

On Wisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS FALL 2019



The Searchers
The UW's MIA Project
recovers the remains of
a World War II hero.

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**Meet soccer superstar
Rose Lavelle '17.**

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Vision

Show 'em the ropes, Badgers. Participants in UW Adventure Learning Programs (ALPs) ride a giant swing at a new facility in Stoughton, Wisconsin. ALPs — a student organization — administers the facility and runs team-building workshops for students and nonstudent groups.

Photo by Jeff Miller







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OnWisconsin

With a patient's help, Dr. Dave gets a dye job to boost the Milwaukee Bucks. See page 46.

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SEBASTIAN GOLLNOW/AP



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The pioneering conservationist and UW alumnus climbed Mount Rainier in 1888. Today, following in his footsteps is no easy task. *By Daniel McKay '16*

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From journalism graduate to survival-kit entrepreneur, from consumer-science major to professional BMX rider, Badger alums have proved the versatility of a UW diploma. *By Chelsea Schlecht '13*

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David Margolis MD'89 is both an eminent pediatric oncologist and a zealous fan of the Milwaukee Bucks. With a little spray paint, he now combines his two passions.

By Preston Schmitt '14



What's the difference between climbing treacherous Mount Rainier in 1888 and today? See page 34.

Cover

UW volunteers on the trail of missing World War II pilot Walter Stone in France. Photo by Bryce Richter.



Come home again to Wisconsin, it's more you.

NAME: MATT KALVA

SCHOOL: UW-MADISON

STUDIED: BUSINESS

YEAR GRADUATED: 2007

MOVED TO: WASHINGTON, DC

MOVED BACK TO WISCONSIN: 2012

REASONS: I CAN THRIVE
WITH MY FAMILY AS
WELL AS MY BUSINESS.

See more of Matt's story
at InWisconsin.com/Matt



Thanks for the Women's Issue

I read [the Summer 2019 issue of *On Wisconsin*] cover to cover and wanted more. So proud to be a Badger! Thank you for the wonderful Badger history lessons and highlighting the many past, present, and future women leaders of Wisconsin.

Kelly Groddy '89, JD'92
Indianapolis

Wow! The alumni magazine is always outstanding, but this recent issue takes it to new heights. I always feel a tremendous sense of pride and gratitude to the university every time I read an issue, but never more than with this one. I realize that many of the wonderful women [featured in the issue] are probably well known in their respective fields, but most were new names to me. Over and over, [I noted] the phrase “the first woman” [and learned of] countless Badger alumnae who broke the glass ceiling in so many ways. Thank you so much for telling their inspiring stories.

Carol Kobak Abrams '62
Evansville, Indiana

I thought the Summer 2019 issue on UW women was great. The accomplishments and range of the grads you profiled (and their forebears) were smart, broad, and inclusive. I felt part of this group despite my gender difference. At the UW, more times than not, we were one.

John Geddes MA'76
New York City

In Praise of Former Chancellor Shalala

Thank you for the tremendous issue regarding women at the UW.

The references to Donna Shalala and her assistance to Sau Lan Wu [“A Pioneer’s Perseverance,” Summer 2019] reminded me of another, generally unknown story regarding Chancellor Shalala’s efforts to ensure women a safe

and equitable learning environment at the UW.

As a visiting student at UW–Madison in fall 1990, I knew a young graduate student who was being blatantly sexually harassed by her tenured adviser. The graduate student reported the abuse up the chain of command and eventually found herself in Chancellor Shalala’s office. The chancellor explained to her that there was a thick file of complaints against the professor for similar, previous behavior, but no one had been willing to testify against him in court if that should prove necessary. The graduate student hesitantly agreed to testify. Less than a week later, the tenured professor was gone.

I have no doubt that Chancellor Shalala left the UW better than she found it. She was (and, in her current role as a member of Congress, still is) a role model for us all.

David Miller JD'00
Maplewood, New Jersey

Thoughts on Title IX

Thank you for a wonderful issue with so many strong, inspiring women. An observation about Title IX [“Terry Gawlik on Title IX,” Contender, Summer 2019]: while it’s getting more women participating, we still need to be aware of who is coaching girls and women. Most athletic departments have a majority of men coaching, training, and supporting men’s and women’s teams. The goal should be to have an equal number of women coaches (or more) coaching women’s teams. I won’t even get into women coaching men.

Andrea Felix '85
Santa Fe, New Mexico

Editor’s Note: *UW–Madison has 12 women’s varsity sports teams, and six are coached by women.*

Inspired by Emily Hahn

I was delighted to see “Mickey” Hahn featured in “Leaving



The Summer issue focused on UW–Madison’s “monumental women.”

Madison in a Model T” [Summer 2019]. On a whim, I purchased a copy of her book *China to Me* about 10 years ago at a UW Friends of the Libraries book sale. It honestly changed my outlook, as stories of audacity and courage in the toughest times often can. To this day, I think of Mickey when I’m made to feel inadequate for being bold and female. Thanks to you and writer Sandra Barnidge for sharing her story.

Laura Schmidli '06, MA'09
Madison

NEW STORYTELLER ON THE BLOCK

On Wisconsin welcomes a new coeditor, veteran journalist Dean Robbins. You might remember him from the Madison newsweekly *Isthmus*, where he was an award-winning writer, arts editor, and editor-in-chief. You may have also heard his personal essays on Wisconsin Public Radio or read his nonfiction children’s books to your kids. Robbins fell in love with the university when he moved to Madison in the 1980s from his native Saint Louis, immersing himself in campus history. He has written extensively about the UW’s world-changing students, faculty, and alumni as both a reporter and a communications director for the Division of Continuing Studies. We’re glad to have him on board to tell extraordinary stories for *On Wisconsin* readers.



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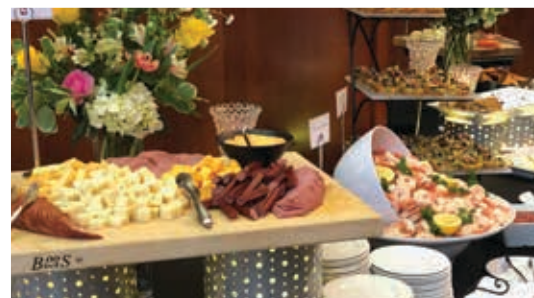
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Please recycle this magazine. Please read it first.



BRUCE RICHTER

Locating the remains of missing World War II pilot Walter "Buster" Stone was a labor of love for the team of UW researchers and students who journeyed to his crash site near Saint-Omer, France, in August 2018. Putting together our cover story on the recovery efforts was a labor of love, too — and an emotional experience for our staff.

Writer Chris Barncard explains how volunteers from the UW's Missing in Action Recovery and Identification Project collaborated with the U.S. Department of Defense to return 2nd Lt. Stone to his hometown of Andalusia, Alabama, where he received a proper burial 76 years after his death. Barncard was touched by the family's gratitude during his interview with Mark Stone, the pilot's great-nephew.

"This was the third time the MIA Project had identified the remains of a missing serviceman," Barncard says. "Even though I've written stories about each case, I really wasn't prepared for Mark Stone. He was so grateful and happy and relieved for his family. He wanted to thank anyone from Wisconsin he could find. They've been telling stories about Uncle Buster for generations, and they'll be telling them generations from now. But now UW-Madison will be part of those stories, and you can't help but be proud to be part of an institution that can change lives that way."

On Wisconsin photographer Bryce Richter traveled to France to document the excavation, pitching in with a shovel when the team needed an extra pair of hands. Richter came back with more photos than we could use in the magazine, so we've included additional images online at onwisconsin.uwalumni.com. The online package also includes his evocative video from the site.

"This assignment was not only an amazing experience — it was an honor to help tell the story of the recovery efforts by the team in France," Richter says. "Experiencing the dedicated work they performed and having a front-row view to such an important project is something I'll always remember."

In a divided world, we're proud to celebrate an expedition that brought together fellow Americans from Wisconsin and Alabama and left all of us with a profound feeling of closure.

DEAN ROBBINS



ELECTRICITY
THAT IMPROVE
FUEL EFFICIENCY?

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WORK TOGETHER, WE ARE BOUNDLESS.**

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Bark Off, Cancer!

An innovative study looks to man's best friend for answers on prevention.

The UW's School of Veterinary Medicine may help find the answer to preventing cancer in humans — and it all starts with our furry friends.

The Vaccination Against Canine Cancer Study (VACCS) — housed within Colorado State University, the University of California-Davis, and UW-Madison — is the largest interventional, clinical trial in the history of veterinary medicine, and it is unlike other anti-cancer vaccination studies that have been tested on dogs and humans. Rather than using an individual, customized vaccine to treat a dog or human who has already developed cancer, VACCS tests a vaccine that aims to prevent cancer and offer them a universal solution, similar to a flu vaccine.

“[The idea is] to recognize cancers when they're forming, when there's just a few cells rather than a billion cells, which is when we typically make the diagnosis of cancer,” says **David Vail**, who is an oncology professor and the principal investigator of the UW's branch of VACCS.

In May, Vail delivered the study's first vaccine, and a total of 800 dogs are expected to participate among the three universities. Each dog will receive four inoculations — with either the real vaccine or a placebo — over eight weeks, another after six months, and one each year for five years. Over the course of the study, a safety monitoring board and biostatisticians will evaluate the vaccine's safety and efficacy. If a dog develops cancer, financial assistance from the trial — funded by the Open Philanthropy Project — will help pay for diagnosis and treatment.

Dogs are diagnosed with similar types of cancer as humans and face a 30 to 40 percent lifetime risk of developing the disease. Because of dogs' shorter lifespans and more rapid biological clock, their cancers develop more quickly, meaning researchers can determine in a five-year period what might take 15 to 20 years in humans, Vail says.

The vaccine was developed by Stephen Johnston at Arizona State University, who examined hundreds of canine and human cancers to identify more than 30 abnormal peptides that appear in different cancers. In dogs, these peptides appear in nine common cancer types; the vaccine, therefore, strives to help pooches' immune systems memorize the peptides in order to kill cancer cells as they arise.

“This could be a catchall type of preventative vaccine that is a much more inexpensive technology than creating a personalized vaccine,” Vail says.

STEPHANIE AWE '15



MEGHAN LEPISTO

Nine-year-old Norton, a rat-terrier mix, gets a hug from his owner and UW veterinary technician Abbey Ace after he receives one of the first VACCS vaccines.



NATE MOLL

MOOVE OVER

We bet you've never seen a sunburst Terrace chair like *this* before. For a limited time, the Wisconsin Union is selling mini Terrace chairs with a spotted-cow coat. A portion of the proceeds will help to fund the UW School of Veterinary Medicine's building expansion. The Union expects to unveil a unique chair design each year to support new campus initiatives. See terracestore.union.wisc.edu.

A Leg Up (or Two)

Thanks to UW freshman engineers, Sgt. Stubbs is a little less stubby.

Sgt. Stubbs (whose rank is honorary) is a cat who survived the mean streets of Chicago. Found in September 2018, he was suffering from a severe infection that cost him his hind legs. Moved to a facility in Wisconsin, he was nursed to recovery, but his legs required greater assistance. The shelter asked for help from UW lecturer **Katie Kalschur**'s engineering design course. Her students created new legs for the feline using 3D printing. “The final prosthesis cost under \$10 per leg,” says Kalschur.

Sgt. Stubbs received his new legs in May, but he's taking his time getting used to them. “He prefers not to wear them,” admits owner Adam Schofield. “But they function perfectly well when he does.”

JOHN ALLEN

A High-Risk Commute

As anyone who's driven through rush-hour traffic will attest, a long commute can take its toll on your patience. But for pregnant women, it's not just annoying — it can be harmful, according to a recent study.

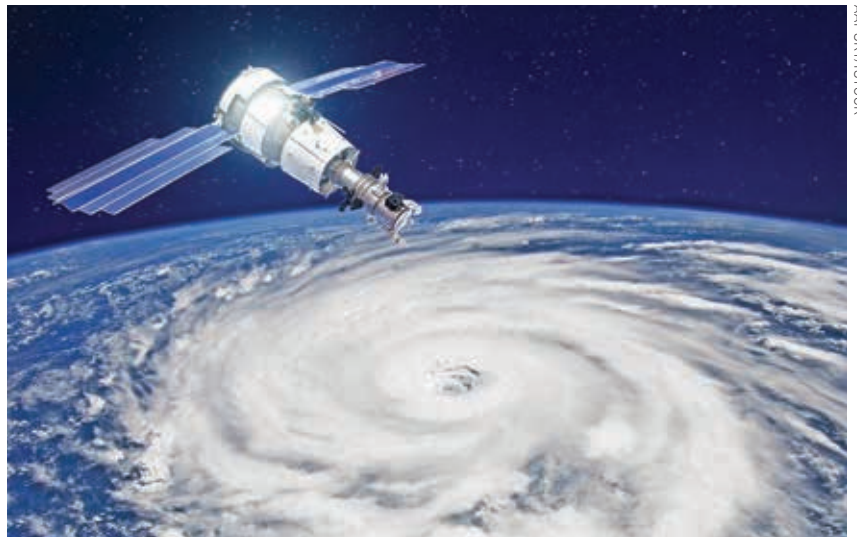
Researchers from the UW and Lehigh University found that pregnant women who travel long distances to work face increased risks of adverse birth outcomes. With a 50-mile baseline, the study found that for every additional 10 miles traveled, the probability of having an infant with a low birth weight increased by 14 percent. The probability of slowed fetal growth increased by 43 percent, compared to the average rate of women who lived within 10 miles of their workplaces.

The study noted two key factors: an increase in chronic stress and a decrease in prenatal care — both heavily tied to birth outcomes. It found that women with long commutes are less likely to complete their first prenatal visit on time and attend fewer appointments overall.

Most troubling is the self-reinforcing mechanism, says **Yang Wang**, coauthor of the study and a UW associate professor of public affairs. A woman with a long work commute is in greater need of prenatal care because of the added stress — but she's less likely to get that care because of the time commitment of her drive.

Wang believes employers can help by providing workers the flexibility to occasionally work from home or to take job-protected leave. Eventually, she hopes the definition of maternity leave will expand to cover part of the prenatal period. "Babies are among our most vulnerable populations," she says. "If our policymakers can come up with ideas that cover prenatal care, then that will push the U.S. up a lot in terms of family-friendly policies."

PRESTON SCHMITT '14



AAPSVI/STOCK

Weather Forecast or 5G?

Recent efforts to roll out 5G cellular networks have hit turbulence as weather experts voice their concerns about the networks' potential to interfere with forecasting.

Jordan Gerth '09, MS'11, PhD'13 is an associate researcher in the UW's Cooperative Institute for Meteorological Satellite Studies and the chair of the American Meteorological Society's Committee on Radio Frequency Allocations. He has spoken out on the topic in publications such as *Nature* and *Wired*, and he explains that two radio frequencies in the meteorological community face risk of interference. First is 23.8 gigahertz, which, for years, has been used by an instrument in the Joint Polar Satellite System (JPSS) to sense water vapor, Gerth says. Collecting water-vapor data helps meteorologists understand and predict how weather patterns will evolve.

However, a neighboring frequency, 24 gigahertz, is one that 5G networks are hoping to use. Should the Federal Communications Commission (FCC) permit them to do so, 5G networks may overpower the nearby 23.8 gigahertz frequency and interrupt the detection of water vapor, meaning weather-prediction models could be inaccurate.

"Just like if you had an apartment building [with] a nightclub moving in next to a nursery for small children, that wouldn't necessarily work out very well," Gerth says. "Even though they're in separate units, there's going to be bleed-over noise [from one to] the other."

As the FCC deliberates, one solution is for incoming 5G networks to turn down the power of the nearby frequency so meteorologists can still detect water-vapor information. This option, however, would require networks to reduce their power by about one thousand times, meaning they would likely need fundamental changes, Gerth says. He also notes that the meteorological community cannot switch frequencies without any impact.

The second band of frequencies — 1675 to 1695 megahertz — is used by another satellite, the Geostationary Operational Environmental Satellite-R Series (GOES-R), to transmit weather data to Earth. Some companies are looking to use a portion of those frequencies for their 5G services, running the risk that they will interfere with this transmission.

"When either the transmission of [the data] is interrupted, as is the case of GOES-R, or the collection of it is interrupted or interfered with, as would be the case with JPSS, it would interrupt that timeliness threshold that we have to provide consistent and reliable information about the weather to government agencies, airlines, and other weather-sensitive industries," Gerth says.

STEPHANIE AWE '15



MICHAEL KIENITZ

En garde, Badgers!

The picture above was shot 30 years ago, and while Bascom Hill may be little changed, the foil work in the foreground reflects a bygone era. In fall 1989, the UW's varsity fencing squad had only three more years of life.

Yearbook evidence shows that the UW has fielded — or maybe *pisted*? — a fencing team since at least 1890. The sport gained varsity status for men in 1911, and it was included among the 11 original women's varsity sports in 1974.

