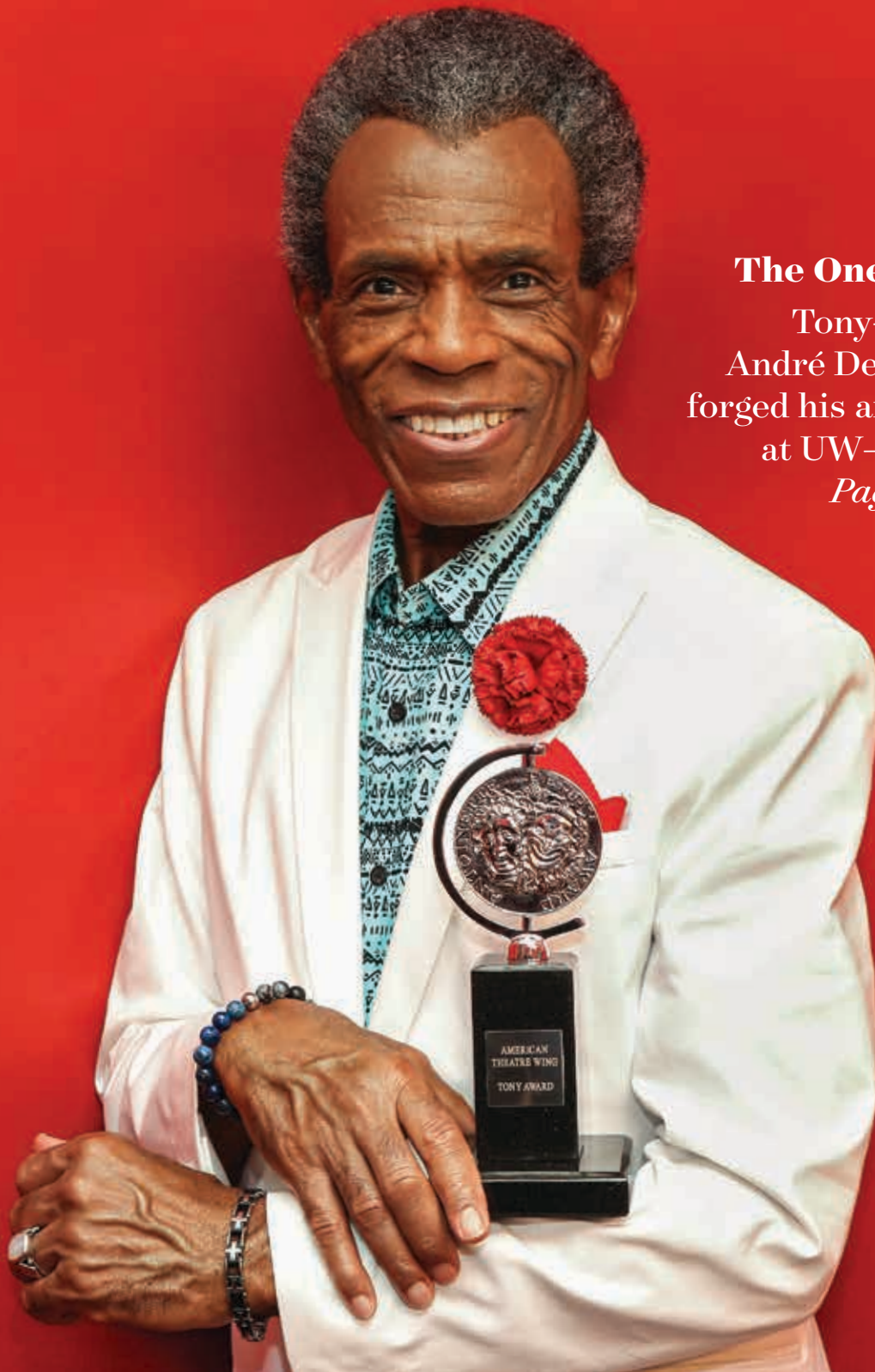


OnWisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS WINTER 2019



The One and Only
Tony-winner
André De Shields '70
forged his artistic identity
at UW-Madison.
Page 22



Vision

Winter in Madison isn't all bad, right? *Right?* Last January, Hanna Hohener x'23, Jennifer Chandler x'23, and Max Johnson x'22 "borrowed" trays from a cafeteria to take part in a UW tradition of makeshift sledding on Observatory Hill.

Photo by Bryce Richter





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

NAME: Cody Ross

SCHOOL: UW - Madison

STUDIED: Political Science

YEAR GRADUATED: 2010

MOVED TO: New York

MOVED BACK TO WISCONSIN: 2019

REASONS: Wisconsin offers everything New York did at a lower cost

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



OnWisconsin

Erin Lee Carr '10 remembers her father, David Carr, in a new memoir. See page 44.

DEPARTMENTS

- 2** Vision
- 7** Communications
- 9** First Person

OnCampus

- 11** News
- 13** Bygone Landlines
- 14** Calculation *Pretty Witte*
- 17** Conversation *Corey Pompey*
- 18** Exhibition *Campus Art Exchange*
- 20** Contender *Dana Rettke*

OnAlumni

- 50** News
- 52** Tradition *Hillel Dinners*
- 53** Class Notes
- 59** Diversions
- 60** Honor Roll *Mary Lasker*
- 61** Conversation *Elizabeth Arth*
- 66** Destination *Hamel Music Center*



COURTESY OF ERIN LEE CARR

FEATURES

22 A Star Was Born

André De Shields '70 found both obstacles and opportunities at UW–Madison, where he took the first steps of his Tony-winning acting career. *By Jenny Price '96*

28 The Travel Detective

Peter Greenberg '72 draws on investigative reporting skills to get the inside scoop on the world's largest industry. *By Kristin Baird Rattini*

32 The Future of Food

UW alumni are at the forefront of the on-demand dining trend, transforming the way we eat and the way we live. *By Preston Schmitt '14*

38 A Hip-Hop Family

The inaugural graduates of First Wave, the nation's first hip-hop scholarship program, reflect on the initiative's impact. *By Stephanie Awe '15*

44 An Exercise in Grief

Just as her father did, the daughter of legendary *New York Times* columnist David Carr has published a memoir. We excerpt *All That You Leave Behind*. *By Erin Lee Carr '10*



MAUD & SOPHIE SNG

Sofia Snow '11, a former First Wave student, has returned to lead the hip-hop program. See page 38.

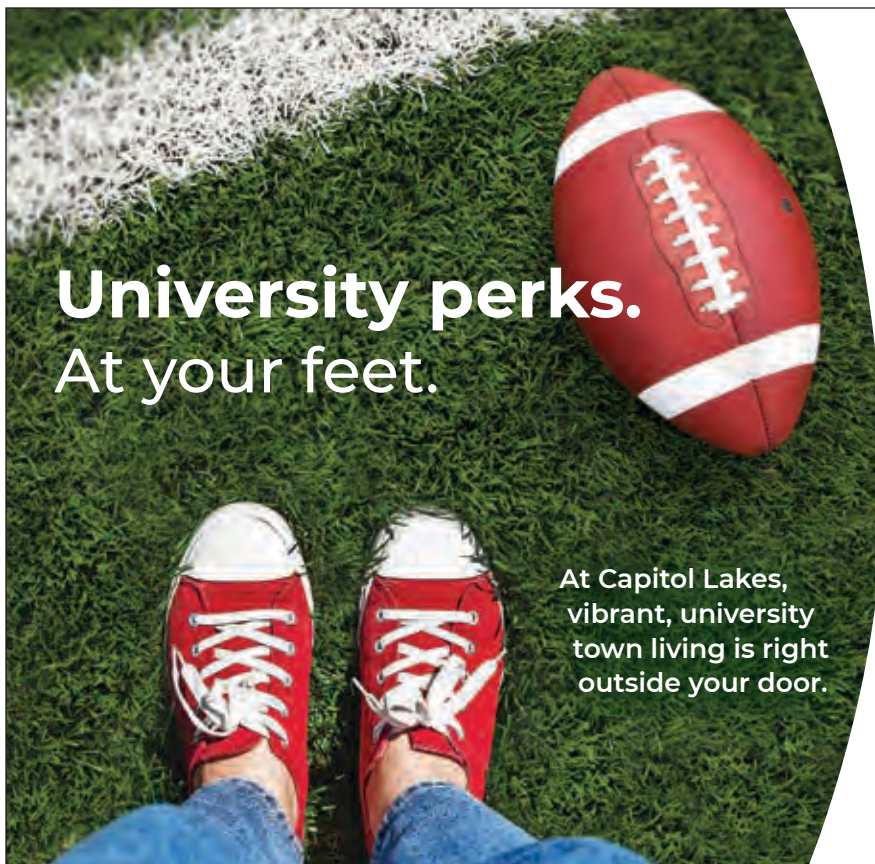
Cover

André De Shields won a Tony Award for *Hadestown*. Photo by Lia Chang.



