighttime view using the observatory's vintage telescope. Washburn hosts regular public observing sessions and posts its schedule to [@Washburn_Obs](#) on Twitter.



The dome was refurbished in the 1990s; the rest of the building was restored and updated in 2009. Washburn overlooks Lake Mendota and sits atop Observatory Hill, where students like to sled on campus dining hall trays.

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