The men's team consisted of nine fencers: three each in saber, épée, and foil. Women fenced foil only.

Beginning in 1926, the Big Ten conference held a championship fencing tournament

each year (though it canceled the tournaments from 1943 to 1945, presumably because the nation needed its top swordsmen for frontline service during World War II). And Badger blade-wielders of both sexes experienced a good deal of success.

Over the course of six decades, the UW men's fencing squad recorded 10 Big Ten championships. The women's team won four titles before the Big Ten dropped fencing as a conference sport after the 1985–86 season.

The UW continued to compete, however — it took part in the Midwest Invitational Championship and won four more titles: the men in 1990 and the women in 1987, 1988, and 1991.

But in April 1991, the UW

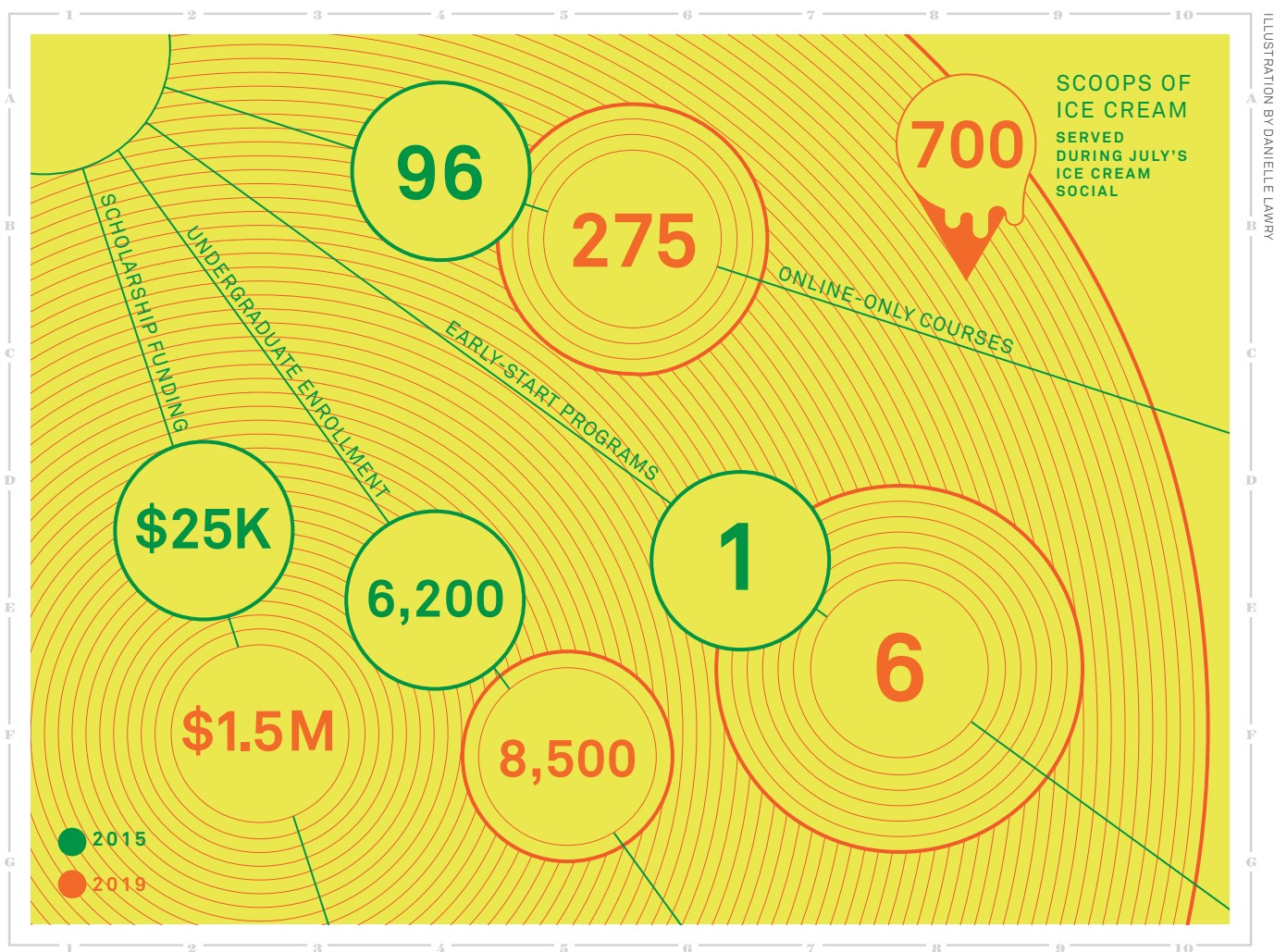
Fencers demonstrate their craft on Bascom Hill in this photo from 1989.

decided it no longer saw the point. It dropped both men's and women's fencing as varsity sports, along with men's and women's gymnastics and baseball, as the athletics department struggled to cover a budget deficit created by the construction of a new facility, the McClain Center.

Of the five sports, men's fencing had the most decorated history, with 11 tournaments won and a total of 40 athletes earning individual titles in foil, saber, or épée.

Today, fencing continues on campus, but as a club sport. *On Wisconsin* is grateful to former Badger fencer **Neil Payne '61** for reminding us of the UW's proud history with the blunted blade.

JOHN ALLEN



Spectacular Summer

Summer's not what it used to be — not at UW–Madison, anyway.

Summer on campus has always been swell, boasting one-of-a-kind study spots like the Memorial Union Terrace and Picnic Point. But over the last four years, the university has transformed the summer academic experience to better help students advance their degrees and prepare for their careers. If summer term 2019 is any indication, the plan is working.

The UW launched the new era by surveying students about what they need and want from summer study. In 2016, summer term added more high-demand courses, more hands-on experiences, and more online courses to provide

flexibility for busy schedules. To ensure that a wide range of students could access these benefits, it also boosted scholarship funding.

Then there was the matter of making summer more fun. To reward hardworking students, faculty, and staff, the university started the Summer Term Ice Cream Social featuring Babcock Hall's finest scoops.

The results were nothing short of spectacular. Students flocked to summer term in 2016, and participation has increased dramatically every year since. Key numbers for 2019 include 750 face-to-face courses, 275 online courses, and six early-start programs for incoming freshmen.

A major innovation for this year's summer term was the Wisconsin Experience Summer Launch, which helped incoming freshmen make a smooth transition to UW–Madison with online courses that began in June.

The \$1.5 million in scholarship funding for 2019 represents a sixtyfold increase from 2015.

And the sweetest number of all: more than 700 scoops were served at the July 9 ice cream social on the Terrace.

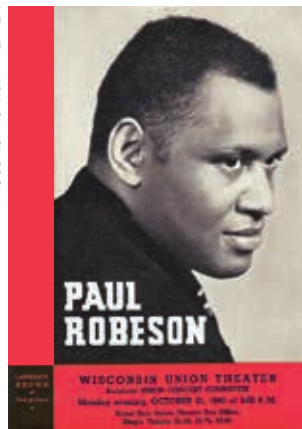
Revenue from summer term largely returns to the schools and colleges that run the programs, so they reap the rewards of offering courses that appeal to students' passions.

"The schools and colleges have reinvested these funds in their students, staff, and infrastructure, meaning that everyone on campus benefits from our more robust summer term," says Chancellor **Rebecca Blank**.

DEAN ROBBINS

A Concert Series for the Ages

WISCONSIN UNION THEATER



The Wisconsin Union Theater's 100th anniversary Concert Series had to be special. How to do justice to a century's worth of legendary classical music performers, from contralto Marian Anderson to bass Paul Robeson to the Emerson String Quartet? How to honor the longest-running series of its kind in the Midwest — the jewel in the crown of UW cultural events?

As always, the theater let students take the lead. Three years ago, **Amanda Venske '21** began cochairing a committee tasked with assembling a 2019–20 Concert Series for the ages. The

committee included patrons, community advocates, alumni, and School of Music faculty, along with the celebrated musicians Wu Han and David Finckel, who served as artistic advisers. Meanwhile, longtime Wisconsin Union Theater director **Ralph Russo** provided expertise in attracting musical giants to a mid-sized college town.

The result is a concert series people may be talking about 100 years from now. The world-class performers are vocal ensemble Chanticleer (October 6), pianist Emanuel Ax (November 2), pianist Wu Han with the UW Symphony Orchestra (March 7), violinist Gil Shaham with pianist Akira Eguchi (March 28), and superstar soprano Renée Fleming (May 2). As if that weren't enough, the new David and Kato Perlman Chamber Music Series also features the Kalichstein-Laredo-Robinson Trio (December 6), the Escher String Quartet (January 25), and the Chamber Music Society of Lincoln Center (March 5).

"The concert series has always aimed for the highest quality, but we've taken it up a notch in this celebratory year," says Russo, who recently retired. "We have so many beloved performers that devoted classical music fans are likely to treat these events like rock concerts."

Two performances in this year's concert series will take place in the School of Music's new Hamel Music Center, which officially opens October 25–27. The series has always maintained a close connection with the School of Music, allowing students to interact with top performers in master classes or open rehearsals.

"The School of Music can tell prospective students that this is a place where you'll hear great musicians like Joshua Bell or Hilary Hahn in intimate Shannon Hall," says Russo. "And not only hear them, but perhaps even meet them."

DEAN ROBBINS



LILBOAS/ISTOCK

WHEN CITIZENS MEET SCIENCE

Karen Oberhauser '81, director of the UW Arboretum, pulls up an animated map of North America on her office computer. A trail of red, yellow, and orange dots shows the recent migration of monarch butterflies from Canada to Mexico. Each dot represents a monarch sighting by amateur biologists who participate in the Arboretum's Journey North program. Known as "citizen scientists," these volunteers contribute invaluable data for researchers who study monarch habitats.

Journey North is a 26-year-old citizen-science organization that relocated to the Arboretum this year. It works with 33,000 subscribers throughout North America who submit data, photographs, and observations about monarchs, hummingbirds, songbirds, tulips, and other natural phenomena. Oberhauser wanted to expand the Arboretum's citizen-science programming and saw Journey North as a perfect fit, given its pioneering work with migratory species.

One advantage of having Journey North at the Arboretum is the potential for collaborations with UW scientists. For example, a researcher at the Nelson Institute for Environmental Studies is currently analyzing the organization's data on migration patterns of the ruby-throated hummingbird.

"Our world-class UW researchers can use this data in ways that haven't been done before," says Oberhauser.

DEAN ROBBINS

NEWS FEED

Nazi resistance fighter Mildred Fish-Harnack 1925, MA 1926 was the only American citizen executed on the direct order of Adolf Hitler. In July, the City of Madison dedicated a statue in her honor in Marshall Park, just across Lake Mendota from the UW campus that meant so much to her.



With demand surging for computer science courses, American Family Insurance is investing \$20 million in UW data-science initiatives. Half of the gift will endow the UW's American Family Insurance Data Science Institute, and the other half will support research over the next decade.



UW Law School has created an endowed faculty chair in honor of the late Professor James E. Jones Jr., a trailblazing labor lawyer and civil rights giant. This is UW–Madison's first fully funded chair named for an African American faculty member.

GERMAN RESISTANCE MUSEUM; BOB RASHID



JEFF MILLER (3)

NEW VIEW Library Mall has seen many changes over the past few years, but perhaps none as striking as the most recent: the installation of *Both/And — Tolerance/Innovation*. The sculpture represents “a space between knowing and believing,” say artists David Dahlquist ’80 and Matt Niebuhr. Commissioned by the City of Madison, the sculpture comprises a large stone that leans toward stainless steel plates, whose laser-cut slits project sunlight (and LED lighting at night). The design was inspired by the flow of students who intersect at the location, and the title reflects “an acceptance of seemingly disparate thoughts, coming together in a way that fosters the tolerance that leads to innovation,” according to the artists.



*“Listen to everybody,
and be your own person.”*

— Mike Leckrone’s advice for his successor,
new UW band leader Corey Pompey (right)

Quote from Madison’s ABC affiliate, WKOW



KOHL INITIATIVE

Representing Wisconsin in the U.S. Senate for 24 years, **Herb Kohl ’56** demonstrated a deep commitment to public service and an ethos of civility. A \$10 million gift from Herb Kohl Philanthropies to the University of Wisconsin–Madison’s La Follette School of Public Affairs will extend the reach of that legacy.

Kohl’s donation launches the Kohl Initiative, which focuses on expanding the school’s public outreach mission, advancing the training of future public leaders, and supporting influential research. It is the largest donation in La Follette School history.

“Our democracy is being threatened by bitter partisanship, and the La Follette School is poised to lead by example — fostering cooperation, respectful discourse, and service to others,” Kohl says. “The school’s commitment to be a convener of thoughtful debate and evidence-based research provides a critical path for moving our country forward.”

LISA HILDEBRAND

NEWS FEED

Meet the new boss: After serving as dean of the College of Letters & Science, John Karl Scholz has been chosen as UW–Madison’s new provost. “Karl has both a deep knowledge of our university’s strengths and the insight to understand where we can continue to grow and improve,” says Chancellor Rebecca Blank.



A survey of the world’s top universities placed UW–Madison as the seventh-greatest source of U.S. patents. Last year alone, the Wisconsin Alumni Research Foundation received 157 patents for a variety of useful inventions.



IceCube, the celebrated Antarctic neutrino detector, is getting a \$37 million upgrade in 2022–23, including \$23 million in funding from the National Science Foundation. UW–Madison manages the IceCube Neutrino Observatory through the Wisconsin IceCube Particle Astrophysics Center.

BRYCE RICHTER: NATIONAL SCIENCE FOUNDATION

Conversation *Badger Announcer, Badger Fan*

Bonnie Oleson x'94 tears up when discussing the UW women's volleyball team, recalling last year's dramatic victory over Nebraska. No, the long-time PA announcer for Badger women's basketball, volleyball, and softball is not exactly a detached observer. She's been a UW sports fan ever since her small-town Wisconsin childhood, and crowds feed off her passion as she introduces the players and calls the points.

Oleson began her career as a Madison radio deejay, distinguishing herself with a memorably cheerful voice. The UW-Madison athletic department discovered that voice in 1998 and offered Oleson the chance of a lifetime: announcing games from a front-row seat at the Kohl Center, Goodman Diamond, and the Wisconsin Field House.

Since then, she's become a fan favorite with her outgoing personality and playful sense of humor. True, she makes the occasional mistake, as all announcers do, but over 21 years Oleson has learned the secret of screwing up in style.

What are the hallmarks of a good announcer?

Less is always more with PA announcing. A good announcer knows how to let a moment happen and not overshadow it.

How much can you let your Badger pride show during a game?

During the regular season, I can be the most partisan announcer in the world. I still try to make the visiting team feel okay, but I'm not going to treat them the way I do our team. At NCAA tournaments, however, I have to be impartial, and that's hard — especially when you have to say, "Point, Wisconsin!" without being too excited about it.

Crowds feed off Oleson's passion as she introduces the players and calls the points.

What's special about Badger sports?

Being in the Field House is truly unique, and it's intimidating for visiting teams. It's full of fans who are cheering the entire time and getting our team ready to go.

Wherever you go, you find a Badger fan. What always amazes me is the loyalty. Through thick or thin, fans are cheering for the teams. I love it when they refer to Badgers as "us" or "we." "Oh, we won today." It's that sense of ownership.

Do you ever get emotional after a big Badger win?

There have been times when I'm announcing that I literally can't talk. The crowd goes crazy, and I don't say anything because I'm sitting there crying at the table.

What are the pitfalls of the job?

I try hard to get everything right, but I'm not afraid of screwing up, like mispronouncing someone's name. I've called myself out for making mistakes and gotten the crowd laughing with me. It's okay not to take yourself too seriously.

What is the significance of having a woman announce for women's sports?

Other sports-info people have told me it's so cool to have a woman announcer. You don't find much of that at other schools. I like that girls can come and see me announcing — it opens their eyes. It's the "Hey, I can do that" factor.

*Interview conducted, edited, and condensed by Dean Robbins
Photo by Bryce Richter*



Exhibition *Cooking with Insects*



JEFF MILLER (4)



As the global population rises, a key to addressing food scarcity, malnutrition, and environmental degradation could be simple, if squirmy: eat more bugs. Edible insects are rich in protein, low in cost, and typically sustainable to produce. To that, attendees of the UW's Cooking with Insects workshop in April said: "Bug appétit!"

The hands-on cooking demonstration and tasting — sponsored by the UW Departments of Food Science and Entomology, Wisconsin Union, and Global Health Institute — aimed to reduce the stigma of eating insects and demonstrate that flavor doesn't have to be sacrificed. "We had to do something on the culinary side, because that's how you get people to actually change their eating habits in this country," says **Valerie Stull PhD'18**, a postdoctoral researcher at the Global Health Institute.