BRYCE RICHTER

Meet *The Badger* — and sit on it, too. See page 19.



University perks.
At your feet.

At Capitol Lakes,
vibrant, university
town living is right
outside your door.

**Discover Madison's
premier retirement
living today.**

608-283-2046

retirement.org/Madison



CAPITOL LAKES


You + Madison



Capitol Lakes is a Pacific
Retirement Services
community and an equal
housing opportunity.



the UNIVERSITY BOOK STORE
uwbookstore.com

 **Authorized Campus Store**
Laptop Pricing for Alumni!

Hail to the Heroes

Kudos to *On Wisconsin* magazine for this article ["A Hero Comes Home," Fall 2019 *On Wisconsin*] and to the recovery team who brought Lt. [Buster] Stone's remains home. Young people are often maligned for not appreciating our shared heritage as Americans. The people in this article, however, *do* get it. Blessings upon each and every one of them.

Bill Culver '67

Waukesha, Wisconsin

Thanks for your amazing article on the MIA Project — what a beautiful treatment of their work and mission.

**Christina Matta MA'01,
PhD'07**

Madison

Dr. Margolis's Magic

Thank you for your great articles, especially the one on Dr. David Margolis ["The Doctor Is In, with Green Hair," Fall 2019], who helped brighten our four months spent with our daughter going through leukemia treatments at the Children's Hospital of Wisconsin in Milwaukee. At 19 years old, while majoring in engineering at UW-Madison, she came home for Christmas break feeling tired and blue-lipped. We had her blood tested to find out her white count was off the charts, with a diagnosis of AML (acute myeloid leukemia).

She ended up with four sessions of chemo, and we were able to witness Dr. Margolis's magic in action. It helped brighten his patients' and parents' days for kids as young as six months to the oldest patients, like my daughter. She has since graduated and been in remission for five-plus years and is a GM engineer in Pontiac, Michigan.

Russell Hager '80

Muskego, Wisconsin

John Muir Mentors

"To the Summit with John Muir" [Fall 2019] mentioned the naturalists who influenced John

Muir the most, such as [Ralph Waldo] Emerson and [Henry David] Thoreau. Author Danny McKay forgot the great German scientist Alexander von Humboldt. In a Humboldt biography titled *The Invention of Nature*, author Andrea Wulf stated that John Muir idolized Humboldt and carried his writings with him wherever he traveled.

Chuck Pils

Middleton, Wisconsin

The Great Dayne

My lasting memory of "The Great Dayne" [Contender, Fall 2019] was a game between the Badgers and San Jose State here in California shortly after Barry Alvarez came to the UW.

First and 10 at the 25 from the Badger end of the stadium, and Dayne disappears into the far end of the stadium for a 75-yard touchdown run. Oops! Penalty flag! Now first and 15 at the 20-yard line. Badgers run the same play, and again Ron Dayne takes it "to the house." My wife and I were attending the game with an aunt [a San Jose State graduate] and her husband, both émigrés from Wisconsin. As the slaughter ensues, Aunt Eileen leans over and says, "It's just not fair! Those big Wisconsin boys are raised on milk and cheese, meat and potatoes; while our little California boys are raised on tofu, sprouts, and Perrier."

Mark Kouba '81

Vacaville, California

Summertime ...

[In response to Calculation, "Summer Term," Fall 2019]: I'll always remember my summer of 1962 in Madison: living in the Pi Lambda Phi house on the lake that was turned into a women's dorm, sleeping to the waves of Mendota, enjoying a summer romance with a counselor from Camp Indianola across the water, eating ice cream, and studying geology and sociology on the pier.

Patty Eisberg Kaplan '65

Beachwood, Ohio



JEFF MILLER

#FollowUs

Want to see more *On Wisconsin* photography? You can now find us on Instagram: @onwismag. And while your thumbs are at it, follow us on Twitter (@onwismag) and like our Facebook page (/OnWisconsinMagazine). After 120 years, we remain committed to bringing you high-quality content. Sometimes with hashtags.



JEFF MILLER

SIFT ON!

UW-Madison has officially sifted and winnowed for 125 years. On September 18, 1894, UW president Charles Kendall Adams invoked the fabled phrase in defense of Professor Richard Ely, whose progressive economic teachings had drawn scrutiny: "we believe that the great state University of Wisconsin should ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found."



OAKWOOD
VILLAGE



Enjoy the Nature of Great Retirement

OAKWOOD'S TWO CAMPUSES are thriving communities set in beautiful natural surroundings. Walking paths, resident gardens, and integrated landscaping invite you to explore. Paired with best-in-class life enrichment programming, you will find ample opportunities to learn, grow and be a part of a close-knit community.

Prairie Ridge

5565 Tancho Drive, Madison

University Woods

6205 Mineral Point Road, Madison



Learn more at www.oakwoodvillage.net



UNIVERSITY
RESEARCH PARK
UNIVERSITY OF WISCONSIN-MADISON

New headquarters for
Exact Sciences

always INNOVATING

Always Evolving. With a keen focus on creating places conducive to innovation, URP is taking key steps for:

- Additional density through thoughtful design
- Enhancement of retail amenities
- Green spaces and walkability
- Leadership in sustainability, landscape and design

LEARN MORE:
universityresearchpark.org/evolution

EVOLUTION



OnWisconsin

Winter 2019

COEDITORS

Niki Denison, Wisconsin Foundation and Alumni Association (WFAA)
Dean Robbins, University Communications

PUBLISHER

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

ASSOCIATE PUBLISHER

John Allen, WFAA

WRITER

Preston Schmitt '14, University Marketing

CLASS NOTES/DIVERSIONS EDITOR

Stephanie Awe '15, WFAA

ART DIRECTOR

Nancy Rinehart, University Marketing

DESIGNER

Danielle Lawry, University Marketing

PRODUCTION EDITOR

Eileen Fitzgerald '79, University Marketing

PHOTOGRAPHERS

Jeff Miller and Bryce Richter, University Communications

DESIGN, LAYOUT, AND PRODUCTION

Toni Good '76, MA'89, Kent Hamele '78,
Kate Price '09: University Marketing;
Nicole Heiman, Chelsea Schlecht '13,
Erin Sprague '94: WFAA

EDITORIAL INTERNS

Allison Garfield x'20, Megan Provost x'20

ADVERTISING REPRESENTATIVES

Madison Magazine: 608-270-3600

ADDRESS CHANGES AND

DEATH NOTICES

888-947-2586

Email: alumnichanges@uwalumni.com

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

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

Printed on recycled paper.

Please recycle this magazine. Please read it first.



COURTESY OF HILARY RICHARDSON

André De Shields '70 cultivated his theatrical talent at UW-Madison en route to becoming one of the greatest Broadway actors of our time. But no one has written the definitive story of his campus years until now. And what a story it is, marked by setbacks, breakthroughs, and an appearance in the legendary "nude *Peter Pan*."

Author Jenny Price '96 used her formidable sleuthing skills to track down De Shields's campus friends, who loyally supported him during a challenging era for African American actors. She also dug up rare photos and materials, including a touching IOU from 1969. De Shields gave this scrap of paper to one of the fellow students who bought him a Madison-to-Chicago bus ticket for a crucial audition for *Hair*. He got the part, launched his career, and never forgot his friends' kindness. The scribbled IOU is reproduced on page 27, and you can find additional photos, audio, and video in the online version of the story at onwisconsin.uwalumni.com.

"The friendships André formed in Madison were incredibly powerful," says Price, a former coeditor of *On Wisconsin*. "That part of his campus experience is one that I think a lot of UW alumni will identify with. The people we meet here often end up playing such an important role in our stories."

Price also scored an interview with De Shields himself. Even while performing eight shows a week in the hit Broadway musical *Hadestown*, he made time to reminisce about his productive — and sometimes painful — experience at UW-Madison. Hard to believe, but the man who won a 2019 Tony Award lost out on a part in a student production of *The Trojan Women*.

Luckily for all of us, he bounced back. After reading Price's story, you'll understand how — 50 years ago on a Madison stage — a star was born.

DEAN ROBBINS

Chicago 1970, during De Shields's run in Hair. UW friend Hilary Richardson (left) helped buy André (right) the bus ticket to the audition.



CREATING

HOMES

THAT

MAKE YOU

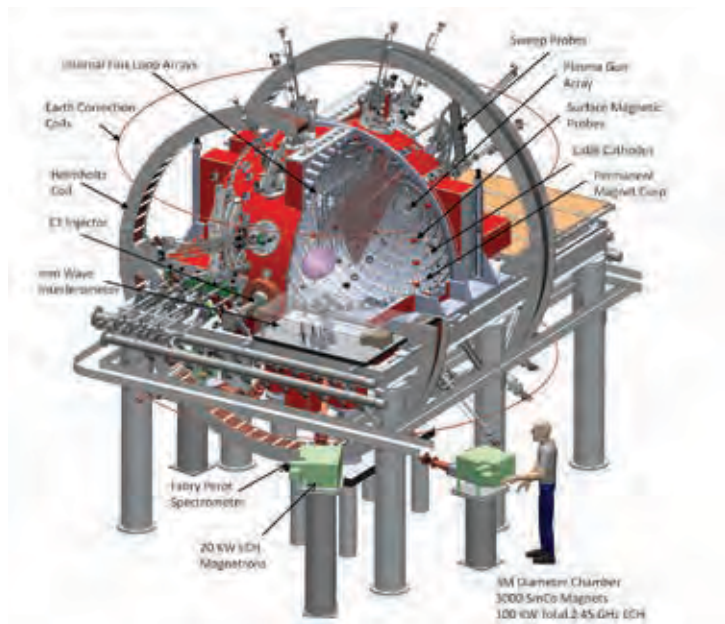
HEALTHIER?

WHEN NURSING AND ENGINEERING
WORK TOGETHER, WE ARE BOUNDLESS.

WISC.EDU | #BOUNDLESSTOGETHER

Partly Sunny, Chance of Plasma

To better study the sun, the UW built its own.



3m

The diameter of the Big Red Ball is 3 meters; the actual sun's diameter is 1.392 billion meters. You could fit about 10^{26} Big Red Balls in the sun, which doesn't make the Big Red Ball sound so big.

A team in the UW-Madison Department of Physics is using a Big Red Ball to study solar phenomena from the comfort of Earth.

Built in 2010, the Big Red Ball is a three-meter-wide hollow sphere that houses a powerful magnet and a series of probes. When pumped with helium gas that is then ionized into plasma and charged with an electric current, it renders a near-perfect re-creation of the plasma activity and electromagnetic fields of the sun. The device was recently used to study solar winds that result from the Parker spiral, the sun's magnetic field.

"We asked ourselves, 'If we have a little magnet — kind of like a magnet you would stick to your fridge, only really strong — if we put that inside of a plasma and spin it around, can we generate this magnetic field?' And we were able to do that," says **Ethan Peterson MS'15, MS'17, PhD'19**, lead author of the study.

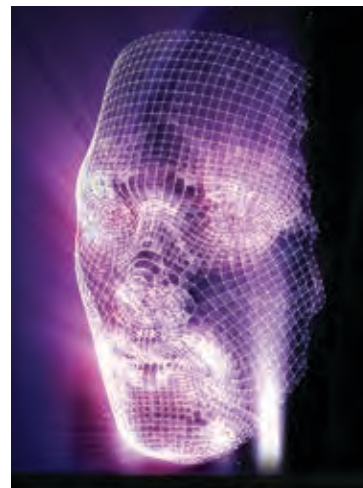
According to Peterson, while satellite missions can study microscopic elements of solar activity, the Big Red Ball allows for investigation on the larger scale. To study the actual sun, astronomers would have to send off satellites. But satellites are tiny in comparison to solar wind. The Big Red Ball gives scientists a miniature version of the sun, allowing them to examine plasma behavior from a different viewpoint.

Peterson says the Big Red Ball can also be used to study the sun's internal magnetic field, as well as plasma around black holes, shock physics, and magnetic reconnection, which causes solar flares and auroras.

The experiment is now funded by the Department of Energy as a National User Facility, which allows outside collaborators to come use it.

MEGAN PROVOST X'20

WISCONSIN PLASMA PHYSICS LABORATORY



SPENCER WEAVER/ISTOCK

GLASS WITH SUPERPOWERS

The sophisticated technology that powers face recognition in many smartphones could someday receive a high-tech upgrade that sounds — and looks — surprisingly low-tech.

This window to the future is none other than a piece of glass. UW-Madison engineers have devised a method to create pieces of "smart" glass that can recognize images without requiring any sensors or circuits or power sources.

"We're using optics to condense the normal setup of cameras, sensors, and deep neural networks into a single piece of thin glass," says **Zongfu Yu**, a UW associate professor of electrical and computer engineering.

Embedding artificial intelligence inside inert objects could open new frontiers for low-power electronics. Now, artificial intelligence gobbles up substantial computational resources (and battery life) every time you glance at your phone to unlock it with face ID. In the future, however, one piece of glass could recognize your face without using any power at all.

SAM MILLION-WEAVER

GUNS AND TWEETS

When Congress fails to act on policy after mass shootings, gun-control advocates often blame the lobbying power of the National Rifle Association and other special interests. But recently published research out of UW–Madison adds another group to the equation: Twitter users.

The study — conducted by a team of journalism, computer engineering, political science, and gender studies researchers — found a consistent reaction cycle to 59 mass shootings between 2012 and 2014. Sympathetic expressions on Twitter were intense but fleeting, lasting 24 to 48 hours. Calls for gun control spiked in the aftermath but quickly dropped off within a week or two. In contrast, posts in support of gun rights and the Second Amendment held steady for more than a month.

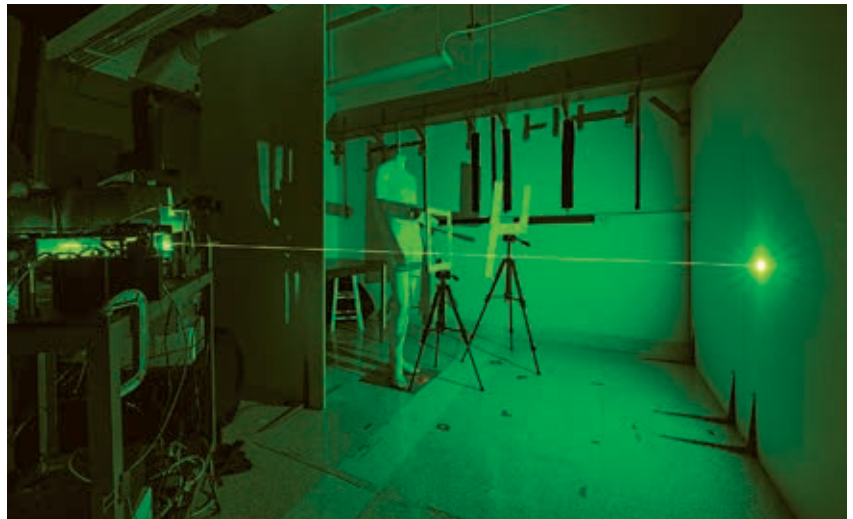
“The signal to both journalists and politicians may be that the passion of gun-rights supporters merits more attention and action than short-lived appeals for gun control,” wrote the researchers, who analyzed more than 1 million tweets.

The study also found that the demographics of those involved in the shootings predicted the type of social media response. Shootings with children as victims received more expressions of sympathy and calls for gun control, while those with a large number of African American victims received less attention overall.

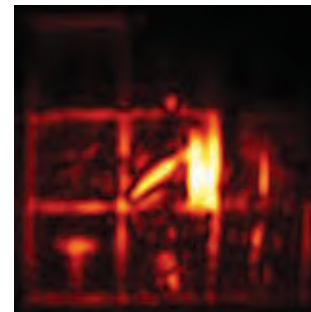
The multidisciplinary team plans for the study to be the first in a wider research program on mass shootings, media, and social outcomes.

PRESTON SCHMITT '14

A Camera to See around Corners



BRICE RICHTER (TOP); BIOSTAT.MISC.EDU (2)



Light bounces off a wall (top) to capture complex hidden scenes. Obscured objects (bottom left) can be digitally reconstructed in three dimensions (bottom right).

Along with flying and invisibility, high on the list of every child’s aspirational superpowers is the ability to see through walls.

That capability is now a big step closer to reality. Scientists from UW–Madison and the Universidad de Zaragoza in Spain have shown that it’s possible to image complex hidden scenes using a projected “virtual camera” to see around barriers.

Once perfected, the technology could be used in a wide range of applications, from defense and disaster relief to manufacturing and medical imaging. The work has been funded largely by the military and NASA, which envisions the technology as a way to peer inside hidden caves on the moon and Mars.