The event was part of a three-day Swarm to Table series, which included research presentations, a tasting session with Wisconsin craft beer pairings, and an insect-themed art show. The Mission to Improve

Crawling with flavor: Chef Joseph Yoon (in the middle at bottom left) converts skeptics to sustainable bug cuisine with cricket, ant, and grasshopper quesadillas (top) and dried Manchurian scorpions (bottom center).

Global Health through Insects (MIGHTi), a research project led by Stull, organized the series.

During the cooking workshop in Babcock Hall, UW students and other participants learned techniques from visiting chef Joseph Yoon, the executive director of Brooklyn Bugs. The Tex-Mex dishes each included at least one of these ingredients: roasted crickets, superworms, silkworm pupae, black ants, mealworms, adobo *chapulines* (Spanish for grasshoppers), and Manchurian scorpions.

At the end, participants — some eager, others more hesitant, but all having fun — tasted their creations. The consensus? Compliments to the chef.

"A lot of people go in expecting that insects are disgusting," Yoon says. "[But] imagine the first time that someone ate a banana. They took a bite into it with the skin on — disgusting! But then they realized it had a pleasant middle and thought to peel it. We're still at the stage of eating an unpeeled banana with insects."

AMELIA LIBERATORE '19



BRUCE RICHTER (2)

The Ho-Chunk's Ancestral Home

They gathered near the top of Bascom Hill, the hushed mood signaling the gravity of the occasion.

At a June ceremony, leaders of UW-Madison and the Ho-Chunk Nation dedicated a plaque that recognizes campus land as the ancestral home of the Ho-Chunk. The installation, called a heritage marker, acknowledges the circumstances that led to the Ho-Chunk's forced removal and honors their history of resistance and resilience.

"It is time for this campus to be more intentional in telling this story," Chancellor **Rebecca Blank** told the crowd, adding that the plaque is an important step in furthering a respectful, collaborative relationship with the Ho-Chunk Nation.

The plaque's message is brief. But it addresses centuries of hard truths.

"For most non-Native people, the easiest way around these hard truths is to just ignore the real history of Wisconsin and the real history of the people who first lived here," said **Wilfrid Cleveland**, who was completing his term as president of the Ho-Chunk Nation at the time of the ceremony. "My hope is that this plaque will cause them to dig a little deeper, that it will be a spark for them to learn about the Ho-Chunk people and the sacredness we hold for this land."

During the 2019–20 academic year, the plaque will travel to prominent locations across campus to increase its visibility and to begin incorporating its message into the university's teaching and learning. It will return to its permanent site on Bascom Hill in fall 2020.

DOUG ERICKSON



THE PLAQUE READS IN FULL:

The University of Wisconsin-Madison occupies ancestral Ho-Chunk land, a place their nation has called Teejop (day-JOPE) since time immemorial.

In an 1832 treaty, the Ho-Chunk were forced to cede this territory.

Decades of ethnic cleansing followed when both the federal and state government repeatedly, but unsuccessfully, sought to forcibly remove the Ho-Chunk from Wisconsin.

This history of colonization informs our shared future of collaboration and innovation.

Today, UW-Madison respects the inherent sovereignty of the Ho-Chunk Nation, along with the eleven other First Nations of Wisconsin.

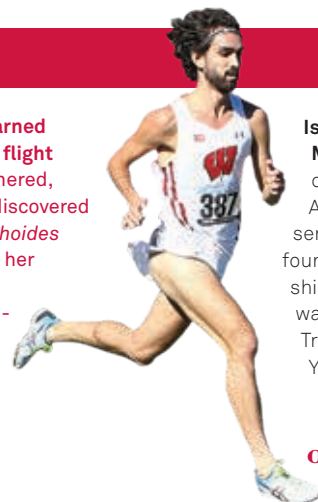
NEWS FEED

The State of Wisconsin's 2019–21 budget will support key infrastructure projects at UW-Madison, including an expansion of the School of Veterinary Medicine. The budget funds crucial maintenance for campus buildings and upgrades to housing, recreation, and athletic facilities.

GABRIEL UGUETO: UW ATHLETICS



UW researchers have learned more about the origin of flight in birds thanks to a feathered, chicken-sized dinosaur discovered in Wyoming. *Hesperornithoides miessleri* — you can call her Lori — has shed light on the evolutionary relationship between modern birds and dinosaurs.



Is track star Morgan McDonald '19 tired of winning? Not yet! After finishing his senior season with four NCAA championships, McDonald was named Big Ten Track Athlete of the Year.

Contender *Ron Dayne*

I was sure I knew a lot about Ron Dayne '17, even though I had never actually watched him play. After all, he's *Ron Dayne*. Growing up in Wisconsin, I heard stories of his Badger football dominance. When I attended games as a student in 2010 — more than a decade after his playing days at Camp Randall — the crowd still reserved its biggest roar for the Great Dayne's highlights at the climax of the pregame montage. His legend was that of a wrecking-ball back who, at some 270 pounds, ran through defenders on his way to an NCAA rushing record, consecutive Rose Bowl wins and MVP honors, and the 1999 Heisman Trophy.

Dayne set me straight during an interview this summer, describing his approach as a “little back trying to be pretty,” despite appearances to the contrary. “Everybody would say, ‘You like running people over.’ I was like, ‘I’d rather just run around them.’ I was fast for my size,” he says.

I expected a larger-than-life presence, but Dayne, 41, is naturally reserved and stoic. He rarely cracks a smile or modulates his voice, and barely makes eye contact. That affect dates back to his playing days and may have been something of a survival mechanism during his childhood. His parents divorced when he was in elementary school, after which his father was absent and his mother fell into a cycle of drug abuse. “It made me grow up,” Dayne says. “I had to raise my sister. I had to be like a parent at 10 or 11.”

He couldn't play football — his one true passion — until high school because of weight limits. Then he immediately made his mark on the sport as a

star running back for Overbrook High School in New Jersey. Most colleges envisioned him as a blocking fullback, and Notre Dame even recruited him as a defensive tackle. In 1995, Wisconsin was one of two programs to promise him an opportunity as a feature halfback. “[Coach Barry Alvarez] knew something. He felt something,” Dayne says. “He came to my house and gave me a big hug when he walked in the door. He's like, ‘Ronnie!’ I was like, ‘Okay!’ ” It was the start of a four-year streak that revived Wisconsin football and established the beefy, run-first brand it maintains to this day.

“We didn't throw the ball,” Dayne says. “I would get 38 carries like it was nothing. We'd run the same plays, and everybody knew what we were running. [The defense] would say, ‘They're coming right here.’ Our linemen would say, ‘Yep, we're coming right here. And we're going right there [to the endzone].’ Touchdown.”

His most memorable run was one for the record books, coming in his final home game on November 13, 1999, a victory that clinched a Rose Bowl appearance. With 80,000 white “Dayne 33” towels waving above him, he busted through the middle of Iowa's line and froze a linebacker with a sidestep. “I saw his face — he didn't want to tackle me anyway,” Dayne says. With another quick shift, he evaded a defensive back and rumbled down the sideline,

Twenty years ago, Ron Dayne took home the biggest individual prize in college football: the Heisman Trophy. In his acceptance speech, he dedicated the award to his uncle Rob Reid, who helped to raise Dayne through a difficult upbringing.

gaining 31 yards and breaking Ricky Williams's all-time rushing record from the year prior. His 7,125 career rushing yards, counting postseason games, are still the most in NCAA history.

Dayne's record-breaking success in college didn't carry over to the NFL. He was drafted in the first round by the New York Giants, who already had a lead back in Tiki Barber and employed a different blocking scheme. Although Dayne's size was an asset at Wisconsin, it was labeled a liability in the NFL and became a source of derision for fans. Media documented his weight obsessively. To impress scouts, he lost nearly 20 pounds heading into his rookie season, which he believes ultimately hurt his performance. “You could feel the difference when you're getting hit, and I was still the same speed,” he says. By 2003, he had gone from being the most prolific college player in the country to being benched for an entire season in the pros. He retired in 2007 after stints with the Denver Broncos and Houston Texans.

Dayne has devoted much of his time since to his kids. “I wanted to be around, [because] my parents never were,” he says. He raised his oldest, Jada, while he was in college, and now she plays soccer at the University of Michigan. Javian is a running back for Boston College, and Zion is being recruited by Ivy League schools as a defensive lineman.



Dayne still lives in the Madison area and is involved in a number of charitable efforts for children. His legend lives on here, too. A couple years ago, he returned to the UW to finish his Afro-American studies degree. Some of his classmates had yet to be born when he played at the UW. But they knew *Ron Dayne*, and they couldn't keep from showing it.

"[The students] acted like they didn't know me until it was the end of class," Dayne says. "And when the class is done, there's a line outside: 'Mr. Dayne, can you sign this for me?' They played it cool all the way until the end."

PRESTON SCHMITT '14
PHOTO BY JEFF MILLER



A Hero Comes Home

The UW's MIA Project collaborates with the Department of Defense to return the remains of a World War II pilot missing for 75 years.

BY CHRIS BARNCARD

**MIA PROJECT PHOTOGRAPHY
BY BRYCE RICHTER**









Surrounded by the roar of his P-47 Thunderbolt and buried in a bank of clouds that had cut visibility to less than 100 feet, 2nd Lt. Walter Stone was far from home.

It was October 23, 1943, and the whiteout in the sky had separated Buster — as he was known back in Andalusia, Alabama — from the rest of his Army Air Force 350th Fighter Squadron and the flight of B-26 Marauder bombers they were escorting to targets near Cambrai in Nazi-occupied northern France.

After the trip hundreds of miles down England's eastern coast, the leader of the bomber mission had scrubbed the attack run. It was pointless in the soup they encountered near Saint-Omer. They would regroup and head back across the English Channel.

Escorting bombers may have been the assignment Buster sought out from the beginning, when he was one of James and Lilla Stone's four sons who joined the armed forces as the United States entered World War II.

"One of his brothers was a navigator in the big bombers," says Mark Stone, the pilot's great-nephew. "In his mind, his brother was in one of those bombers he was escorting. Everybody in our family has heard stories like that about Buster."

He was 24, not far removed from his Pleasant Home School graduation and marriage to Miriam Boyette. Buster was well liked and respected, a young man who, like so many others, interrupted his life to do his duty for his country.

"My daddy and his daddy watched Uncle Buster kiss his wife goodbye there in Andalusia," Mark says. "My daddy watched his daddy embrace his brother and then put him on a plane to the war. They were the last family members to see him."

Unlike his three brothers, who would return safely, Uncle Buster would live on only in stories.

The UW team explores 2nd Lt. Walter "Buster" Stone's crash site near Saint-Omer, France, working 10 to 12 hours a day, six days a week. Charles Konsitzke (bottom center) facilitates the MIA Project.

The last his squadron-mates heard from him, he was heading for England and would see them on the ground. But 2nd Lt. Stone never came out of the clouds.

His plane was assumed crashed, and he was declared missing in action. Eventually his name was added to the Tablets of the Missing at the Ardennes American Cemetery in Belgium and to the list of American fighters killed but still not recovered. But a piece of him stayed alive back in Alabama with Lilla and the large and tight-knit Stone family.

“His mother — we all called her Mama Stone — had a memorial for him put in the family cemetery plot by the church in Andalusia,” says Mark. “She never gave up hope that Uncle Buster would come home. She talked about it until she died, and she was buried right by that memorial.”

Buster was buried somewhere in France, but it would take nearly 75 years and a team of volunteers from the University of Wisconsin–Madison’s Missing in Action Recovery and Identification Project to prove Mama Stone right.

“The Least You Can Do”

Organized by UW–Madison researchers skilled in identifying ancient and degraded genetic material, the MIA Project in 2013 helped the Department of Defense identify the remains of Private First Class Lawrence Gordon, who was killed in Normandy in a firefight with retreating Germans in 1944 and incorrectly buried as a German soldier.

In 2016 and 2017, the MIA Project broke ground near Buysscheure, France, as the first academic partner of the Department of Defense POW/MIA Accounting Agency (DPAA), the agency tasked with accounting for the country’s missing service members. An MIA Project crew carefully excavated a farm field for several weeks in consecutive summers until they had conclusively identified the plane and then recovered the remains of another missing young World War II pilot, 1st Lt. Frank Fazekas.

“It’s not the kind of thing you want to do just once,” says Charles Konsitzke, associate director of the UW Biotechnology Center and facilitator for the MIA Project. “When you think about how many are still missing — more than 72,000 just from World War II — and how every day there are fewer of their friends and family members left to remember them, you feel a great sense of urgency to take on the next case.”

In the spring and early summer of 2018, the UW team went to work on a pool of new cases. They would need to be ready to travel, to acquire permits to work on public or private land, and to have a plan in mind for a dig in a swamp or woods.

When they got the green light from DPAA to mount a search at Stone’s suspected crash site on national forest land near Saint-Omer, the team was

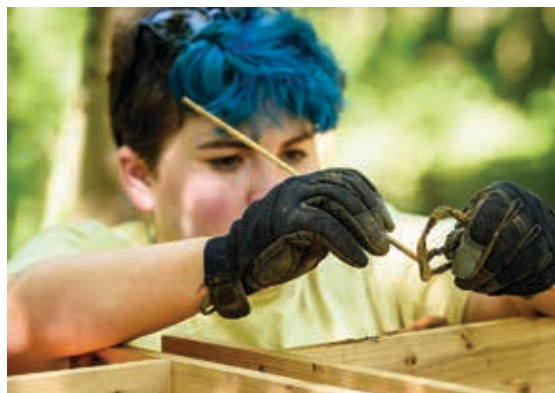


Ryan Wubben MD’97 (bottom left), medical director of UW Med Flight, works at a sifting station alongside the excavation site, while scientific-recovery expert Gregg Jamison MS’06, PhD’17 (bottom right) consults a book of historic military equipment.





Top left: UW-Madison volunteers Torrey Tiedeman x'20 (center) and Tristan Krause '18 (right) put their academic experiences in archaeology, anthropology, and history into practice. Below: Ella Axelrod, a student at Colorado College, sifts for artifacts.





Top: Tiedeman transports supplies to the dig site where investigators found Stone's identification tag. Bottom: The crew recovers machine guns from Stone's P-47 Thunderbolt, gnarled by the force and heat of the crash.

equipped with research and expertise across several academic disciplines. Volunteers like Tristan Krause '18, Torrey Tiedeman x'20, and Samantha Zinnen '19 would put their academic experiences in archaeology, anthropology, and history into practice during the mission. Gregg Jamison MS'06, PhD'17, a UW-Milwaukee at Waukesha anthropology professor, would be the scientific-recovery expert on site, directing a volunteer crew of UW-Madison students and staff, as well as anthropology students from Colorado College and volunteer veterans.

As in the Fazekas case, DPAA would be represented by lead forensic anthropologist William Belcher PhD'98, a professor of anthropology who brought one of his students from the University of Hawai'i-West O'ahu to the recovery.

After months of preparation, members of the UW-Madison MIA Project spent three weeks in the woods near Saint-Omer, carefully clearing trees and tons of earth from a site where, in 2017, DPAA investigators had found Walter Stone's identification tag.

Using picks and shovels they carried into the forest every day, hauling dirt by buckets to sifting stations they built alongside the excavation site, the MIA Project group worked 10 to 12 hours a day, six days a week. They recovered identifying parts of Stone's plane — like .50 caliber machine guns, gnarled by the force and heat of the crash — along with the pilot's remains and some of his personal items.

"So much happens before you even start digging. And then it's just hard work. We were tired every day," says Krause. "But to be able to do that for someone who sacrificed so much is an honor. It feels like the least you can do."

"They Found Uncle Buster"

Mark Stone was on his way to the tractor supply store near Pensacola, Florida, in February when his father called and asked him if he was sitting down.

"He was so excited," Stone recalls. "And he said, 'They found Uncle Buster.' I just couldn't believe it."

The Tablets of the Missing would be engraved with a rosette to mark the recovery, and Buster would finally come home to Andalusia. He was buried with military honors on May 11 — just days after what would have been his 100th birthday, and one day before Mother's Day — in the family plot near the ever-hopeful Mama Stone.

"It means so much that there are people out there in this country — from Wisconsin, from the military — that would work so hard to do something like this, to do right by someone who served his country, and for his family," says Mark Stone. "We owe them a lot. It makes us proud we're all Americans." ●

Chris Barncard writes about research at UW-Madison.



Mark Stone with a photo of his great-uncle at the May 11 funeral service in Andalusia, Alabama (also pictured on pages 22 and 23). Walter "Buster" Stone was buried days after what would have been his 100th birthday at the marker erected by his mother. "She never gave up hope that Uncle Buster would come home," Mark says. "She talked about it until she died, and she was buried right by that memorial."

THE ROAD TO THE Women's World Cup

UW soccer star Rose Lavelle '17 battled injuries and doubters to triumph on the international stage.