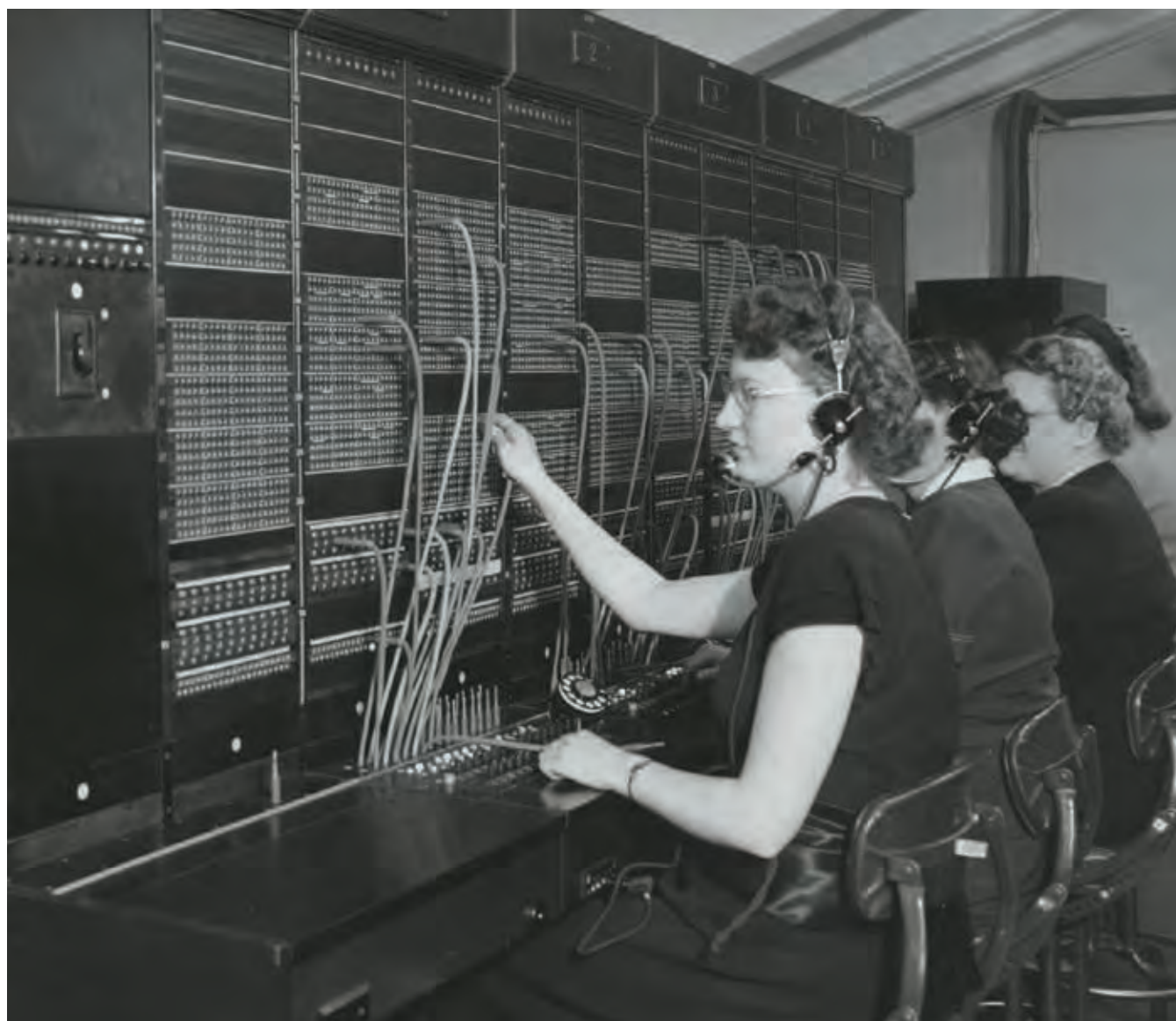
Technologies to achieve what scientists call “non-line-of-sight imaging” have been in development for years, but they’ve been limited to fuzzy pictures of simple scenes. The new approach could image far more complex hidden scenes, along with seeing around multiple corners and taking video.

Non-line-of-sight imaging uses indirect, reflected light — a light echo of sorts — to capture images of a hidden scene. Photons from thousands of pulses of laser light are reflected off a wall or another surface to an obscured scene, and the reflected, diffused light bounces back to sensors connected to a camera. The recaptured light particles are then used to digitally reconstruct the hidden scene in three dimensions.

“We send light pulses to a surface and see the light coming back, and from that we can see what’s in the hidden scene,” explains **Andreas Velten**, an assistant professor of biostatistics and medical informatics in the UW School of Medicine and Public Health.

Velten says the technology can be both inexpensive and compact, meaning real-world applications are just a matter of time.

TERRY DEVITT '78, MA'85



UW ARCHIVES S13760

When Witte Residence Hall was recently renovated, one change shocked some folks and left others (albeit *younger* others) unfazed: the removal of the 1964-era telephone booths in the hall's common spaces.

The UW had a long love affair with the coin-and-coil phone call, and though the cell phone has dominated as the primary mode of communication among students for more than a decade, mobiles are only a recent development on the timeline of UW history. In the 20th century, students could be found twirling cords around their fingers with feet kicked up on desks and leaning up against phone

booth walls on Sunday nights to keep in touch with friends, family, and flames from afar.

In the 1930s, the university's phone system consisted of a switchboard manned (or, more accurately, *womaned*) by operators who facilitated the taking and transferring of calls. In those days, students could find one phone in each residence hall; residents in Chadbourne were known to shout up the stairs to summon peers to take telephone calls, according to **Brendon Dybdahl '98, MBA'04**, director of marketing and communications for University Housing. This increased to one phone per floor after World War II,

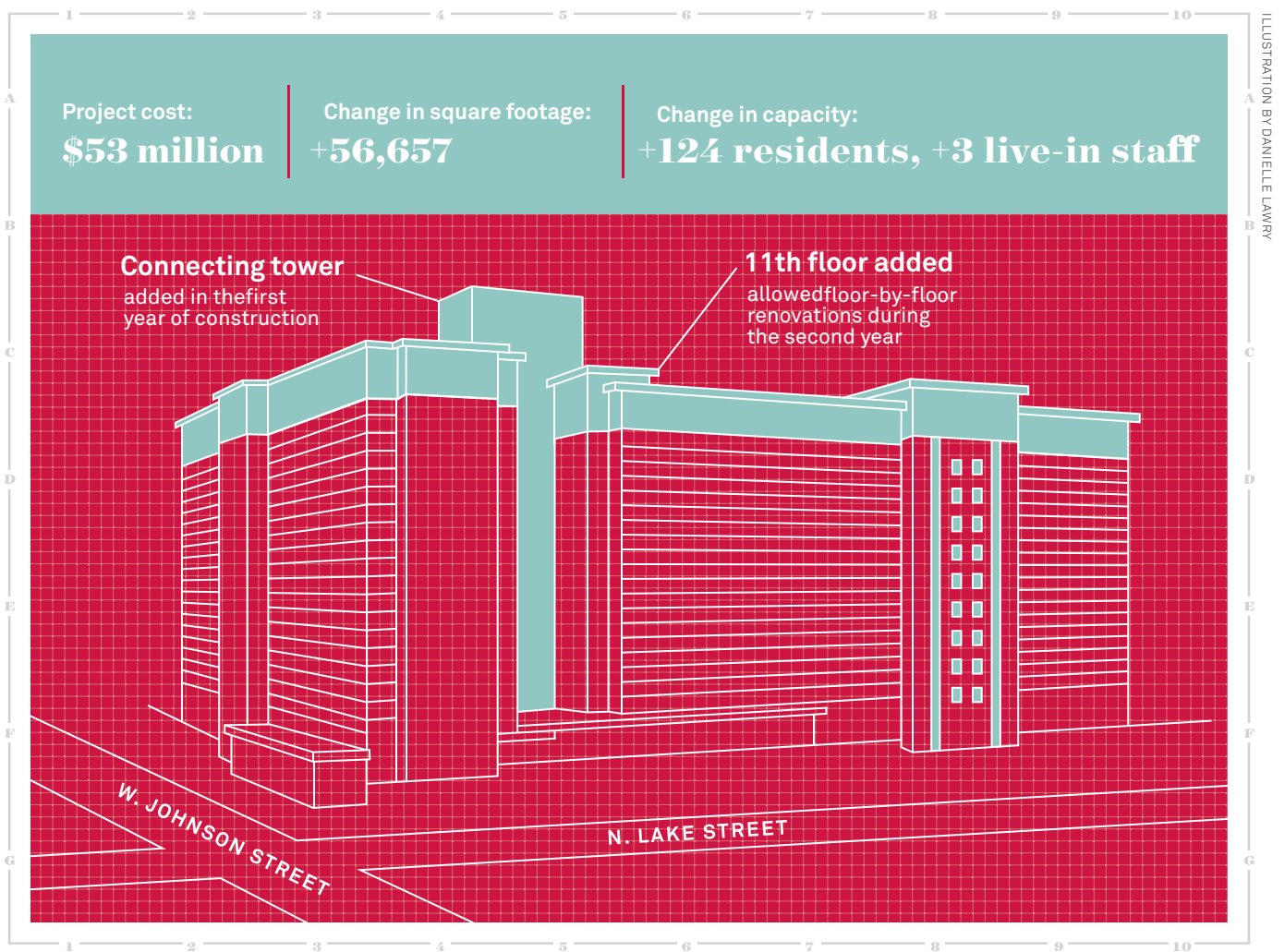
Hold, please!
Operators connect callers in the UW telephone system, circa 1930.

and one per room in the 1960s.

Starting in 1989, students began registering for classes via touch-tone telephone. The university also printed an annual telephone directory until the start of the 2008–09 academic year, when landlines were removed from dorm rooms due to lack of use. Phones remained in common areas and house fellow rooms until they, too, were rendered obsolete. Dejope Residence Hall, built in 2012, was the first hall built without phone lines in each room.

In other words, University Housing has hung up the long-loved landline for good.

MEGAN PROVOST X'20



A New Look

Witte Residence Hall has gotten a face-lift.

The 55-year-old structure stands refreshed after nearly two and a half years of construction. Completed in August, the renovation included changes such as adding study lounges, a connecting tower, and an 11th floor consisting mainly of resident rooms, as well as updating rooms with new air conditioning, carpeting, and furniture.

Not merely a makeover, the \$53 million project has increased the building's capacity, welcoming an additional 124 students and three added live-in staff members this fall. And rather than starting from the ground up, the renovation plan — derived from a capstone

project by former UW engineering students — accommodated residents throughout the process.

"Without [the students'] innovative idea, we would have had to close part of Witte during the renovation," says **Brendon Dybdahl '98, MBA'04**, director of marketing and communications for UW Housing.

By building the central connecting tower and the 11th floor in the first year, the project was able to conduct seamless floor-by-floor renovations during the second year while housing the same number of students as in past years.

Although some floors were updated during the summers, floors five, six, and seven were

The building's new official capacity does not take into account residents who are temporarily housed in the dorm.

renovated during the 2018-19 academic year.

To accomplish this, the construction team started on a vacant seventh floor and worked on one floor at a time. Once the seventh floor was complete, students from the sixth floor were assisted in moving up. Then the sixth floor was renovated before the next group of students moved up to allow for improvements on the fifth floor.

"The Witte project was probably one of the most ambitious residence hall renovations ever done at a university while keeping the building occupied throughout the school years," Dybdahl says. "We're really proud."

STEPHANIE AWE '15



CHELSEA MAMOTT

A Green Pain Reliever

With a new method to synthesize a popular pain-relieving medication from plants rather than fossil fuels, researchers at the UW's Great Lakes Bioenergy Research Center (GLBRC) have found a way to relieve two headaches at once.

A team led by **John Ralph PhD'82**, a professor of biochemistry at UW-Madison, has been awarded a patent for a method to synthesize acetaminophen — the active ingredient in Tylenol — from a natural compound derived from plant material. The approach offers a renewable alternative to the current manufacturing process, which uses chemicals derived from coal tar. It also creates a useful product from an abundant but difficult-to-manage component of plant cell walls called lignin.

"Lignin is an extremely complex, messy polymer. No two molecules in a plant are exactly the same," Ralph says. "It's very effective for providing structure and defense for the plant, but it's challenging for us to break down into usable materials."

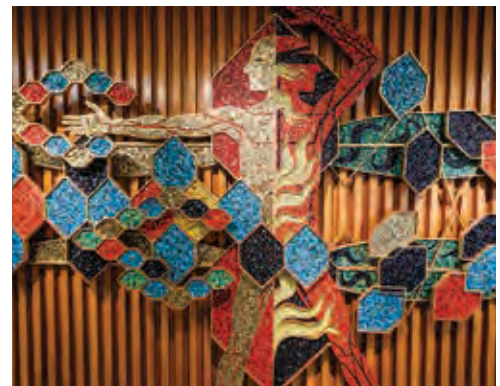
The lignin in bioenergy crops, such as poplar, can create problems for bioenergy researchers due to its recalcitrant tendencies, Ralph says. Once plant sugars are used to produce biofuels, the lignin that remains is typically burned for energy.

The patent application, filed by the Wisconsin Alumni Research Foundation, describes a way to convert a molecule found on lignin into acetaminophen. It was awarded last spring to Ralph, UW researcher **Steven Karlen**, and **Justin Mobley**, a former GLBRC postdoctoral fellow who is now at the University of Kentucky.

In addition to charting a way to synthesize acetaminophen from a renewable, sustainable source material, the newly patented process improves the bottom line for biorefining — that is, producing fuels and other industrial materials from plants.

"Making money off any side product helps drive the economics of the biorefinery," Ralph explains. "In many cases, these products are even more valuable than the fuel."

JILL SAKAI PHD'06



BRYCE RICHTER

GOOD AS NEW

As a mosaic in the busy William H. Sewell Social Sciences Building, *Man — Creator of Order and Disorder* has been bumped by passersby since its installation in 1963. Last May, the UW brought in Milwaukee conservator Cricket Harbeck to restore the colorful work by **James Watrous '31, MS'33, PhD'39**, creator of the Memorial Union's Paul Bunyan murals and other beloved campus art. Armed with a headlamp and brushes, Harbeck returned the piece to its former glory. She even replaced some of the glass tessera tiles with identical versions from Watrous's original supply. Miraculously, the tiles were still in campus storage, safely packed in Babcock ice cream tubs.

NEWS FEED

Madison beat all rivals in the *Sports Illustrated* ranking of the greatest college football towns. The city came in first for being "as picturesque as it gets," and the Memorial Union Terrace won praise as "the most delightful spot in the Midwest." The most delightful spot in the country, if you ask us.



UW-Madison is one of six flagship universities in the 50 states that are affordable for low- or middle-income families. The study from the Institute for Higher Education Policy found that declining state investment and poorly targeted financial aid policies make most flagships unaffordable for most students.

17 For the first time, UW Hospital and Clinics is ranked in the top 20 nationally — number 17, to be exact, according to U.S. News & World Report. That qualifies it for a place on the "Honor Roll" among more than 4,500 hospitals.



BRYCE RICHTER

ART FOR EVERYBODY Changes are brewing at the Chazen Museum of Art — literally. In September, the museum opened the Chazen Café, a bright, welcoming spot for coffee and tea. It's part of a long-term effort to make the museum more accessible to a wide range of visitors. The strategy also involves a new schedule — 8 a.m. to 8 p.m., seven days a week — that establishes the Chazen as the most-open museum among its peers. “We all lead busy lives,” says Director Amy Gilman, “and we would love to see students, community members, and tourists drop in for a few moments, for an hour, or on a schedule that makes sense to them.”

43,921

Applications for the 2019 freshman class, a 3 percent increase over the previous year. The UW ultimately enrolled 7,550 freshmen, a 10 percent increase over 2018.

MOVE OVER, CHEESE

Wisconsin could someday have a reputation for producing nuts as well as cheeseheads, thanks to an effort to introduce a new cash crop to the northern part of the state.

That crop is hazelnuts — the crucial ingredient in Nutella spread and other decadent treats. The American hazelnut, which grows wild in northern Wisconsin, is more winter-hardy than the traditional European hazelnut.

Jason Fischbach, an agricultural agent with UW Extension, says that the university helped found and has worked with the Upper Midwest Hazelnut Development Initiative (UMHDI) to cross the wild nut with European hazelnuts and has identified several promising hybrids for commercial production.

Hazelnuts are “a high-value specialty crop,” says Fischbach. “We don’t have many options in our region, and this is one of them. The crop of the future,” he adds, “has got to generate money as well as being good for the environment,” and hazelnut trees fit the bill. They provide good ground cover that helps prevent erosion and flooding, as well as providing habitat for wildlife.

Fischbach says that introducing hazelnuts as an established crop brings potential for value-added industries producing nut oils, gluten-free flour, nut butters, baked goods, and even hazelnut-flavored beer. “Now is an exciting time [for UMHDI]. When consumers try hazelnuts, they want to buy them.”

NIKI DENISON

KAMATES/STOCK



NEWS FEED

Two UW professors have won MacArthur Fellowships, renowned as “genius grants.” Geologist Andrea Dutton and cartoonist/author Lynda Barry (right) were honored for “extraordinary originality and dedication in their creative pursuits.”



With computer science now its most popular undergraduate major, the UW has established a School of Computer, Data, and Information Sciences within the College of Letters & Science. The goal is to strengthen research and prepare students for digital-age jobs.



The *Badger Herald* celebrated its 50th anniversary at the Overture Center for the Arts in October. Though it has evolved over the decades, the independent student newspaper began as a conservative alternative to the *Daily Cardinal*. A toast to the next 50 years!