BY JASON WILDE '94

"A DREAM COME TRUE."

Rose Lavelle '17 lets the phrase float in the air for a few beats.

She was eight years old, sobbing on her bunk bed, when the U.S. Women's National Soccer Team (USWNT) lost to Germany in the 2003 World Cup semifinals. She was in awe, watching in Paul Brown Stadium, when the USWNT came to her native Cincinnati in 2004 and pummeled New Zealand, 6-0.

Now, little girls are watching *her*, wearing *her* No. 16 jersey, and wanting to be *her*.

In May, the former University of Wisconsin All-American midfielder left for France with the USWNT for the FIFA World Cup. When she got there, she *arrived* — as one of the team's most vital players, scoring three goals in six games, including a gorgeous title-clinching score in a 2-0 victory over the Netherlands in the July 7 final.

"For her to get that reward on the biggest stage that you possibly can, I'm so proud of her," Megan Rapinoe, the U.S.'s brightest star and one of Lavelle's mentors, said after the final match. "She's a superstar — not even in the making. She's a straight-up superstar at this point."

For Lavelle, a spot on the USWNT wasn't so much the realization of a dream as it was the fulfillment of what she saw as her soccer-playing destiny, even as club and college coaches wondered if her slight frame was up for the rigors of the game.

"Being on this team is something I always envisioned myself doing," says Lavelle. "I wouldn't even necessarily say it was a dream, because it felt very real to me and felt like something that was going to happen. And it wasn't so much, 'Oh, I'm so good, obviously I'm going to get there.' [But] I could never even envision my future without it, you know? It's just something that I always wanted."

The road hasn't been easy. Lavelle has confronted

doubters and overcome potentially destiny-derailing injuries. But none of it stopped her from becoming the greatest player in Wisconsin soccer history — and who knows the heights she'll scale in this exciting new stage of her career.

"SHE'S GOING TO GET KILLED IN COLLEGE"

Once upon a time, many questioned whether Lavelle could withstand the physical demands of Division I college soccer.

"When I met Rose, she was 96 pounds. And a lot of people passed on her because they thought she was too small," says Badgers coach Paula Wilkins, who is entering her 13th season at the UW after 13 years at Penn State.

Then she draws a comparison she knows is slightly hyperbolic. "I don't want to make the comparison to [Lionel] Messi," she says, referring to one of the greatest footballers in history, "but what you can't catch, you can't kick. So her quickness helped her out a ton. But people looking at her thought, 'She's going to get killed in college.'"

Instead, Lavelle excelled during her 2013-16 college career, becoming one of the most decorated female athletes in UW history: a four-time all-Big Ten pick, a three-time All-American, and the No. 1 overall pick in the 2017 National Women's Soccer League draft. And those who saw her in action didn't need to be soccer aficionados to appreciate her greatness. It leads Wilkins to another analogy, this one closer to Bascom Hill.

"Did you ever watch Lauren Carlini ['17]?" she asks, referring to the former UW setter and four-time All-American who led the Badger volleyball team to the national championship game as a freshman in 2013. Carlini, now a member of Team USA, is likely to be on the 2020 U.S. Olympic team that will compete in Tokyo. She was also on campus

Lavelle is the greatest player in Wisconsin soccer history.



simultaneously with Lavelle. “I don’t know that much about volleyball,” Wilkins continues. “But when I watched Lauren play, I kind of went, ‘She’s different than everybody else. She’s special.’ That’s what Rose was. She was just different than everybody else.”

THAT FIRST “WOW” MOMENT

Elevating her game to the national team’s level took time, however. Lavelle arrived at her first U.S. Women’s National Soccer Team camp in 2015, during her junior season at Wisconsin, and by her own admission was overwhelmed. It’s one thing to believe you are capable of making such a star-studded roster; it’s quite another to share the field — or the dinner table — with iconic players with vast international experience like Abby Wambach, whose career was drawing to a close as Lavelle’s was beginning.

“I think that first ‘wow’ moment I had was a team meal,” Lavelle says. “And it was so weird because all of a sudden, I was in a room with all the people I had grown up watching and aspired to be like and who had inspired me so much.”

Once Lavelle stepped on the field, however, she knew she had to play her game.

“While it was super cool to be playing alongside all these people I’d watched for so long, I felt like I couldn’t let it distract me from trying to get my job done,” she says.

Throughout the Women’s World Cup, Lavelle’s creativity was on clear display.



FRANCESCO SECCHI/AP

“She’s a straight-up superstar at this point.”

Megan Rapinoe

The national team was seeking an infusion of fresh young talent to defend its 2015 World Cup title, and Lavelle was exactly the kind of attacking midfielder coach Jill Ellis wanted in her 4–3–3 formation after a quarterfinal loss in the 2016 Rio Olympics and some up-and-down play in the years that followed. In the five-foot-four Lavelle, she had a creative, technically sound, versatile player. Lavelle’s skill set fit perfectly on a roster that included 10 other first-time World Cup participants and eight starters from the 2015 World Cup team.

Ellis describes Lavelle as “a linking player,” explaining that “her ability to create things, read the game, and link our lines” is what makes her vital to the offensive attack. That means she bridges the on-field gap between the defensive end and the team’s high-scoring forwards.

“She’s a player who can spread the game east-west, and she spreads the game vertically,” Ellis says. “She can also individually solve pressure, and I think that’s a really good profile of a player.”

Fellow midfielder Lindsey Horan, meanwhile, is drawn to Lavelle’s personality as much as her play. “She is just such an interesting, neat person, and I think that kind of translates into her game as well,” Horan told ESPN before the World Cup began. “She’s just always herself, on the field and off the field. She is a little quirky and a little bizarre at times. I think that’s what is so funny about her — some of the stuff she says just comes out of nowhere. But that’s typical Rose.”

AILING PHYSICALLY AND MENTALLY

Shortly after joining the U.S. Women’s National Soccer Team, Lavelle suffered a setback: a hamstring injury that would dog her for more than a year. The path back to health and the starting lineup would be as painful mentally as it was physically. But with the help of a sports psychologist, she found herself again and finally was cleared by doctors in time for World Cup qualifying last fall.

“I thought once I was back playing, the hard part was over, but honestly, that was the hardest part for me — mentally,” Lavelle explains. “Because I had to reteach myself to do things that had come so naturally to me to that point, and I had never felt so low, confidence-wise, in my career. I’ve always been pretty confident, and everything flowed and was so



natural for me. And now I was back, and nothing felt natural. I felt so out of my element.”

Finally, Lavelle got her confidence back and — crucially — started to enjoy herself on the field again. It showed during the World Cup, as she overcame a scare with her hamstring late in the semifinal match and was back in the lineup for the final. Throughout the tournament, her creativity was on clear display, and teammates, coaches, opponents, and analysts alike pegged her as the Americans’ breakout player.

“A VERY SPECIAL PLAYER”

Lavelle earned especially high praise from Rapinoe and veteran U.S. forward Alex Morgan, the team’s two most experienced and best-known stars. Rapinoe and Morgan finished as the top scorers in the tournament, earning the Golden and Silver Boots, respectively, with six goals and three assists each. Lavelle won the Bronze Ball as the tournament’s third-best player.

A packed crowd watching the July 7 final in the Memorial Union cheers Lavelle’s title-clinching score.


“She brings something different,” Morgan explains. “She’s obviously very crafty — I tell her every game just to play her game and that’s taking on players, dribbling, finding herself in the pocket.

“She’s a very special player. I don’t think you see that kind of player in the U.S. often.”

As a star of the World Cup, Rose Lavelle’s dream — or whatever she wants to call it — has come true. Now she’s proud to be in a position to inspire a whole new generation of dreamers.

“It surprises me that people want to talk to me and hear what I have to say and look up to me,” Lavelle says. “But I know how important it was for me to have players to look up to and how that shaped me and inspired me to get to where I am now. So it’s kind of cool to be able to serve as that role model.” ●

Jason Wilde '94 is a three-time Wisconsin Sportswriter of the Year and is beginning his 24th season covering the Green Bay Packers for ESPN Wisconsin and the Wisconsin State Journal.

A high-altitude mountain landscape, likely Mount Rainier, featuring snow-covered peaks and a vast sea of clouds. The sky is filled with large, white, fluffy clouds, and the mountain slopes are covered in snow and ice. The overall scene is majestic and serene.

To the Summit with John Muir

*A UW alum retraces the famed conservationist's
dangerous climb up Mount Rainier.*

BY DANIEL MCKAY '16



Left foot, right foot, breathe. As I trudge to this slow cadence up the Emmons Glacier, the rising sun starts to color Mount Rainier pink.

My three partners and I are halfway through our summit bid, with 2,500 feet climbed since the early morning and 2,500 yet to go. The glacier is steep, and every step offers us less oxygen than the one before.

I like to think we are following in the footsteps of John Muir x1864, whose climbing party made the sixth recorded ascent of the mountain in 1888. Muir has a legacy here — the camp where climbers depart for the summit on the mountain's south side is named after him — and his written accounts of his climbs on Rainier and other peaks inspired me to explore the mountains. I picture a scruffy Muir with his long, unkempt beard hiking beside me. An icy gust hits my face and swiftly brings me back to reality.

Mount Rainier sits in the heart of the Cascade Range in Washington State, standing 14,410 feet tall. In a chain of stratovolcanoes, Rainier emerged from the remains of an older, eroded volcano around half a million years ago. Its 25 glaciers, covering more than 35 square miles of the mountain, are mere remnants of the original glaciers that covered Rainier at its birth.

Each year Mount Rainier National Park sees about two million visitors. Roughly 10,000 are climbers, but only half will stand on its peak. More than 400 have died on the mountain since 1897.

My climbing team consists of friends I met after moving from Wisconsin to Montana to work as a reporter at a local newspaper — Matt Baldwin, Patrick Johnston, and Rick Laverty.

While Muir climbed the mountain's south face — the very popular and ominously named “Disappointment Cleaver” route — we're following the massive Emmons Glacier on Rainier's northeast side, taking us up 10,000 feet from car to summit in three days. If all goes according to plan, we will get one full rest day after reaching Camp Schurman on day one. Camp Schurman is the high camp on the Emmons Glacier route, where teams pitch a tent and rest before attempting the summit. Our own summit bid will start in the wee hours of the morning on day three, taking advantage of the time of day when the snow is hard and stable.

Because of the risk of crevasses — large breaks in the glaciers — it's necessary to stay tied together with a rope, which provides a means of rescue if a member of the team were to break through unstable snow and fall in.

Contemporary mountaineers use gear that is light, trustworthy, and easy to find. Just pop into a nearby recreational equipment store for some boots, an ice ax, and some crampons (metal spikes that attach to mountaineering boots), and you're set.

Along with those items, I carry a 50-pound

*Previous page:
The author
follows climbing
partner Patrick
Johnston near
the top of the
Emmons Glacier
on the 14,410-
foot-tall Mount
Rainier in Wash-
ington State.*

backpack with food, clothes, a tent, sleeping bag and pad, first-aid kit, avalanche probe and beacon, shovel, climbing gear, and my helmet. Muir's team didn't have these luxuries. When his team hit the Ingraham Glacier on the southeastern flank of the mountain and started to hike across hard snow and ice, Muir and company took off their shoes and drove half-inch steel spikes through the soles. They each also brought an alpenstock — a walking stick with a metal spike at the end — and a collective 100 feet of rope.

I thought about Muir as we left the car to start our climb. After the first few miles, we emerged from thick forest and received our first real glimpse of the mountain and the enormous glaciers we'd soon be hiking. From the trail, the glaciers above seemed to glow blue.

Like Muir, I find that awe draws me to the mountains and keeps me there.

Depending on whom you talk to, Muir was either a mountaineer, an environmentalist, a writer, or one of various other identities. His legacy as a conservationist is most often tied to Teddy Roosevelt or Yosemite National Park, or his wild tale of climbing trees during a storm to gain the forest's perspective.

Originally from Dunbar, Scotland, Muir and his family emigrated to the United States when he was 11 years old, landing in Kingston, Wisconsin. As a student at the University of Wisconsin, Muir took to two mentors who had a profound impact on his life. Professor James Davie Butler exposed him to the writings of transcendentalists Ralph Waldo Emerson and Henry David Thoreau, and Milton Griswold 1863, MA1866 took the young student into the depths of botany and the natural sciences.

Muir left the UW in 1863, preferring to explore the American West. “I was only leaving one university for another,” he wrote, “the Wisconsin University for the University of the Wilderness.” Thus began Muir's travels into the mountains and the adventures that made him the man we know today.

We've made it halfway up to our high camp, Camp Schurman, when the storms roll in. As we're roped together on the 2,400-foot-tall Inter Glacier on the northeast face of Mount Rainier, dark clouds around us boom with thunder. After the group ahead of us sees lightning and turns around, we follow suit.

The storm passes without any trouble, but there's never a bad reason to turn around.

The following day we retrace our steps up the Inter Glacier and reach Camp Schurman by noon. A combination of physical and mental fatigue, along with the fact that I'd never been higher than our elevation at that point (9,500 feet), has worn me down over the course of the day.

We spend the afternoon resting in our tents,



"So high in the sky": John Muir and his climbing party at the summit of Mount Rainier, 1888.

listening to music or podcasts, and refueling our bodies with food and water. For me, the meals consist of Pop-Tarts and Clif Bars for breakfast and a freeze-dried dinner: chicken and rice or chicken teriyaki. To my dismay, I'm finding I have trouble eating at altitude. After an early dinner, we head off to bed around 8 p.m. The winds are fierce through the night, and our tent shakes furiously while we lie wide awake.

At 1 a.m. the four of us gather in one tent, where we melt snow to drink, eat our portions, and slowly come to life. Not much is said.

We begin our summit bid by headlamp around 3 a.m.

While crevasses ripple across the giant glacier, they're easy to spot. In addition, a solid boot path has been established on the route, visible even from far lower elevations, weaving us between breaks in the glacier and up the mountain.

Our pace slows around 13,000 feet, where altitudinal effects start to show. The ascent is long and tiresome. Carrying my heavy pack for the first two days has wiped me out, though we were able to cache some of our gear in a tent at Camp Schurman while we attempt the summit.

At 10 a.m. we crest the northeast side of the caldera, Rainier's steaming volcanic crater, and follow the ridge to the summit. To the south we see Mount

Adams and, behind it, Oregon's Mount Hood. To the north, a sharp eye can spot Glacier Peak, Mount Baker, and Mount Shuksan. Clouds fill the gaps between the peaks around us.

At the top of Washington State, it dawns on me that I have Muir to thank for this opportunity. He played a key role in seeing this mountain become a national park.

In 1892, Muir cofounded the Sierra Club, one of the first large-scale environmental protection groups. Six years later, he published "The Wild Parks and Forest Reservations of the West," an article in the *Atlantic Monthly* promoting the creation of a Mount Rainier National Park, among others. At the time, the area was the Mount Rainier Forest Reserve, but Muir wanted more permanent protections. He wrote, "The icy dome needs none of man's care, but unless the reserve is guarded the flower bloom will soon be killed, and nothing of the forests will be left but black stump monuments."

His pleas worked. The following year, Congress established the park. Along with Rainier, Muir played a key role in preserving the Yosemite Valley, Sequoia National Park, and many other wilderness areas.

We stay on the summit for a short time, grabbing photos together and stuffing some food and water in our bodies before heading back down. Naturally, a



small blizzard sets in just as we start our descent.

The trip down is long and tedious. Unlike Muir, who had a climbing partner nearly die from a slip on the way down, we are hindered only by the condition of the snow, which has turned to slush in the daylight. Once we return to camp, we immediately pack our things and start moving again.

We return to the cars by 5:30 p.m., emerging from the woods victorious but exhausted. I think we all secretly hope every vacationer and tourist we see in the last few miles of trail will inquire about our adventure so we can turn and point to the blue peak towering above, but everyone just smiles as we hike past them.

Climbing mountains is not fun in any traditional sense of the word. At its best, the fatigue and weather are bearable, and at its worst, every step requires all the energy you have left. Sometimes the views are exceptional, as on Rainier. Other times you summit in a cloud, and the reward at the end of the journey is flat white all around. But what I've found on Rainier and dozens of other mountains out west is this: the challenge itself, and the personal

The author (left) and his climbing partners, Matt Baldwin, Patrick Johnston, and Rick Laverty, celebrate on the windy summit of Mount Rainier.

struggle that may arise, beat anything else I can think of. Success is never guaranteed, and many things in the mountains are simply out of one's control. All I can bring is my best, and the gratitude for whatever the mountain will afford me.

Muir understood this feeling, as do all others who endeavor to struggle in the mountains for pleasure. While the picturesque peaks can be appreciated from below, there's something special about gaining the mountain's perspective from the summit.