JEFF MILLER; BRYCE RICHTER

Conversation *New UW Band Director*

Attention, passengers, there's a new conductor in town, and his name is **Corey Pompey**. The new director of bands at UW-Madison could put anyone at ease with his big smile and pronounced Southern accent — it doesn't take long to see why he was selected as the replacement for campus legend Mike Leckrone. He's even willing to jump up and demonstrate different marching band styles for a reporter who's unfamiliar with them.

Dr. Pompey — he holds a doctor of musical arts degree in wind conducting — is both humble and assured. Previously, he served as assistant director of bands at Penn State and director of athletic bands at the University of Nevada-Reno, with hopes of one day leading a major program. His dream has come true, and now he's focused on putting his stamp on the great UW marching band tradition.

What were your initial impressions of the UW when you came for an interview?

I must admit that, from the time I stepped foot in Madison, it felt really good. It felt natural.

I met with several students, and everyone was just so nice.

What's special about the Badger marching band?

It's the marching style. We call it "stop at the top." And we, to my knowledge, are the only university that has that style. There's just nothing like it.

What's your favorite marching band song?

One of the classics is called "In the Stone," and it's an Earth, Wind & Fire tune. A lot of major marching bands have played it. I must also say that I find myself whistling "On, Wisconsin!" quite a bit as of late. I've grown rather fond of the tune. In terms of fight songs, I think we've got one of the best ones.

Corey Pompey:
"I find myself whistling 'On, Wisconsin!' quite a bit as of late."

What do you want your legacy to be as marching band director?

I'm just trying to do the best job that I can. And if I have the great fortune of longevity here, my hope is that the students will have had a great time and gotten something out of the experience. If that's the case, then I'll be happy.

Do you have a favorite song right now?

This morning I found myself singing "Señorita" [by Shawn Mendes and Camila Cabello]. I like run-of-the-mill Top 40 stuff like [the Jonas Brothers'] "Sucker" and the Shawn Mendes song "If I Can't Have You."

Do you think any of that pop music could filter into the band?

We'll see what happens. I hope so.

Has Mike Leckrone given you any advice?

His advice to me was: do what you know how to do.

And I thought that was great advice, because it gives you a little bit of license to try to do things the way you know how to do them.

*Interview conducted, edited, and condensed by Allison Garfield x'20
Photo by Jeff Miller*





BRUCE RICHTER (TOP); CAMPUS ART EXCHANGE (2)

You don't necessarily have to visit the Chazen Museum or the Wisconsin Union to find great art on the UW-Madison campus.

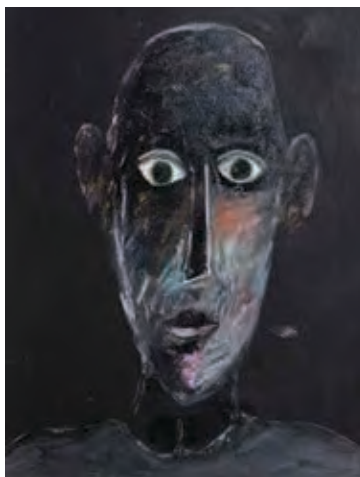
Two years ago, the university embarked on an ingenious project to beautify common areas and conference rooms. An inventory conducted by the Division of Facilities Planning and Management turned up a significant number of UW-owned watercolors, oil paintings, and prints that needed a new home. Construction and other changes had bumped these artworks from their original sites, so why not repurpose them to solve an age-old campus problem?

"People were always asking for artworks to decorate their UW buildings," says art history student **Laura Grotjan MA'18, PhDx'21**. "But they had no budget for purchasing art."

Enter Campus Art Exchange, charged with pulling the stray UW artworks into a cohesive collection. Now managed by Grotjan, the program distributes pieces by request, offering free interior-design consultations and installation services. It has helped transform the International Division and other spaces — even a custodial hallway.

"Everyone deserves to see art," Grotjan says. "It makes us feel human. It makes us feel inspired."

In August, Campus Art Exchange displayed 40 of its best pieces at a Union South exhibition, including two characteristically precise bird prints by John J. Audubon. The exhibition also showcased new acquisitions that are making the collection even more vibrant. Some were donations from the Kohler Foundation, such as Kenn Kwint's *The Cadet*,



Making us feel human: Campus Art Exchange artwork at the International Division in Bascom Hall (top); Kenn Kwint's *The Cadet* (bottom left); and John J. Audubon's *Ivory-Billed Woodpecker*.



a mixed-media portrait with both rough and delicate touches. Others were purchased from UW students with a grant.

"Acquiring students' works helps boost their careers," says Grotjan, whose favorite student piece is the elaborately patterned woodcut *Santo Jaguar* by **Roberto Torres Mata MFax'21, MAx'21**. "It's also a point of pride for students to have their art hanging on campus in a prestigious location."

For art lovers who don't regularly stroll through UW buildings, Campus Art Exchange displays its complete collection at artexchange.wisc.edu. Take a peek at the online gallery to feel human, and inspired.

DEAN ROBBINS

Toxicology Volunteers

When **Rachel Wilson PhDx'20** heard about the need for a toxicology course in Sierra Leone, the graduate student in the UW's Molecular and Environmental Toxicology program didn't think twice.

After listening to a 2018 seminar presentation by the Sierra Leonean associate professor **Alhaji N'jai**, a former UW postdoctoral fellow, Wilson worked with N'jai and Professor **Chris Bradfield** to help initiate the effort. In 2017, Wilson participated in a yearlong teaching fellowship, where she learned how to develop a course. She emailed fellow toxicology students to see whether anyone else was interested in volunteering, hearing back from nine — about a quarter of the program.

"The goal was to provide a basic understanding of toxicology and why chemicals can be bad for you — how things in your daily life can be toxic," Wilson says. "Then another more ambitious goal of this was that we would try to teach [students in Sierra Leone] ways that they can change that."

The UW students split the course into units, assigning topics — such as heavy-metal and pesticide toxicities — depending on area of expertise. Once developed, the pilot course, consisting of lectures, worksheets, and activities, was taught by N'jai at the University of Sierra Leone.

Feedback from the class was positive, N'jai says, and the course is expected to become part of the university's permanent curriculum. It may also be incorporated at a new university, Koinadugu College, which N'jai and his nonprofit, Project 1808, are developing in the northern part of the country.

Three of the original nine UW students — Wilson, **Fola Arowolo PhDx'20**, and **Morgan Walcheck '16, PhDx'22** — also hope to help teach a certificate program in Sierra Leone early next year. Whereas the pilot course was geared toward students, the certificate has been developed for the country's government and industry leaders.

"I take for granted sometimes all of my education," Wilson says. "You don't realize that if you just put [that knowledge] on paper, that can change somebody's life in a different place. This has been a really interesting and nice way of seeing how we can all put our minds together here and have a positive impact on someone else's life."

STEPHANIE AWE '15



BRYCE RICHTER

THERE'S A NEW BADGER ON THE BLOCK.

Or *The Badger*, as the statue across the street from Camp Randall Stadium is boldly named. And bold it is: at 10 feet long, it boasts shades of bronze, a lifelike face, pronounced claws, and engraved fur texture. Thanks to its flattened back, game-day passersby can hop on for a memorable photo op. The statue was one of the last works of Monona-based Ho-Chunk artist **Harry Whitehorse**, who died in 2017 at age 90. His wife, Deb, told the *Wisconsin State Journal*: "His philosophy of art was he wanted people to be able to touch it — to be able to interact and enjoy art and not consider it something to put on a pedestal out of reach."

NEWS FEED

Big hairy deal: UW engineers are developing a low-cost, noninvasive anti-baldness technology. Hidden under a hat and powered by the wearer's movement, the device would stimulate the skin with low-frequency electric pulses and coax dormant follicles to resume hair growth.



Movin' on up: UW–Madison rose to 13th among public institutions in U.S. News & World Report's latest college rankings, and to 46th overall. Meanwhile, the Center for World University Rankings put the UW at 25th internationally, up from 27th last year.

Annie Pankowski '19, who led the UW women's hockey team to the 2019 NCAA championship, was among the finalists for the NCAA Woman of the Year Award. That makes her only the second such finalist from UW–Madison. The winner had not been chosen by press time.



SAM MILLION-WEAVER; JEFF MILLER

Contender *Dana Rettke*

UW volleyball player **Dana Rettke** x'21 is six-foot-eight. It's easy to marvel at her height, but even that doesn't measure up to her love for and dedication to her sport.

As Rettke, a middle blocker, practices with her teammates in the UW Field House on a warm August morning, she's in her element. Her calm and steady demeanor drives her movements. She acts swiftly, and her focus doesn't waver. She's also having a ton of fun, cheering on and huddling up with her teammates — even breaking into a subtle dance when a song

her mind when her best friend decided to play.

"I was like, 'Okay, she's playing — I kind of want to be cool, too, and play with her,'" Rettke says. "I just fell in love with the sport."

Then came a fateful pickup game with the University of Illinois's basketball team during a campus visit.

"I was that scrawny, tall kid," Rettke says. "[I] did an open gym with them, and I got annihilated."

This experience, in conjunction with knee issues, led her to decide that basketball was not

her sophomore year of high school, Rettke committed to playing for Wisconsin. By her junior year, she'd given up basketball entirely.

"[Volleyball] was a new challenge for me. It was something that I didn't know a lot about, and I just loved to learn about this sport. I can't really say I loved learning about basketball as much," she says.

Rettke, a native of Riverside, Illinois, had come to UW-Madison for her first volleyball campus visit. After that, other campuses

Badgers

W

WISCONSIN BADGERS

by Usher bursts through the loudspeaker between plays.

It's hard to believe that Rettke, named the 2017 National Freshman of the Year by the American Volleyball Coaches Association and a two-time First-Team All-American, didn't start playing volleyball until her freshman year of high school. At the time, she was planning to play basketball in college.

Although she declined her mother's suggestions to give volleyball a try before entering high school, Rettke changed

her future. Although she'd gone on more recruiting visits for basketball than for volleyball, she knew volleyball was the sport she wanted to pursue as a career — and she didn't waste any time pivoting to it. Early in

her future. Although she'd gone on more recruiting visits for basketball than for volleyball, she knew volleyball was the sport she wanted to pursue as a career — and she didn't waste any time pivoting to it. Early in

her future. Although she'd gone on more recruiting visits for basketball than for volleyball, she knew volleyball was the sport she wanted to pursue as a career — and she didn't waste any time pivoting to it. Early in



away with so many more skills and so many more things to be proud of," she says.

This past summer, Rettke joined the U.S. Women's National Team to play in the Volleyball Nations League — where the team won gold — and helped the U.S. secure its spot for the 2020 Olympic Games in Tokyo.

"It's awesome just to say I helped get this team to the Olympics," says Rettke, who plans to try out for the Olympic team next summer.

She says a piece of advice from the U.S. team's coach —

anything to happen," Rettke says, noting that she holds low expectations and instead sets a standard for herself. "Like, 'I don't expect to do this, I am going to work at this.' It just makes you work harder."

She was also reunited with fellow Badger **Lauren Carlini '17** during the experience.

"[Carlini] is laser-focused on everything, but she's also very team-oriented," Rettke says, adding that finding that balance can be difficult, but Carlini does it well.

This season, the Badger team is aiming to win the Big



WISCONSIN BADGERS



Karch Kiraly, an Olympic gold medalist in beach volleyball and inductee to the International Volleyball Hall of Fame — has stuck with her.

"It's going to sound weird. It's having low expectations for yourself because it brings a lot more joy and you don't expect

Ten and national championships, and Rettke is excited to be a part of a roster that has its sights set at the top.

"That's not going to all come overnight," she says. "We have to take that game by game, so I'm just excited to be in the battle and the grind with this team this season."

STEPHANIE AWE '15

PHOTO BY JEFF MILLER





A Star Was Born

With a little help from his UW friends, Tony Award-winner André De Shields '70 found his artistic voice in Madison.

BY JENNY PRICE '96

This is the story of a man who became a wizard, and eventually a god.

Everyone who met André De Shields '70 after he arrived at UW-Madison in 1968 knew that he was no average mortal. The aspiring actor joined a small community of artists and activists who believed that theater could change the world — and that De Shields himself was destined for a bigger stage. In 1969, some of them loaned him money for an audition that set him on the path to his 50-year career in show business. It took him from the title role in *The Wiz to Hometown*, for which he recently won a Tony Award for Best Featured Actor in a Musical. Last June, he delivered his acceptance speech in his trademark, precise diction while wearing a pair of gold, winged Adidas sneakers appropriate for his part as the Greek god Hermes.

Among De Shields's UW friends, "there's no one like André" is a common refrain. They use words like *astounding* and *extraordinary* to describe him, always with deep affection in their voices. He's repaid his debt to them by maintaining lifelong friendships.

"This is why I am who I am today — because of the people who consistently love me into consciousness," De Shields says via FaceTime between performances of *Hometown*, which is based on the Greek myth about Orpheus in the underworld.

De Shields, who previously earned Tony Award nominations for his work in *Play On!* and *The Full Monty*, says there's a "direct artistic line" from his earliest stage experiences in Madison to Broadway's Walter Kerr Theatre, where he performs eight shows a week at age 73. He transferred from a small Quaker college in Ohio to the UW because of its reputation as a hotbed of political activism, and he spent only 18 months on campus. But it was the right place at the right time, helping him overcome personal challenges and forge his identity as an actor.

*No average
mortal:
De Shields in his
Tony-winning
role from
Hadestown.*



MATTHEW MURPHY

Fueled by Rejection

In 1969, the now-defunct Madison Civic Repertory Theatre cast De Shields in the role of El Gallo in the musical *The Fantasticks*. The part was one of many he has taken on that were not envisioned for a black man; he returned to the Rep over the years to play Sheridan Whiteside in *The Man Who Came to Dinner* and the stage manager in *Our Town*.

“That is not by chance. It’s his intention to play roles that are not typically associated with performers of color,” says Michael Goldberg ’64, who has known De Shields since serving as assistant director of the Union Theater in the late 1960s, and later served as its director from 1983 to 2003. “He said to me once, ‘You know, if you’re a black performer in New York City, they have two questions: Can you sing? Can you dance?’”

De Shields captivated people with his personality, says Vicki Stewart ’58, cofounder of Madison Civic Rep. She recalls the green nail polish he wore when they first met and the scene at the cast party for *The Fantasticks*, where he was surrounded by young men and women, “all on the floor, listening to his every word.” Decades later, his effect on people is the same, says Leo Sidran ’99, an Oscar-winning music producer who has collaborated with De Shields. “There’s a lot of intensity that just comes from him — like sparks coming off,” Sidran says.

De Shields’s debut at the Madison Civic Rep came after a handful of productions with Screw Theater, where he joined other students who didn’t land parts in on-campus plays. De Shields stood out in several ways, says Stuart Gordon x’70, who founded Screw and later became a Hollywood director. “He spoke almost with an English accent,” says Gordon, a fellow theater student who met De Shields when the two were auditioning for roles. “He sang ‘Stormy Monday’ — it was so soulful and fantastic that whenever I hear that song, I can’t think of anyone but André.”

De Shields auditioned for everything on campus, says his roommate, Lanny Baugniet ’70, including the role of Helen of Troy in *The Trojan Women*, which he didn’t get. “I always thought that was a terrible error on [the director’s] part,” says Baugniet, who went on to found Theatre Rhinoceros in San Francisco. De Shields is more direct about the decision: “Among the student body, it was unanimous that I had turned in an audition nonpareil — incomparable.” When the cast list was posted, “my heart broke, because another student was cast who, similarly, was unanimously considered unfit for the role. This brought up issues of bias, prejudice, discrimination, intolerance, elitism.”

De Shields’s first role with Screw Theater was Aaron in *Titus Andronicus*, a production of Shakespeare’s bloodiest tragedy, staged on Bascom Hill. The actors mainly grunted and groaned like cavemen rather than speaking actual dialogue.



LIA CHANG

De Shields sees a direct artistic line from his earliest stage experiences in Madison to his current Broadway success.

De Shields went on to play Martha in *Who’s Afraid of Virginia Woolf?*, which the cast performed in an apartment beginning at one o’clock in the morning to mirror the time and setting of the story. By the time the play was finished, the sun was coming up.

“Discovering Some Stank”

De Shields played the role of Tiger Lily in what is often described in campus lore as “a nude production of *Peter Pan*.” But that description misses the meaning, he says. Directed by his friend Gordon, the production used the fantasy tale to depict the loss of political innocence in the wake of the violent crackdown on Vietnam War protesters during the 1968 Democratic Convention and the assassination of Martin Luther King Jr. Members of the Black Panther party were stand-ins for Neverland’s indigenous people, Captain Hook was the mayor of Chicago, and Peter and the Lost Boys were hippies. The play was to feature a dance by seven nude young women but ended up with just two of them plus De Shields, who stepped in when others dropped out for fear of the consequences.

“You knew immediately that this was going to cause chaos,” says Zorba Paster ’69, who attended the performance and became friends with De Shields after meeting him through his future wife’s sister Bobbye Natkin-Gains ’70.

After the first *Peter Pan* performance, the university locked the group out of the Play Circle at the Memorial Union, but they found a home for the final two shows in what was then B-10 Commerce (now Ingraham Hall), Gordon says. The local district attorney filed obscenity charges against Gordon and his future wife, Carolyn Purdy, who appeared in the infamous scene, but they were later dropped.