"The view we enjoyed from the summit could hardly be surpassed in sublimity and grandeur; but one feels far from home so high in the sky, so much so that one is inclined to guess that, apart from the acquisition of knowledge and the exhilaration of climbing, more pleasure is to be found at the foot of the mountains than on their tops," Muir wrote, closing his account of his Rainier climb. "Doubly happy, however, is the man to whom lofty mountain tops are within reach, for the lights that shine there illumine all that lies below." ●

Daniel McKay '16 is a reporter for the Whitefish Pilot, a weekly newspaper in Whitefish, Montana.

CLIMBING MOUNT RAINIER? USE THESE!



▲ CRAMPONS attach to the bottom of mountaineering boots and give more purchase in the hard-packed snow of a glacier.



◀ AVALANCHE PROBES can locate missing climbers who may be buried several feet beneath the snow.



◀ CLIMBING HELMETS protect from rock or icefall from above.



▲ AVALANCHE BEACONS send out a signal that can be used to locate climbers in the event of an avalanche.



▲ TRADITIONAL ICE AXES, OR PIOLETS, help climbers ascend steep snow and, if a fall occurs, stop them from sliding down.



◀ SNOW PICKETS are plunged or buried in the snow to be used as anchors during a crevasse rescue.



◀ CLIMBING HARNESSES keep climbers attached to each other as they move across glaciated terrain. The harnesses are equipped with carabiners and different lengths of rope for rescuing climbers from a crevasse.



▲ SNOW SHOVELS can uncover buried climbers after an avalanche or help build a snow shelter in extreme conditions.

▲ ICE TOOLS are specialized axes for climbing very steep snow and ice.



What's the first thing you remember wanting to be when you grew up? An astronaut? A movie star? A fashion designer? Chances are that at some point, that plan changed.

What, then, was the first thing you wanted to major in when you got to UW–Madison? Some students choose the UW for a specific field of study and, four years later, graduate with a degree in that field. Others come in with an idea for a major but fall in love with a different program after exploring some of the UW's 9,000-plus courses. And others arrive on campus with absolutely no idea where to concentrate their studies.

It's difficult to imagine college without majors, but back in 1848, when the University of Wisconsin was founded, students all took general classes in important, timeless subjects such as Latin and penmanship. It wasn't until later, around the late 1800s, that the first semblance of "majors" appeared. Students could now choose to concentrate in various "courses" of study, including chemistry, music, and agriculture.

You Majored in What?

How five UW grads have embraced the nonlinear path from their UW majors to their fulfilling careers.

BY CHELSEA SCHLECHT '13

Now, 150-some years after the first course of study was introduced at the UW, the university boasts 232 undergraduate majors and certificates. Part of the value in attending an institution like UW–Madison is the opportunity to explore and to learn — to gain not just specific career skills, but also knowledge about yourself and how to think critically. Since its first class met in 1849, the UW has been turning out great thinkers and creators whose careers went far beyond the bounds of their majors. Laurel Salton Clark '83, MD'87 came to the UW to study zoology. Thirteen years after earning her bachelor's degree, she joined NASA as an astronaut aboard the *Columbia* space shuttle. Joan Cusack '84 earned her degree in English and is now a household name with two Oscar nominations. And Virgil Abloh '03 graduated from the College of Engineering, only to eventually be named the artistic director of Louis Vuitton's menswear line.

The breadth and depth of the programs at the UW ensure that Badger grads can go on to achieve their dreams — even if those dreams are far different than what they planned. These five Wisconsin alumni prove that a degree from UW–Madison can lead you

anywhere.



Brian Kachinsky '04

Consumer Science | School of Human Ecology

Career: Professional BMX Athlete

Growing up in Neenah, Wisconsin, Brian Kachinsky remembers wanting to play in the National Hockey League. He came *sort of* close to that dream — he's a professional athlete, but on wheels instead of blades.

Now living in Chicago, Kachinsky is a professional bicycle motocross (BMX) rider sponsored by two major brands, Vans and GT Bicycles.

As for his day-to-day duties, “no day is the same as the next,” he says, and that’s what he loves about his job. If he’s not in the Windy City creating social media content or promoting his sponsors, he’s traveling the world, designing international BMX parks, commenting on national television, or judging BMX contests.

In fact, he may soon be judging the biggest BMX contest — the 2020 Olympic qualifiers. “It hasn’t been determined yet if I’m going to be an Olympic judge,” he says, “but it’s quite possible.”

By the time his high school graduation rolled around, Kachinsky was already immersed in the world of BMX. But rather than turning pro then, he accepted admission to UW–Madison and declared a major of consumer science in the School of Human Ecology (SoHE).

He chose SoHE because of its holistic approach

Kachinsky rides a gator at the 2019 Florideah Swampfest, an off-the-beaten-path BMX festival.

to business. But even after declaring his major, he wasn’t exactly sure what career path he’d end up on. “I was like, ‘I don’t know what’s ahead, exactly, but I want to be equipped for whatever comes my way,’ ” he says. “Sometimes in life, you need to shift or side-step. I think having that wide range of coursework within the major and the school really helped out.”

Kachinsky officially turned pro while still in college, so he had to work extra hard to juggle schoolwork, extracurriculars, and competing on the BMX circuit. But after his UW graduation, he realized he could take his passion for BMX and turn it into a full-time career that could last a lifetime.

“I attribute my longevity as a BMX rider to my schooling, just because there are so many other ways I can be valuable to companies other than just being an athlete,” Kachinsky says. For example, he helps in product design and developing promotional strategies for the companies that sponsor him, and he’s even advocated for better skate-park facilities in meetings with the City of Chicago — a successful endeavor that he credits in part to a public-speaking class he took while on campus.

“It’s been a huge blessing,” Kachinsky says, “to have that foundation of skills that the UW gave me.”

Sarah Rueth MS'10

Environment and Resources | Nelson Institute for Environmental Studies

Career: Police Officer

Sarah Rueth figured out that part of knowing what you want to do means knowing what you *don't* want to do. After earning her undergrad degree in biology from Illinois Wesleyan University, she came to the UW's Nelson Institute for a master's. "I thought I was going to work for a nature conservancy or the DNR [Department of Natural Resources]," she says. It was a specific UW research project that prompted her to attend, but while working on that research, she realized it wasn't for her. "I really enjoyed learning *about* the topic, but I figured out that I didn't like the job options as much," Rueth says. "I don't like being at a desk, but I'm not outdoorsy enough to be one of those people who goes out in the wild."

But then something happened while she was living in Madison that has happened to a lot of local residents: a parking ticket. While dutifully paying her ticket online, she perused the Madison Police Department (MPD)'s website and found a page laying out their core values: dignity, service, community partnership, integrity, continuous improvement, diversity, and leadership. "I was like, 'Wow. Those are all things that are important to me,'" Rueth recalls. "[I thought] it would be really cool to have a job that incorporates all that." With the broad range of classes required for her master's program, Rueth was able to explore her newfound interest in policing by taking a class in criminology.

After completing her degree, Rueth applied and was accepted to the MPD academy. She worked as a correctional officer and a DNR ranger (just as she had initially planned) before accepting a position as

"The Nelson Institute is all about community partnerships," says Rueth. "That's something we're doing as well in policing."

a police officer in Portage, Wisconsin. The lessons she learned in the Nelson Institute have carried over and helped inform her daily work on the force. "The Nelson Institute is all about community partnerships and taking a whole bunch of diverse views from different people and different studies and different branches and combining it into one thing," she says. "That's something we're doing as well in policing. We're trying to develop these partnerships before the problems happen. We're trying to pull from a lot of different places to get our ideas and improve our practices."

To top it all off, Rueth's job as a police officer has meshed with some of her childhood dreams; the first thing she remembers wanting to be when she grew up was "either a Disney cartoonist or a veterinarian." One day on the job, she got a traffic call in response to an orphaned fawn trying to cross the road. Rueth rescued the little Bambi and took her to a wildlife rehabilitation center, where she was cared for until she was ready to strike out on her own.



ANDY MANIS



Bobby Parrish '00

Finance, Investment, and Banking | Wisconsin School of Business
Career: Food Blogger and Social Media Influencer

Bobby Parrish followed a more traditional track — attending the UW to major in something specific (business) to do something specific (work in business). As a high schooler, he worked at a country club as a golf caddy. He remembers being around successful businesspeople, stock-market traders, and entrepreneurs, which led him to his first career goal: “I noticed that the people who were really successful were entrepreneurs,” he says. “No matter what I did, I wanted to work for myself and be my boss.”

After a first semester at the University of Northern Colorado, Parrish transferred to the UW and found the Wisconsin School of Business. Sometime around his sophomore year, he figured out that he wanted to specialize in trading. “I graduated in December of 2000, and I went to work immediately afterward. Like, the next week,” he says. Parrish worked as a stock trader at a small company outside of Chicago for a few years, then started his own trading company.

It wasn't until he'd worked in the industry for several years that Parrish decided to turn his long-time passion into a career. “I always had a passion for cooking,” he says. Working from home with his

“Keep on cooking” is the motto behind Parrish’s brand, FlavCity, which has more than 1.2 million fans.

own company, he was able to spend more time in the kitchen and entertaining friends. Eventually, Parrish and his wife, Dessi, created their first cooking video and put it on YouTube. As they continued making videos, their followers grew — now more than 1.2 million people follow FlavCity on YouTube and other social media.

Both Parrish and his wife have left their day jobs to focus all of their time and energy on developing FlavCity and bringing relevant content to their hungry fans. But, ever the businessman, Parrish first crunched the numbers to see how the income he'd gain from FlavCity would compare to what he had as a trader. “I knew that if I put my full effort behind it, the sky was the limit.” Right he was: Parrish has since shared recipes on numerous cooking shows, been a winner on an episode of *Guy’s Grocery Games* on the Food Network, and even published a cookbook — *Keto Meal Prep by FlavCity*. “We live in such an amazing time right now, where you can pretty much do whatever you want,” he says. Parrish encourages college-age kids to test the waters before committing to a major or a job. “Whatever you are passionate in, explore doing that.”



Christian Schauf '03

Agricultural Journalism and Agricultural Business
Management | College of Agricultural and Life Sciences
Career: Founder and CEO of Uncharted Supply Company;
Creator of 72-Hour Survival Kit

"I applied to one college," says Christian Schauf. "And that was Wisconsin." He laughs at his teenage bravado now, thinking about how differently things could have gone if he hadn't been admitted. While he was growing up on a farm in rural Wisconsin, Schauf's parents steered him to pursue a degree in the College of Agricultural and Life Sciences (CALS) at UW-Madison. As a freshman, he didn't know what he would do with his CALS degree, but he still knew that he was in the right place. "The best thing Wisconsin taught me was how to think," he says. "That's the beauty of what an environment like that gives you."

The first dot on Schauf's career map after college was playing in a band — Catchpenny — which toured the Middle East performing at U.S. military bases. There he started one of his first entrepreneurial ventures: building PA systems that fit into

Schauf has toured military bases with a band, founded a cider company, and now creates products that can literally mean the difference between life and death.

Blackhawk helicopters so the band could play at more small, remote bases. After touring in Iraq some 40 times, Schauf transitioned to corporate life, helping to found Crispin Cider (yes, that one) before taking on various marketing jobs. "Now I'm in Utah building survival kits!" he laughs.

What sent Schauf down the path to his current gig as founder and CEO of Uncharted Supply Company was something that all Wisconsinites are familiar with: snow. He was working out in Orange County, California, and decided to take a ski trip with some buddies. While he was driving to Steamboat Springs, Colorado, it started snowing. No big deal for Schauf, but for the Californians? "It added eight hours to our drive," he recalls. "I was just watching people self-destruct around me. These are people who live on a fault line day in and day out. If two inches of snow is going to do this, what's a 7.0 earthquake going to do?"

That's when he saw a space in the market for what ultimately became The Seventy2, a complete 72-hour survival system that's hyperorganized and fits neatly into a backpack. After designing the product and closing a successful Indiegogo campaign, Schauf got a call to appear on ABC's *Shark Tank*. From there, the system — and the company — took off. "We're not building a \$5,000 kit for a guy on SEAL Team 6," Schauf explains. "This is a kit designed to get anyone, novices and experts, through emergencies big and small." Still, Schauf's survival system has become a favorite of government organizations, such as the CIA and FBI, as well as companies including Nike, Warner Brothers, and Airbnb. In 2019, Schauf plans for the company to triple in size and release a host of new products.

"Just start" is Schauf's advice for incoming students wondering what they'll be. "Take the first step. Be moving in a direction. It may not be a straight line, but if you continue to head toward your due north, you're gonna get there."

Dalia Mogahed '97

Chemical Engineering | College of Engineering

Career: Director of Research, Institute for

Social Policy and Understanding

Most kids dream of becoming something flashy — a movie star, ballerina, race-car driver, and so on. But Dalia Mogahed dreamed of something much more profound. “What I remember wanting to do was a pursuit of justice,” she recalls. When she started at the UW, she thought she’d end up helping people through science. Her parents were professors in the College of Engineering, so declaring a chemical engineering major felt natural. For three summers, she interned with Proctor & Gamble (P&G), which led to a job offer before her graduation in December 1997. After walking the stage, Mogahed moved to Cincinnati to work in P&G’s product-research division.

After three years at P&G, Mogahed enrolled in the MBA program at the University of Pittsburgh. But as she got in the car to make the move from Cincinnati to Pittsburgh, the news broke: the day was September 11, 2001. “That was kind of a turning

At the Institute for Social Policy and Understanding, Mogahed applies the scientific method to “a highly contested, emotional topic.”

Where has your UW major taken you? Share your journeys with us by submitting an Alumni Note at uwalumni.com/go/alumninotes.

point in my life,” Mogahed reflects. Back in college, she had joined a number of extracurricular, activism-focused groups. “I was very involved in work that had to do with educating the campus community about Muslims and Islam and raising awareness about the suffering of people around the world,” she says. “When 9/11 happened, that activist in me got reactivated. I felt like I needed to do more to build bridges between people of different backgrounds.”

As Mogahed began her MBA studies, she also started an outreach program through the local Islamic center. But once grad school came to an end, she took a job with Gallup as a management consultant and “put that passion on the back burner.” While at Gallup, Mogahed was brought onto a team that was working on a then-fledgling idea: the Gallup World Poll. Her role was to analyze survey results from Muslim-majority countries. “It was really exciting for me to be able to analyze that data,” Mogahed says. “On my evenings and weekends, I was poring over that data, bringing the skills I learned as an engineer to this work.”

She created a presentation on her findings, which led to her appointment as the executive director of research for the Gallup Center for Muslim Studies. In 2007, she coauthored a book, *Who Speaks for Islam? What a Billion Muslims Really Think*, which was sent to all members of Congress. Only a few responded; one was then-senator Barack Obama. When Obama was elected president, Mogahed was appointed one of his top advisers on Muslim affairs. Today, she is the director of research for the Institute for Social Policy and Understanding, an organization created post-9/11 to educate the country about American Muslims and empower that community to “develop social policy, contribute to public policy, and innovate thought-leadership.”

As for that chemical engineering degree? Mogahed says her current work isn’t too far afield. “What I get to do is apply the tools of the scientific method — objective inquiry, research — to a highly contested, emotional topic,” she says. “It’s very valuable to have that science background: [it’s about] putting aside your bias and looking at the data objectively.”

Chelsea Schlecht '13 majored in communication arts and English at the UW, went on to graduate school for magazine journalism, and, remarkably, is now a magazine journalist.







THE DOCTOR IS IN —WITH GREEN HAIR

David Margolis MD'89 combines his eccentric passion for the Milwaukee Bucks with his life-saving work as a pediatric oncologist.

BY PRESTON SCHMITT '14
OPENING PHOTO BY JEFF MILLER

“There’s smoke coming out of your hair!” exclaims 11-year-old Jaida, with far more glee than concern.

She’s carefully applying the finishing touches on today’s spray-painting canvas: the once-gray hair and now-freezing scalp of pediatrician David Margolis MD’89 — or “Dr. Dave,” as his patients endearingly call him at the Children’s Hospital of Wisconsin in Milwaukee. “I think when you grow up, you might want to be a hairstylist,” Margolis tells her.

For the moment, Jaida’s cancer diagnosis is far from her mind, which means Dr. Dave is doing his job.

The bright green hair color is a show of support for the NBA’s Milwaukee Bucks from perhaps their biggest superfan. Before every home game in the playoffs, Margolis encourages his patients to spray-paint his hair the team’s colors. As the director of the Blood and Marrow Transplant and Cellular Therapy Program at the children’s hospital and a professor of pediatrics at the Medical College of Wisconsin, Margolis stands by a simple ethos: let kids be kids — especially when they’re facing the physical toll and isolation of a long hospital stay.

Margolis, who’s been recognized since 2006 as one of the best doctors in America in a peer poll, makes it a priority to get to know his patients. He quizzes them on their hobbies and the music that populates their Spotify accounts. A “big kid” himself, as a resident, he carried a squirt gun in the front pocket of his white coat. And he’s helped to develop a summer day camp, where patients can break away from the monotony and enjoy the outdoors. “You need to know what makes a kid tick,” Margolis says. “You need to figure out their goal for living. You need to know what keeps them in the game.”

With major advancements in treatment, the five-year survival rate for children with cancer has risen above 80 percent, according to the American Cancer

While she paints Dr. Dave’s hair, Jaida’s cancer diagnosis is far from her mind. That means he’s doing his job.



Society; 50 years ago, the rate was closer to 50 percent. While the numbers give Margolis hope for the future, they offer little reprieve when he's treating a patient. "To a family, it's 0 or 100 percent," he says.

His medical training has guided his approach — leading with empathy and treating the whole person, not just the disease. As a student at the UW, he worked closely with pediatrics professors Memee Chun and Paul Sondel '71, PhD'75. Margolis credits them for showing him the importance of a close doctor-patient relationship — "Our job is 99 percent communication," he says — and for instilling a passion for training the next generation of pediatricians.

Like his patients, Margolis seeks occasional distractions from the high stakes of cancer treatment. His lifelong love of basketball and the Bucks has served him well.

When he was growing up, his grandfather ran a parking lot next to the team's arena, where Margolis rubbed elbows with players like Kareem Abdul-Jabbar and Oscar Robertson. He attended nearly every home game with his father ("I remember Kareem throwing his Gatorade down and getting splashed," he says), a tradition he now shares with his wife and children. When he was an undergraduate at Indiana University, his favorite class was a 1.5-credit course on coaching basketball, taught by legendary NCAA coach Bob Knight. "I learned to play to the strengths and go away from weaknesses," he says, noting that it's a lesson he applied to his career when he changed his focus from the laboratory bench to translational research and patient care.

Dr. Dave has become something of a cult hero among Bucks fans, who are surprised to learn that the colorful fan they see on TV is a highly respected doctor. "There are a bunch of 20-year-old guys who follow me on Twitter, which is rather humorous," he says, adding that the unexpected fame is "horribly embarrassing" for his family.

His demeanor at games? "Oh, sometimes not so

Margolis "out of control" at the 2019 NBA playoffs: Bucks fans are surprised to learn that the colorful character in the stands is a highly respected doctor.

good," Margolis responds, laughing. "The best word is passionate. Other words that have been used? Crazy. Out of control." He banters with referees. To fire up the crowd, he pulls out a patented move, "The Claw" — an exaggerated one-armed wave that extends over the back of his head. The team embraces his antics, projecting a "Dr. Dave Wave Cam" on the scoreboard that encourages other fans to imitate the move. Bucks superstar Giannis Antetokounmpo even reciprocated the arm wave when he spotted Margolis parallel parking in downtown Milwaukee.

Margolis combines his passions through his advocacy for the Midwest Athletes against Childhood Cancer (MACC) Fund. The organization, established in 1976 by former Bucks player Jon McGlocklin and longtime broadcaster Eddie Doucette, has raised more than \$65 million for childhood cancer research. Its support for the children's hospital, medical college, and UW Carbone Cancer Center has helped to forge a highly collaborative relationship between researchers in Milwaukee and Madison.

The Bucks also make an annual visit to the children's hospital, which sparked the hair-painting tradition. A few years ago, after the team had a stretch of disappointing seasons, Margolis offered an enticement: make the playoffs, and I'll have a patient paint my hair. Last season, when the Bucks won a league-high 60 games and reached the Eastern Conference Finals, they hosted eight playoff games, resulting in a record number of painting sessions.

For Margolis, it's all part of the job: let kids be kids. But his most rewarding moments come much later, when they become adults.

"The ripple effect of saving one child is incredible," he says. "As I've gotten older, I've gone to more than my fair share of funerals. But to see kids growing up and having weddings, to see kids graduating ... it doesn't get better than that." ●

Preston Schmitt '14 is a staff writer for On Wisconsin.

On Alumni

Alumni News at Home and Abroad

Asian Ties

UW builds on international connections

UW–Madison claims upward of 6,000 international students from more than 100 countries, but the majority of them hail from Asia.

A desire to celebrate and build on ties in the region led to a May trip that featured a contingent of UW, Wisconsin Foundation and Alumni Association (WFAA), and Wisconsin Alumni Research Foundation colleagues. The group included Chancellor **Rebecca Blank**, WFAA president and CEO **Mike Knetter**, and Wisconsin Alumni Association (WAA) chief alumni officer and executive director **Sarah Schutt**. They visited several cities for an array of events such as Founders' Day celebrations, company tours, and small-group and one-on-one meetings, making stops in Hong Kong, Shenzhen, Shanghai, Nanjing, Beijing, and Singapore.

"There were multiple forms of engagement on multiple fronts," says Schutt, "with many potential outcomes that were good for the UW." Schutt says that historically, the UW began accepting students from China well before many of its peer institutions, so the university has a longstanding relationship with several Chinese universities. The first Chinese students arrived in 1907. Currently, half of the university's international students — some 53 percent — come from the greater China region.

"The younger alums tell us what an advantage they have because the UW is so well known there," says Schutt. "They are incredibly appreciative of their UW education and want to maintain those relationships and stay involved." This engagement was reflected in double the normal attendance at the five Founders' Days the group attended.

UW–Madison has more than 60 agreements with various Chinese universities, says **Lora Klenke**, WFAA's managing director for international alumni relations, and an average of 150 UW students per year participate in study-abroad programs in China.

A highlight of the trip was signing a strategic partnership with Nanjing University that will help broaden the scope of research and faculty and student exchanges. The UW signed a similar memorandum of understanding with Peking University. UW representatives also welcomed incoming Badger freshmen at events in Beijing and Shanghai and attended conferences on intellectual property, literature, and higher education.

NIKI DENISON



TODD PRITCHARD

SWEET! Gabrielle Buettner and her family visited the Get the Scoop truck in Wausau as the Wisconsin Alumni Association handed out Babcock ice cream. The truck is traveling the state, delivering sweet treats and melting myths about UW–Madison. The popular Badgermobile, named Randall M. Scoops, is on Facebook, Twitter, and Instagram, sharing stories of the road all summer. Watch for posts at @RandallScoops and #GetTheScoopWI as it comes to your community. Visit uwscoop.com for more information.

Lightning Talks

In July, WAA helped to mark the university's celebration of 150 years since the first women received UW undergraduate degrees with an event at One Alumni Place. Three alumnae who have been featured in *On Wisconsin* magazine offered lightning talks (short, focused presentations): sex-reassignment surgeon **Marci Bowers '80**, physicist **Fatima Ebrahimi PhD'03**, and author **Sagashus Levingston MA'09, PhD'19**.

Bowers and Ebrahimi were both the subjects of feature articles in the Summer 2019 issue, "One of Us" and "A Driving Force," respectively. Levingston was featured in the Summer 2018 issue, following the publication of her book *Infamous Mothers*.

The event drew nearly 80 alumni and members of the campus community, and Madison's CBS Channel 3 and NBC Channel 15 covered it. During her visit, Bowers also made time to meet with faculty, staff, and students at University Health Services and the Gender and Sexuality Campus Center, and Ebrahimi met with faculty and graduate students at the physics department.



JEFF MILLER

“Five, six, SEVEN!”

If you’ve been to a Badger football game, you’ve likely heard counting from the student section — complete with synchronized arm motions — as Bucky executes a round of push-ups, one for each point, after the team’s initial score.

If the Badgers score again, there will be more push-ups to come. In fact, cumulative push-ups per game, in recent years, have reached into the 500s.

But that wasn’t always the case. Bucky’s push-ups started in the late 1980s or early 1990s in an effort to entertain the crowds during some of the team’s more lackluster seasons.

“The student fans mostly arrived after halftime, and if we were lucky, stuck around for the Fifth Quarter,” says **Joe Martino ’92**, who was Bucky

Bucky’s push-ups started in the late 1980s or early 1990s in an effort to entertain the crowds during some of the team’s more lackluster seasons.

team captain from 1990 to 1992. “The [UW Spirit Squad] was struggling and had to look for outside sponsorships and donations to stay funded for trips and apparel.”

Although accounts differ on exactly how and when the tradition began, it seems that the student section’s enthusiasm at the time was much like the team’s score — deficient — and it was on Bucky’s shoulders (or, rather, his triceps) to fix it.

Christopher Milz ’93, who is believed to have been the first Bucky mascot to perform the arduous exercise during games, says he learned of the idea for push-ups while talking to a University of Kentucky Wildcats mascot at a spirit-squad summer camp in the late 1980s. “I said, ‘That’s cool, I think we need to do that at Wisconsin.’”

Milz says he implemented the inaugural push-ups at Camp Randall Stadium in 1989, when the Badgers played against Iowa. But Martino recalls Milz doing them for the first time against Iowa State in 1991. At any rate, the push-ups appealed to fans, and the group of Bucky’s decided to continue with the idea.

“The crowd really responded, and we thought, ‘Whoa!’” Martino says. He notes that the prior season had ended with “a dull thud” — and a 1-10 record to show for it. “The students were bored, the attendance was way down, but hopes were high as a new coach [Barry Alvarez] had just been named.”

Despite their differing memories, the former Bucky’s are glad to see that the tradition carries on today.

STEPHANIE AWE ’15

40-50s

Sam Bubrick '41 proves that age is just a number. Having turned 102 years old in April, he retired from the Los Angeles justice department at age 95 — making him the longest-serving employee there. A very happy belated birthday, Mr. Bubrick, and thanks, **Jay Bubrick '71**, for sharing this news about your uncle.

Now 98 years old, **Iris Barrel Apfel '43** of New York has signed a modeling contract with agency IMG, joining supermodels such as Kate Moss and Karlie Kloss. CNN reports that the fashion expert has starred in a documentary about her life, and her work was featured in an exhibition at the Metropolitan Museum of Art.

Former Badger baseball player and professor emeritus at South Dakota State University **Donald Kenefick '51** is making strides in the wheat industry after a decades-long career in the line of work. In April, he was featured in the *Brookings Register* in South Dakota for his collection of mutant wheat lines that may help industry leaders meet future market demand. The lines are offered through Kenefick's company, DGK Wheat LLC.

60s

The *Wisconsin Law Journal* has named **Joel Rosenthal '63** a recipient of its 2019 Lifetime Achievement Award. An attorney specializing in criminal defense, Rosenthal has practiced law in the Milwaukee area for more than 45 years.

Cornell University professor emeritus **Lee Dyer '65, MBA'68, PhD'71** and MIT professor **Thomas Kochan '69, MS'71, PhD'73** were among the instructors for an online course, *Shaping Work of the Future*, last spring. They also coauthored a book, *Shaping the Future of Work: A Handbook for Action and a New Social*

Contract, in tandem with the course, which addresses the quality of their education at the UW while providing a roadmap for prosperity.

The Genetics Society of America has awarded **Daniel Hartl '65, PhD'68**, Higgins Professor of Biology at Harvard University, its 2019 Thomas Hunt Morgan Medal, which recognizes lifetime achievement in genetics research and honors Hartl's contributions to the field — including research related to malaria and antibiotic resistance. He decided, in part, to pursue population genetics after taking classes under the late, renowned geneticist and UW professor James Crow.

Stephen Anderson '66 served in the Peace Corps in Chile for two years after graduation — an influential experience in his life. He has since taught at a variety of institutions and been a psychotherapist, a career he retired from last year. He also recently published a collection of free-verse poems, *The Dream Angel Plays the Cello*.

Congratulations are in order for **Jerry Stich '66, MM'72** and his spouse, Carol, who will celebrate their 60th wedding anniversary in December. Both have had careers in music, and Stich was the UW Marching Band's drum major when the football team went to the Rose Bowl — a trip that served as the couple's honeymoon. They have lived in Baraboo, Wisconsin, for more than 40 years and have been recognized for their contributions to their community. Thank you, **Lisa Hamm Stich '90** and **Steve Stich '89**, for sharing this news with us.

70s

New to the president's office at Berkley North Pacific, a regional commercial property and casualty insurance provider based in Bellevue, Washington, is **Gary Gudex '72**. He arrives

there with more than 30 years of experience in the industry.

Congratulations to **Jeffrey Rotsch '72, MBA'74** of Naples, Florida, who was inducted into the Minneapolis Hockey Hall of Fame in March. Rotsch is a former Badger men's hockey team captain and the first UW player drafted by the NHL, and he was named the UW men's hockey All-American player in 1972. He is also a member of the UW's Hockey Hall of Fame and earned the university's Distinguished Business Alumni Award in 2004.

P. Rea Katz '73 has been promoted to associate professor in the College of Health Professions' Department of Physician Assistant Practice at Rosalind Franklin University of Medicine and Science in North Chicago, Illinois. She also is the university's associate vice president of faculty development.

We can't get enough of this news: **Bruce Matthews '73** read about **David Lorence '70**, director of science and conservation at the National Tropical Botanical Garden in Hawaii, in Fall 2018's Class Notes. While Matthews and his wife vacationed, he contacted Lorence, and the two grads met at the garden's headquarters. "We were both on campus at the same time in the late '60s and immediately bonded through our shared tear-gas experiences," Matthews writes.

Former Wisconsin Department of Workforce Development (DWD) secretary **Raymond Allen '74** is now steering the workforce development services division at the Urban League of Greater Madison, which strives to enhance educational, employment, and empowerment opportunities for African Americans and community members. Madison365.com reports that, prior to Allen's role at DWD, he served at the Wisconsin Department of Financial Institutions for nearly 20 years.

BOOK NEWS?

See page 58.

CLASS NOTES

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To submit an obituary, please see page 57.



JAKE HOLSCHUH

SEEKING OUT SASQUATCH

Investigative journalist **Scott Carney MA'04** believes in Bigfoot.

Well, sort of.

The myth of the legendary primate is the topic of *Wild Thing*, a podcast executive-produced by Carney and hosted by his wife, former National Public Radio editor Laura Krantz. Through nine episodes, Krantz lays out her path to Bigfoot, starting with when she discovered long-lost relative Grover Krantz, a famous Bigfoot researcher and anthropologist. Following in Grover's footsteps, Laura dives into sightings, evidence, and why people want to believe in the beast.

Now well versed in Bigfoot lore, Carney (shown above impersonating the hairy creature) says he's a believer in his own way.

"I absolutely believe he exists, even if it's only in our collective imagination of him. He absolutely has a real-world effect. Whether or not he's an unknown or undiscovered primate, that's up for debate."

As executive producer, Carney says he served as Krantz's consultant and promoter, supporting her along the way and helping pitch the show to potential advertisers. The podcast has been a success, with some 2 million downloads and a peak of number seven on the iTunes podcast charts.

It's also opened up the imagination of skeptics, Carney says.

"The most energizing comments are the people who went from 'I was a total nonbeliever' to 'Now I think it might be out there, there's a chance,'" he says. "The only people who didn't like it were some people who were [already] really into Bigfoot."

Sasquatch may seem like a bizarre subject, but the podcast fits the rest of Carney's work, which dives into climbing mountains without a shirt (*What Doesn't Kill Us*), fatal cults (*The Enlightenment Trap*), and the world's human organ market (*The Red Market*).

Varied as they seem, Carney says, these topics all share a common thread — the question of what it means to be human. "It's been this question that's sort of run through everything I've ever done," he says. "I try to take unusual and [participatory] angles in trying to answer this."

The couple's next podcast is in the works already, and Carney recently completed the manuscript for his sequel to *What Doesn't Kill Us*. Finding more wacky, out-of-the-ordinary topics isn't the hard part, he says.

"The real problem is deciding which story to pursue."

DANIEL MCKAY '16

Christy Brooks '74, JD'77, a shareholder at the Milwaukee law firm von Briesen & Roper, has been awarded the George Tipler Award for Distinguished Service in School Law. The award was established by the Wisconsin School Attorneys Association's board of directors, which honors two recipients each year who have dedicated their careers to helping state schools.

Former regional dean for the University of Illinois College of Medicine in Peoria **Sara Rusch '74, MD'78** retired in May. She started in the position in 2008 and was the first woman in the role. Among her accomplishments, Rusch helped bring a new medical training facility to fruition.

Joanne Slavin '74, MS'78, PhD'81 is a registered dietitian and a professor in the Department of Food Science and Nutrition at the University of Minnesota. She has given more than 350 presentations around the globe and is a science communicator for the Institute of Food Technologists. In 2010, she served on the Dietary Guidelines Advisory Committee, which helps inform federal nutrition programs and policies. Thanks, **Brian Bayley '74**, for informing us of her accomplishments.

James Hoecker JD'78 of Washington, DC, has retired from his position as executive director of WIRES, a transmission trade association. An expert in electric transmission law and policy, Hoecker has helped advance the association's mission. Prior to WIRES, he held multiple positions at the Federal Energy Regulatory Commission.

The director of health equity and violence prevention at Madison nonprofit Common Wealth Development, **Stephanie Bradley Wilson '78, MA'99**, has earned the 2019 ATHENA

Award. The award recognizes professional excellence, honoring Bradley Wilson's previous work as a member of the Madison Police Department — a position she started in 1984, a time when about 20 percent of the department's employees were women, with fewer still who were African American, *In Business* magazine reports. "My goal, each and every day, is to be a blessing to someone," she said in accepting the award. "It is not lost on me that I stand on the shoulders of many ... who strove fiercely to make people who look like me have a slice of the American dream."

A retired professor of marketing in the Pamplin College of Business at Virginia Tech, **Kent Nakamoto MA'79, MS'79** has been named a professor emeritus by the university's board of visitors. Nakamoto started at Virginia Tech in 1997 and served as head of the Department of Marketing from 1999 to 2013. He also was associate dean for research from 2008 to 2013, as well as associate dean for research and faculty affairs from 2014 to 2017.

80s

In January, **Ruth Etzel MD'80**, a pediatrician and the director of the Office of Children's Health Protection at the U.S. Environmental Protection Agency, earned the first-ever Herbert L. Needleman Scientist-Advocate Award from the International Society for Children's Health and the Environment. The honor recognizes Etzel for her efforts in leading a federal strategy to reduce childhood lead exposure.

Lloyd Holterman '80 and **Daphne Johnson Holterman '81**, renowned dairy farmers and co-owners of Rosy-Lane Holsteins in Watertown, Wisconsin (whose farm appeared in *On Campus* in *On Wisconsin's* Spring 2019 issue), visited

the United Kingdom in March, traversing Scotland, England, and Wales. The *Scottish Farmer* reports that the couple planned to present their insights to fellow dairy farmers on critical factors in starting and operating a successful dairy business.

Mackenzie Hughes, a law firm based in Syracuse, New York, has named **Anne Ruffer '80** its managing partner — the first woman to hold that position in the firm's 135-year history. Ruffer, who has earned awards for her work and now serves as chair of the firm's executive committee, joined Mackenzie Hughes in 1987 and has specialized in areas such as estate planning and litigation, special-needs planning, and elder law. Ruffer also serves as a trustee of the Vera House Foundation, a nonprofit that helps victims of domestic violence, and volunteers for one of its legal clinics.

"My goal, each and every day, is to be a blessing to someone."

Stephanie Bradley Wilson '78, MA'99

Three alumnae have been named to the 2019 list of *Crain's* Notable Women in Commercial Real Estate: **Pamela Schmidt Boneham MBA'81**, **Alissa Adler MS'89**, and **Nooshin Nasseh Felsenthal '05**. Boneham, of Chicago, is managing director of real estate equity of the central region at Barings; Adler, of Kildeer, Illinois, is the managing partner and broker at Podolsky Circle CORFAC International; and Felsenthal, of Chicago, is managing director at real estate company JLL.

A former UW professor in medical oncology, **Richard Love MS'82** has been honored in Vietnam with the Medal for the People's Health — an award of the country's Ministry of Health. While at the UW, Love obtained support from two

grants to research a treatment for phase III breast-cancer trials in Asia, including Vietnam, and his work eventually led to a treatment used worldwide. Love began his work in Vietnam in 1991. "We think it's fair to say that his work with Vietnamese colleagues contributed positively to American-Vietnamese relations in the 1990s," says his wife, Carla, a UW distinguished lecturer emerita.

The City of Vancouver, Washington, has planted and dedicated a tree to honor hours of volunteer work by master gardener **Jeff Kessenich '83**. He was part of a group recognized in March for their contributions to the community. Among other projects, Kessenich recently helped lead local high school students in a tree-inventory project and charted streets in his neighborhood to improve the community's stewardship work.

Sivantos, an audiology technology company based in Piscataway, New Jersey, has welcomed a new CEO: **Eric Timm MBA'83**. Timm previously served as the company's chief operating officer. Some of Sivantos's brands include Signia and Siemens.

Comedian and filmmaker **Steve Burrows '84** has won a Los Angeles Press Club Southern California Journalism Award for *Bleed Out*, an HBO documentary. The film recounts the experience he and his family went through in the aftermath of his mother's hip surgery in 2009, when she came out in a coma with permanent brain damage. "Shot largely in Wisconsin, the film was a labor of love, with the hopes that its existence would help make health care safer and more accountable for all of us in the United States," Burrows writes.

After departing from his position as NBC Entertainment chair last year, **Robert Greenblatt MA'84** will now

fill the same role at AT&T's Warner Media. There, he will oversee TBS, TNT, HBO, and a new streaming service. "I was immediately excited about it," Greenblatt said of the opportunity to the *New York Times* in March. "Though not undaunted by it. You know from my history I like a challenge."

Early this year, **Kathy Koltin Blumenfeld '85** was appointed secretary of the Wisconsin Department of Financial Institutions by Governor **Tony Evers '73, MS'76, PhD'86**. Previously executive vice president of special operations for Total Administrative Services Corporation, Blumenfeld is a certified public accountant and a project management professional, and the *Milwaukee Journal Sentinel* reports that she manages the state's banks and credit unions — among other duties — in her current role.

Last year, **Jennifer Lee Edmondson JD'86** founded an Appleton, Wisconsin-based nonprofit: Health, Education, and Welfare. So far, it's established the state's first Lymphedema Compression Garment Fund, its first conference for survivors of the disease, and its first award recognizing excellence in lymphedema advocacy.

David Furrer '86, MS'88 and **James Foley '88, MS'91, PhD'97** are former classmates with something else in common: they're serving as concurrent presidents for two professional societies. Furrer is president of ASM International, and Foley is president of the Minerals, Metals, and Materials Society. Both graduates studied under Professor **John Perepezko** within the Department of Materials Science and Engineering while at the UW.

Taking the reins as CEO of Taconic Biosciences based in Rensselaer, New York, is **Nancy Ringdahl Sandy '86, MBA'90**. She joined the company in 2016 and previously

held marketing leadership roles at life science and medical-device companies. Taconic focuses on genetically engineered research models.

Nathan Jorgensen '87 has been appointed the chief operating officer at Boise (Idaho) Cascade Company, where he will oversee two divisions: wood products and building-materials distribution. With more than 30 years of industry experience, Jorgensen joined the company in 2015.

90s

The Creative Company in Madison has named **Tracy Mason Brooks '90** its new art director. She will work with clients' branding to help showcase their stories visually. She has previously worked as a marketing leader at McFarland (Wisconsin) State Bank and as an interior architect for the State of Wisconsin.

With a portfolio that includes projects such as the new elephant exhibit at the Milwaukee County Zoo and Discovery World at Pier Wisconsin, **Paula Verboomen '90** recently became the office director at HGA, a Milwaukee design firm. She oversees the operations and finances of the 190-person office while also fulfilling roles as the firm's vice president and design principal. Verboomen has more than 20 years of experience in the public, corporate, research, higher education, and health care arenas.

A partner at Swanson, Martin, and Bell, **Michael Drumke JD'91** of Deerfield, Illinois, started his post on the American Bar Association's board of governors in August. He will serve a three-year term. Drumke works on cases including product liability, pharmaceutical, and commercial litigation.

Associated Bank, headquartered in Green Bay, Wisconsin, has promoted **Brian Klaus '92** and **Robb Timme '92**,

'92, MBA'06. Klaus is now the executive vice president, corporate treasurer. He has nearly 25 years of finance experience and joined Associated Bank in 2005. Timme is the senior vice president, director of investor relations and capital management. With more than a decade of finance industry experience, he joined the team in 2018.

Meghan Walsh MA'92 of Madison is volunteer executive director and board chair of Roots Ethiopia, a nonprofit she founded in 2012 that partners with Ethiopian communities to improve schools and educate children. "Ethiopians know about their own needs and their own solutions," Walsh told *Madison Magazine* in March. "Sometimes it's just a matter of resources."

Merrill Lynch professionals **Shankar Iyer '93** and **Benjamin Klein '95**, both of Illinois, have been recognized as 2019 best-in-state wealth advisers by *Forbes*. Klein has also been honored as a 2019 top 1,200 financial adviser by *Barron's* — the fifth year in a row that he has made the list.

"The film was a labor of love, with the hopes that its existence would help make health care safer and more accountable for all of us in the United States."

Steve Burrows '84

Jason Dvorak '94 is now the senior vice president of corporate development at Excel Medical, which focuses on medical-device integration and analytics. With two decades of experience, Dvorak will develop partnerships and expand the company's presence in this newly created role. He previously served in leadership positions at Epic and GE.

A professor at Edgewood College in Madison, **Thomas Holub PhD'95** recently completed a semester-long residency

Recognition *Erin Strep*y

sabbatical at the U.S. Holocaust Museum and Memorial in Washington, DC. During the sabbatical, he interviewed survivors and examined the relationship between the sense of hope and survival. He expects to publish his work in 2020.

Bringing more than two decades of health care leadership experience to Health Payment Systems is **Mark Xistris MAC'95**. He is the company's new chief strategy officer, and he will spearhead the advancement of its Wisconsin business strategy. Xistris was previously the chief administrative officer for Common Ground Healthcare Cooperative.

Michael McCluskey '96 has joined Brooks Insurance Agency, a multiline wholesaler, as its senior vice president/broker. He is an expert in placing professional liability insurance for the financial services sector.

Xiaoping Zhu PhD'97 is now the associate dean of Virginia-Maryland College of Veterinary Medicine's College Park campus and the chair of the University of Maryland's Department of Veterinary Medicine.

Amy Krier Tills '99 has been named vice president of human resources within global cooling at SPX Cooling Technologies, a company headquartered in Overland Park, Kansas, that specializes in manufacturing cooling towers. Bringing more than 15 years of experience to the position, Tills will lead worldwide employee initiatives.

00s

The Solar Energy Industries Association has promoted **Katherine Gensler '00** of Washington, DC, to its newly created position: vice president of regulatory affairs. She has worked at the association for more than a decade, spearheading a wide range of efforts on federal energy and finance issues and leading legislative and regulatory advocacy work in Texas.



PAUL L. NEWBY II, WISCONSIN SCHOOL OF BUSINESS

THE WORLD OF BARBIE

As a young girl, **Erin Strep MBA'15** didn't have much time for dolls. She was busy climbing trees, riding her skateboard, and tinkering with creative projects.

Now in her 30s, she plays with dolls every day because that's her job. Strep works at Mattel to market Barbie, the iconic doll with a busy life as a fashion icon, chef, firefighter, president, or any number of other endeavors. Strep is senior manager of Barbie Global Marketing-Signature and Partnerships.

"It's a brand that's under constant scrutiny," says Strep, who works in Mattel's headquarters in El Segundo, California. "If Barbie does something, the media pick up on it. There are a lot of talented people working to make sure we stay within the guardrails of what Barbie is and what she isn't."

Strep, who describes her time at the Wisconsin School of Business as two of the best years of her life and still dreams about the Union Terrace, joined Mattel in early 2017 as a brand manager for Barbie. In a process that begins with inventors, Strep gets to see Barbie and her accessories come to life.

As part of her current position, she manages Barbie's Signature product line, which targets adults and collectors with dolls focused on one of four key brand pillars: female role models, entertainment, fashion, and art and pop culture. Recent dolls in the line include a Barbie for NASA mathematician Katherine Johnson, one for *X-Files* agent Dana Scully, and dolls with Andy Warhol and Keith Haring designs.

The Barbie brand encompasses approximately 500 items a year (including houses, vehicles, and playsets), with 300 or so that are new. In an earlier role, Strep worked with dolls that expanded the brand's notion of diversity and inclusivity with four body shapes, more than two dozen face shapes, varied haircuts, and many skin tones.

"I've heard consumers standing at the shelf crying because there is a Barbie that looks like her daughter or looks like her," Strep says. "If you grew up and saw a doll that was defined as beautiful and you knew you didn't look like that, that's a big deal to have one now."

Barbie continues to evolve with the times — which is appropriate for a doll who has worked a heck of a lot of different jobs since her debut in 1959.

"You learn very quickly about the world around you when you work with Barbie," Strep says.

JANE BURNS



SUPPORTING UNDERREPRESENTED STUDENTS

The late **Mercile Lee** was the founding director of the Chancellor's and Powers-Knapp Scholarship Programs, which attract talented students from historically underrepresented backgrounds. The two scholarships, now collectively known as the Mercile J. Lee Scholars Program, have benefited more than 2,600 undergraduates in the last 35 years. Today, there are more than 525 Chancellor's and Powers-Knapp Scholars on campus, 134 of them new this fall. **Patrick Sims**, UW-Madison's deputy vice chancellor and chief diversity officer, has called the programs "among the most lauded scholarship and mentoring programs in the country."

A major gift from **Phill '82, MS'83** and **Liz Gross** will expand the Chancellor's Scholarship Program. "This gift will ensure that the Mercile J. Lee Scholars Program continues to grow and thrive for generations to come," Chancellor Rebecca Blank said at a ceremony announcing the naming honor in November 2018. Some 350 people attended the event, many of them former scholarship recipients. They praised Lee's leadership, vision, and mentoring.

Dominic Ledesma '04, a former Powers-Knapp scholar, said, "The unconditional support [Lee] offered, coupled with high expectations and structured measures of accountability, underlies our definition of tough love — the love Mercile provided for all of her scholars."

The Grosses have long supported programs that help bring a college degree within reach for talented young people. Phill Gross, who is a cofounder and managing director of Adage Capital Management in Boston, became friends with Lee. At the November naming announcement, he said that he and his wife met Lee many years ago and were immediately impressed with her ability to mentor and nurture so many students at one time.

"It didn't matter where they came from, or what their race was, or what their family background was like; we knew Mercile would improve their standing and the standing of their future generations by making sure they were the best they could possibly be," he said.

Phill often checked in with Lee on his trips to Madison. He last visited her during the university's Homecoming festivities, just four days before her death in October 2018.

"Mercile taught me so much about how to live a life of giving through hard work and humility," he said. "In that sense, I, too, am one of her students. I will be indebted to her forever for that. Like all of her mentees, I still feel her quiet energy pushing and prodding me to do better on this day and every day."

Adam Lasker '00, who is on the Chicago Board of Election Commissioners, was recently appointed general counsel of the Association of Election Commission Officials of Illinois. In these positions, he helps ensure the preservation of election commissions across the state.

Yan Jin MBA'01 is the new senior vice president of investor relations at Eaton, a power-management company based in Dublin, Ireland. Jin joined the company in 2001 as a financial analyst and worked in auditing for PricewaterhouseCoopers prior to that.

A Badger high-five to the many alumni who earned 2019's 40 Under 40 awards from *In Business* magazine in Madison. The recipients include **Michael Lisle '01; John Laubmeier '02, JD'05; Matthew Shefchik '02; Anne Jensen Norman '03, MBA'17; Brody Richter JD'06; Jessica Martin Eckerly MS'09, MBA'11; and Mark McFarland '10**. The graduates are among a group primed to lead Dane County as it moves into the future, *In Business* wrote.

Performa, Inc., in De Pere, Wisconsin, has announced that **Matt Marek '01**, a LEED-certified engineer, has joined the company's ownership group. He is Performa's vice president of capital strategies.

Jonathan O'Connell '01, a reporter for the *Washington Post*, was the Spring 2019 Business Writer in Residence for the Wisconsin School of Business. While on campus, he took part in several round-table discussions with faculty members, such as **Joan Schmit '78, MBA'79; Mark Eppli '83, MS'84, PhD'91; Joann Peck MBA'93; and Sarada '05**. Topics included corporate responsibility and consumerism.

Fans of the Game Show Network may have seen **Susanah Brooks '02, MA'09** on *Best Ever Trivia Show*, which

premiered in June. Contestants face off against trivia experts, and the winning contestant then faces the expert who performed the best during the show to compete for a monetary prize. Brooks — a winner of the inaugural Americas Quizzing Championships, the leading American woman in the World Quizzing Championships, and a former contestant on *Who Wants to Be a Millionaire* and *Jeopardy!* — serves as an expert on the show.

Benjamin Flanner '03 is the cofounder and CEO of Brooklyn Grange, a rooftop farming business in New York. The company, which grows about 80,000 pounds of food each year, has been expanding for nearly 10 years. It now has three sites as well as new services such as events and design for other rooftops throughout the city. "I am particularly proud of the education I received from UW, in that it prepared me both socially as well as technically to be a thoughtful adult and entrepreneur," Flanner writes.

Kristy Peters '03 of Phoenix is a recipient of the 2019 International Law Office's Client Choice Award. A shareholder of employment- and labor-law firm Littler Mendelson, Peters represents employers and litigates in both federal and state court. Last year, she also was selected by the chief judge of the District of Arizona to be a Ninth Circuit lawyer representative.

Thomas Hammock MS'05 is new to the football roster at Northern Illinois University (NIU), now serving as the team's head coach. According to a February report from NBC affiliate WREX-TV, he is the first African American to hold this position at the university and joins fellow grad **Sean Frazier MS'15**, NIU's athletic director, who also is one of three African American men in

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

leading athletic roles at NIU.

Earning the 2019 Outstanding Young Scientist Award from the Maryland Science Center/Maryland Academy of Sciences is **Yifei Mo MS'08, PhD'10**. A theoretical scientist and assistant professor in the Department of Materials Science and Engineering at the University of Maryland-College Park, Mo has published his work in journals such as *Nature*, and two of his papers have been recognized by Thomson Reuters as being in the top 1 percent of most-cited papers in his field.

10s

Worcester (Massachusetts) Polytechnic Institute has hired **Lorenzo De Carli MS'10, PhD'16** as one of its 44 new full-time educators. He serves as an assistant professor of computer science, with research focusing on network security. De Carli was previously an assistant professor at Colorado State University.

Gota Morota MS'11, PhD'14 has joined the faculty at Virginia Tech's College of Agriculture and Life Sciences, where he is a professor of animal and poultry science.

Ben Weight '11 is now the head of operations at Superior Fresh, an aquaponics facility in Hixton, Wisconsin. The company, which Weight says is the largest such facility in the world, has partnered with the UW to serve its greens on campus.

ESPN reports that former Badgers quarterback and spring 2016 commencement speaker **Russell Wilson x'12** is now the highest-paid player in the NFL. In April, he signed an agreement with the Seattle Seahawks that includes a four-year extension and signing bonus. But it doesn't stop there — he's also the CEO of production company West2East Empire, according to a July report from *The Drum*. Wilson has a clothing and shoe line with Nike, and the company

recently made a commercial for a pair of his Nike shoes.

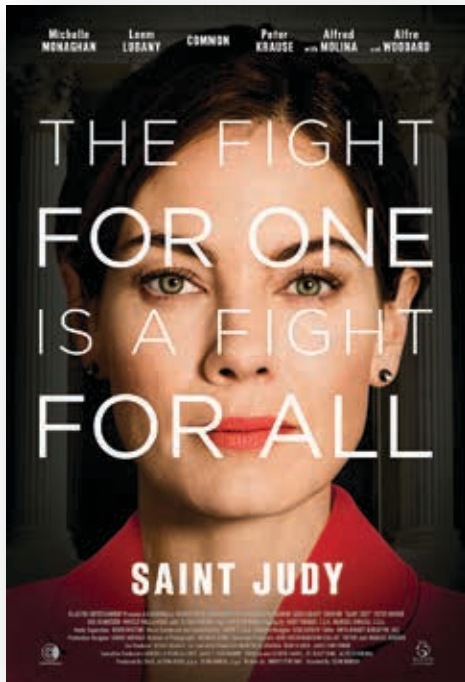
Neil Scharnick PhD'15 was recently promoted to associate professor and has earned tenure at Carthage College in Kenosha, Wisconsin. A member of the theater faculty, he teaches theater history and play analysis and coordinates Carthage's New Play Initiative, which commissions work by a prominent playwright each year.

Rowman & Littlefield recently published **David Perrodin PhD'16**'s book *School of Errors: Rethinking School Safety in America*. The book addresses how to promote safe schools and provides alternatives to simulations.

Bailey Flanigan '17 was one of 11 recipients of a 2019 Hertz Fellowship. Selected from more than 800 applicants, fellows receive up to five years of academic support. Flanigan's research draws upon computer science, economics, and the physical sciences to address complex societal problems. During the last academic year, she completed a research fellowship in economics at Yale University before traveling to South Africa to study maternal health and create software for a rural hospital. This fall, she enrolled at Carnegie Mellon University in Pittsburgh, where she will concentrate on computer science.

Stella Porter '19 is one of many Badgers with a long family history at UW-Madison. Like her, Porter's father and grandfather, **Josh (Jonathan) Porter '88** and **Stephen Porter '60, LLB'66**, were Phi Beta Kappa members. Stephen's wife, **Susan Lowe Porter '64**, is a fellow graduate. Next time you visit the Terrace, look on the brick floor for the family's stone, which honors the three generations of Porter Badgers.

Class Notes/Divisions editor Stephanie Awe '15 is considering a title change to Badger Bragger (and proud of it).



BEHIND-THE-SCENES BADGERS

EMMA ELDRED



Saint Judy is a film made by many Badgers. Directed by **Sean Hanish '90** (left) and executive-produced by **Kelly Kahl '89** and **George '80** and **Pamela Hamel**, it tells the true story of Judy Wood, an immigration lawyer who helped establish protections for women in U.S. asylum law.

Around the time of the film's premiere in March, Hanish — an economics and communication arts graduate — participated in Q & A sessions with **Kelley Conway**, the UW's chair of the Department of Communication Arts, and **Sara McKinnon**, a UW associate professor of communication arts. Hanish learned of the story from a friend who had interned for Wood, according to the *Capital Times*. "I got a chance to get to know Judy and see what she is about," Hanish said. "Judy is fiercely optimistic, relentlessly optimistic."

Hanish was nominated for a Writers Guild of America Award for his 2014 debut feature film, *Return to Zero*. In addition to the Writers Guild, he is a member of the Directors Guild of America and the Producers Guild of America and has his own production company. Kahl, president of CBS Entertainment, and George Hamel, co-owner of Hamel Family Wines and a 2018 Distinguished Alumni Award recipient, are both communication arts graduates.

Saint Judy, which stars Michelle Monaghan, Leem Lubany, and Common, is available for purchase on Amazon Prime, iTunes, and Google Play.

Submit your book news at uwalumni.com/go/bookshelf and see more about works by Badger alumni and faculty at goodreads.com/wisalumni.



Bud (Allan) Selig '56, former commissioner of Major League Baseball, has published *For the Good of the Game: The Inside Story of the Surprising and Dramatic Transformation of Major League Baseball*. The book gives a glimpse into some of the most difficult decisions of Selig's career and includes a foreword by Doris Kearns Goodwin, a Pulitzer Prize-winning and *New York Times* best-selling author.

New York Times best-selling author **Kevin Anderson '83** of Monument, Colorado, has published the fantasy novel *Spine of the Dragon*, the first volume of the Wake the Dragon series. In the book, two nations at war must unite to defeat a reawakened enemy. Anderson, who has authored more than 140 books, has written such series as *Saga of Seven Suns* and *Dan Shamble, Zombie P.I.*

Former White House deputy chief of staff for operations for President Obama and *New York Times* best-selling author **Alyssa Mastromonaco '98** of New York has published her latest book. *So Here's the Thing ... Notes on Growing Up, Getting Older, and Trusting Your Gut* offers "fun, frank" reflections on politics, career, and motherhood.

Freelance writer and former American Girl Publications editor **Carrie Gillette Anton '00** of Middleton, Wisconsin, has coauthored *Me, Myself & Ideas: The Ultimate Guide to Brainstorming Solo*, with freelance designer Jessica Nordskog. It provides tips for self-employed professionals, freelancers, and others to help them break free from mental blocks.

Hai-Dang Phan MA'05, PhD'12, an associate professor and department chair of English at Grinnell (Iowa) College, has published *Reenactments*, a poetry collection that reflects upon the Vietnam War from his perspective. The son of Vietnamese refugees, Phan intertwines the stories of his family's departure from Vietnam and arrival in the United States. His poems have appeared in publications such as the *New Yorker*.

Rona Jaffe Foundation award-winning cartoonist **Ebony Flowers MS'12, PhD'17** of Denver recently released her debut publication, *Hot Comb*. The graphic novel utilizes hair to illustrate coming-of-age stories of African American women. Flowers began composing comics while earning her doctorate.

Honor Roll *Lorraine Hansberry*



DAVID ATTIE/GETTY IMAGES

The play that brought fame to Lorraine **Hansberry** x'52 during her much-too-brief life came from a place within.

When she wrote *A Raisin in the Sun*, she was evoking her own family's harsh experiences as black people moving into an all-white Chicago neighborhood. Hansberry was raised in a culture of activism: her father pushed back against restrictive covenants that spawned segregated housing areas until a Supreme Court ruling led to the end of such practices.

She became the first African American female playwright to make it to Broadway when her play opened in 1959.

Hansberry majored in art when she first enrolled at the University of Wisconsin, and her desire to speak out never wavered. A classmate remem-

Lorraine Hansberry poses with her typewriter at her Greenwich Village apartment in 1959, the year that *Raisin in the Sun* opened on Broadway.

bered her as “the only girl I knew who could whip together a fresh picket sign with her own hands, at a moment’s notice, for any cause or occasion.” She thrived in her humanities classes but struggled with the sciences, and she left campus for New York City after two years. She worked for a progressive black newspaper and contributed letters to a lesbian magazine, although, fearing a backlash, she signed them using only her initials.

Not content to be a lone voice in the fight for equality, Hansberry once said, “The acceptance of our present condition is the only form of extremism which discredits us before our children.”

Hansberry’s play is named for a line in a Langston Hughes poem: “What happens to a dream deferred? Does it dry up like a

raisin in the sun?” It sparked attention on opening night — and long after. “Never before, in the entire history of the American theater, had so much of the truth of black people’s lives been seen on the stage,” James Baldwin wrote. *Raisin* reached broader audiences in 1961 when a film version starring Sidney Poitier hit theaters. Later it was produced twice for television, and it returned for two runs on Broadway.

Hansberry died of cancer at age 34. The singer Paul Robeson spoke at her funeral, his deep voice captivating the 600-plus people who packed the church. “As an artist, Lorraine reflected the life and struggles of our day in her work, and she leaves a precious heritage,” he said. “Her soul has grown deep like rivers.”

CINDY FOSS

Conversation *Prizewinning Historian*

Yale professor **David Blight PhD'85** won the 2019 Pulitzer Prize for History for his definitive biography *Frederick Douglass: Prophet of Freedom*. Douglass was perhaps the most prominent African American of the 19th century — a former slave who was a compelling speaker, newspaper editor, and political activist. He devoted his life to fighting against slavery and, later, against the cruel backlash to Reconstruction that eliminated many of the advances won by former slaves. The origins of the book lie in the doctoral thesis Blight wrote at the UW 40 years ago and reflect a fascination with the Civil War that dates back to his high school years.

When did you decide to become a history professor?

I grew up in a trailer park in Flint [Michigan], and my father worked [in the automotive industry] for AC Spark Plug. Neither of my parents

had gone to college, but if I could help it, I never wanted to work in a factory. There were good public schools in Flint that made it possible for the working class to move up to the middle class. Even in high school, I wanted to be a history teacher. I went to Michigan State as an undergraduate, and my mentor at MSU said Wisconsin had a great history department, so I applied.

How did the UW contribute to your development as an academic?

It was a slow process, and I was a late bloomer. At the UW, I had great teachers, including [emeritus professor] Richard Sewell, and it's there that I learned how to be a scholar. I was a high school teacher, and I was good at it. But could I be a college teacher?

Why has Douglass fascinated you for 50 years?

He was a radical thinker, a man of words, a ferocious critic of the United States, a writer, and an activist. There is no greater voice of America's terrible transformation from slavery to freedom than Douglass's.

You are giving a dinner party for Douglass. Who else do you invite?

President Abraham Lincoln, Harriet Beecher Stowe

(author of *Uncle Tom's Cabin*), Mary Ann Shadd Cary (a former slave who became a fierce abolitionist, lawyer, and newspaper editor), and Charles Sumner (a Massachusetts senator known for his outspoken opposition to slavery).

It's been a busy year since your book came out in October 2018: receiving the Pulitzer and the Bancroft Prize in American history, going on a book tour, writing articles, and teaching at Yale. What's next?

I don't know. I'm intrigued by James Weldon Johnson, an educator, newspaper publisher, the first African American admitted to the bar in Florida, a civil rights advocate, and the author of "Lift Ev'ry Voice and Sing," known as the African American national anthem.

*Interview conducted, edited, and condensed by Anne M. Hamilton
Photo by Steven G. Smith*





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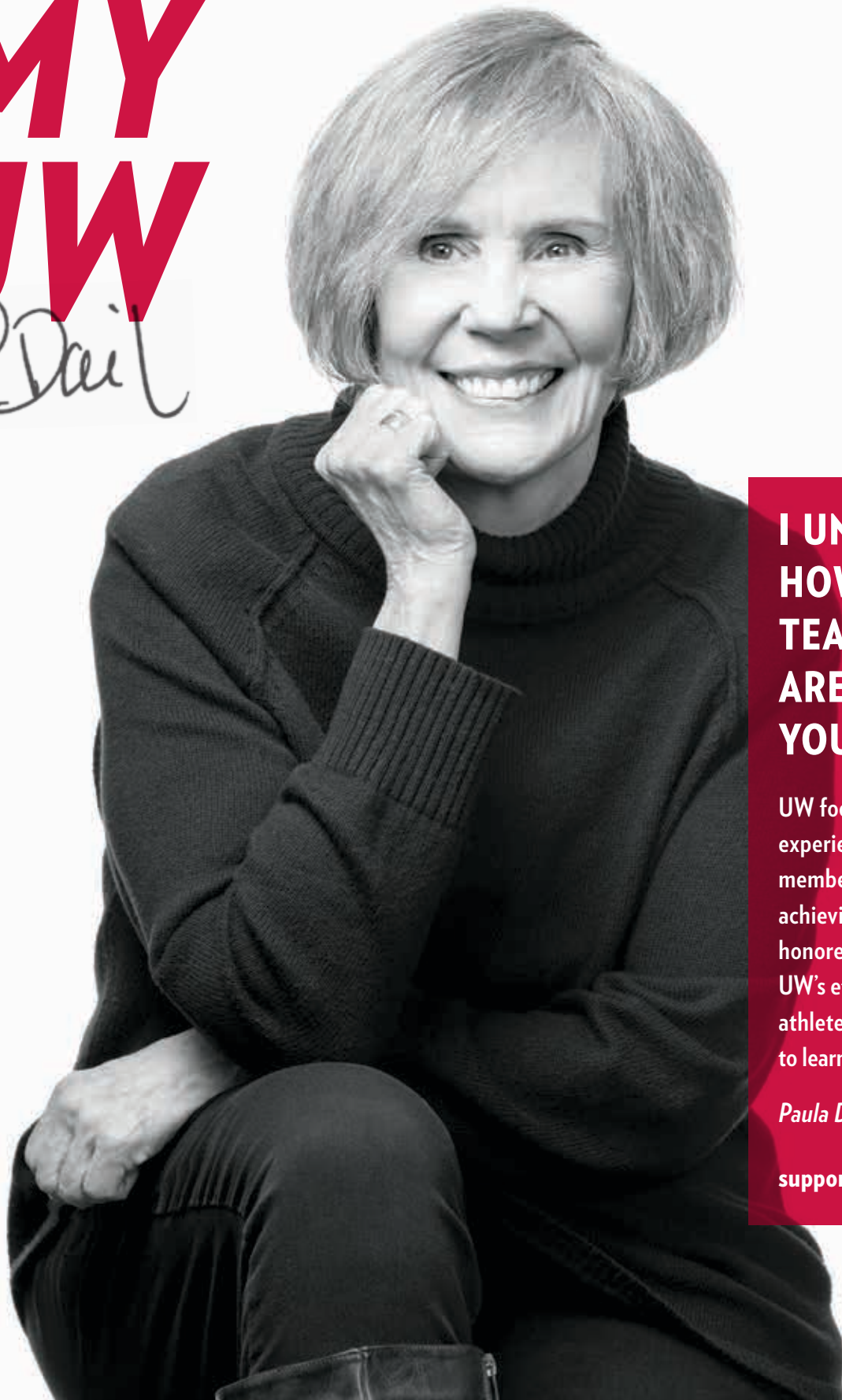
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Destination *Mickies Dairy Bar*



BRUCE RICHTER (3); BOTTOM LEFT: WISCONSIN STATE HISTORICAL SOCIETY WHS IMAGE ID 59864



Prior to becoming Mickies in 1947, the storefront housed Furst Pharmacy. Pictured here in 1979, Mickies once served as a grocer, carrying fresh produce and draft beer in addition to their timeless



Andrew Weidemann and his wife, Mickie, partnered with Van Reese to found Mickies in 1947, with Mickie heading up the kitchen. Norm Bass joined in 1955, and Reese's nephew, Hank '50, worked at the diner until 2008.

Mickies has been owned and operated by Janet and Payow Thongnuam since 1991. The couple has made a commitment to preserving the classic food and original decor that keep nostalgic Badgers coming back — and keep new ones coming in.



According to the owners' son, Shea Thongnuam, the restaurant goes through as much as 90 gallons of ice cream, 2,000 pounds of potatoes, 5,000 eggs, and 12 gallons of maple syrup each week.
MEGAN PROVOST X'20

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