“We were finally peeling the onion that was America, and we were discovering some stank — some funky, stinky things,” De Shields says. “We knew that when found out there would be hell to pay. And that’s what people remember about *Peter Pan*, that there was a nude scene. They don’t remember how comprehensive it was in taking on the political battles that were being fought across the country.”

The Big Breakthrough

During their free time, De Shields and Natkin-Gains would borrow a friend’s convertible to drive into the Madison suburbs. Along the way, they pretended De Shields was a guest on *The Tonight Show*, and she would play the part of Johnny Carson and interview him. Hilary Richardson ’71, who met De Shields through friends in the theater department, says he taught her how to cook his favorite clam spaghetti on the night a group gathered for dinner at his apartment and later watched the first moon landing on television.

De Shields sometimes brought UW friends along when he visited his native Baltimore, where his early

Destined for a bigger stage: De Shields (second from top) in the Madison Civic Rep's 1969 production of The Fantasticks.

COURTESY OF ANDRÉ DE SHIELDS



HALL OF FAME

De Shields was recently inducted into the American Theater Hall of Fame, joining the likes of Katharine Hepburn, Laurence Olivier, and Orson Welles.



For De Shields, UW-Madison was the perfect place at the perfect time, helping him overcome personal challenges and forge his identity as an actor.



WORDS TO LIVE BY

André De Shields won the Tony Award for Best Featured Actor in a Musical on June 9, 2019. In his acceptance speech, he described “three cardinal rules of my sustainability and longevity.”

“One, surround yourself with people whose eyes light up when they see you coming. Two, slowly is the fastest way to get to where you want to be. And three, the top of one mountain is the bottom of the next. So keep climbing.”

September 4, 1969 I, the undersigned, do hereby promise, pledge, and swear to escort Miss Nina Lepinsky on and finance a world-wind, jet-set, leisurely tour of the planet Earth. Conditional Clause: that I make it (as it were) in the Chicago Production of HAIR

Andre De Shields
Nina Lepinsky

witnesses Frank Hilary
Neil Kessler

York City and sang at her son's wedding.

years were difficult. Relatives nicknamed him “professor,” but many in his community saw his goals as unobtainable. “I had an opportunity to take evidence back to Baltimore that, piece by piece, my dream puzzle was coming together,” he says. “Something as meaningful then, but may seem trivial now, as bringing home a white friend from school into the ghetto and having every neck turn with whiplash. ‘What does he think he’s doing?’ [It] helped me to become legitimate to those doubters and it helped my community of people, who had no idea what my Baltimore life was like, to understand why I was so committed to being belligerently self-confident.”

Though not yet done with his degree in English and creative writing, De Shields felt ready to take a big step when he learned of auditions for the Chicago production of *Hair*. He didn’t have enough money to cover the \$10 round-trip bus ticket, so his friends Nina Curtis MA’69, Natkin-Gains, and Richardson chipped in. Curtis still keeps a copy of the IOU that De Shields wrote by hand on a ragged slip of paper (signed by two witnesses). It reads, “I, the undersigned, do hereby promise, pledge, and swear to escort Miss Nina Lepinsky on and finance a world-wind, jet-set, leisurely tour of the planet Earth. Conditional Clause: that I make it (as it were) in the Chicago production of *HAIR*.”

His audition was delayed by one day due to the line of hopefuls that stretched around the block, De Shields says. The theater was one block from Grant Park, so he found a bench and slept there overnight. He got a callback, borrowed more money for a return trip, and won a part in the show.

“These three women [Nina, Hilary, and Bobbye] are in my life to this day, and whenever we are together, I pay the tab. We go to the dinner, it’s on me. We go to the theater, it’s on me,” he says. “And each time they said, ‘No, André, no, no, no.’ I say, ‘Uh-uh. No. I’m paying this debt.’”

Once, De Shields sent Curtis a note with a one-dollar bill as a token of his thanks for her support. Another time, while he was performing in London’s West End, it was a one-pound coin. Years later, he played tour guide for Natkin-Gains’s children in New

De Shields wrote an IOU (above) to a UW friend who contributed to his Madison-to-Chicago bus ticket for a crucial audition.

After De Shields left the UW to begin rehearsals for *Hair*, his professors made arrangements for him to finish his last semester as an independent study. He was on stage in Chicago during what would have been his commencement ceremony.

“What Could Possibly Frighten You?”

In 1973, De Shields made his Broadway debut when *Warp!*, a science-fiction play first produced at Gordon’s Organic Theater Company in Chicago, ran for seven performances. In 1975, he was back on Broadway, creating the title role in *The Wiz*. Producers posted a closing notice on opening night based on initial reviews, but national television ads (a first for marketing a Broadway musical) sparked ticket sales, and it won the Tony for Best Musical.

De Shields has reprised the role over the years, including a 40th-anniversary performance five years ago. He still fit into the signature tight white bell-bottom jumpsuit. “Part of the marketing was, ‘Mr. De Shields is wearing his original costume.’ So the people were clutching their pearls,” he says with a mischievous laugh.

In 2004, De Shields missed another UW commencement, where he was due to receive an honorary degree, when his airplane was grounded in Chicago. He stood for the three-hour bus ride to Madison and arrived a few hours late, donning a cap and gown to collect the honor in a small, informal gathering at the chancellor’s house.

De Shields returned for commencement in 2007 to deliver the charge to graduates. He opened his speech by singing a few bars of “Aquarius” from *Hair* and reminded them that “humankind can and must heal itself.” And just as he did after winning the Tony, he offered his rapt audience some hard-earned words of wisdom. This time, they were pitch-perfect for those about to go into the world with a UW degree.

“Once you have experienced a single snowbound winter in Madison, Wisconsin, caught between those white-knuckle crosswinds that blow off of Lake Monona and Lake Mendota,” he said, “what could possibly frighten you?” ●

Jenny Price ’96 is a writer and Broadway fan based in Madison and a former coeditor of On Wisconsin.

The Travel

Journalist Peter Greenberg '72 crisscrosses the globe

*"Just two guys
on a road trip":
Greenberg (right)
with Mexican
president Felipe
Calderón in a
2010 episode of
The Royal Tour.*



Detective

to dig up inside info on the world's largest industry.



BY KRISTIN BAIRD RATTINI

Travel journalist Peter Greenberg '72 has never been one to let inconveniences get in the way of telling a good story. So when he ended up in a hospital emergency room in Aspen, Colorado, right when he was supposed to record his nationally syndicated radio program, he moved his IV line to the side, slid on a pair of headphones, and talked through the pain for the three-hour show. "There is always a way," he says.

That motto underscores Greenberg's longevity as "The Travel Detective" in an industry increasingly saturated with dilettante bloggers. Every year, the multi-Emmy Award-winning journalist racks up 450,000 airline miles and logs six intense training sessions in an aircraft simulator so he can be an authoritative voice for audiences. He reaches them via his radio show (*Eye on Travel*), books, CBS News reports, and PBS television shows (including *The Travel Detective with Peter Greenberg*). "I'm an investigative reporter," he says, "and I'm applying my reporting techniques to the largest industry in the world."

"I Wrote the World's Worst Story"

Travel came naturally for Greenberg. At six months old, he became the first member of the American Airlines Sky Cradle Club when he flew with his mother on a DC-6 from New York to Los Angeles to visit his grandfather, an executive with Douglas Aircraft Company. At age 12, he took his first grand tour through Europe.

Journalism, on the other hand, came by accident. After arriving at UW-Madison from his home in New York City in 1967, he was afraid he'd get lost on such a big campus. "Someone told me, 'Join a fraternity or join the school newspaper,'" he recalls. That's how he found himself at the offices of the *Daily Cardinal* on October 18, 1967, the day students protested the presence of recruiters from Dow Chemical, which made napalm during the Vietnam War. The event is considered a turning point in the antiwar movement for mobilizing college students nationwide. The university called in the Madison police, who beat and forcibly removed protesters and used tear gas on students.

"At the *Cardinal*, there was tear gas and broken glass everywhere," Greenberg remembers. "I walked

in [innocently] going, 'I'd like to join the paper.' They said, 'Great. Cover this.' "

It was Greenberg's first byline — not his best, he admits. "I wrote the world's worst story, trust me, but they had no choice but to run it on the front page. The next morning, I woke up in my dorm, and everyone was saying, 'Hey, saw your story!' I thought, 'You saw that? I think I'm going to like this.' "

By the time Greenberg turned 19, *Newsweek* had hired him as a campus correspondent. At 20, he was promoted to a regular correspondent (the youngest in the magazine's history) to cover stories around the country in between exams. "I embraced the philosophy of Mark Twain, who said, 'I have never let my schooling interfere with my education,' " Greenberg says.

That was the case in 1969, when Greenberg was in Washington, DC, covering a major antiwar protest and received a phone call from a classmate. "He told me, 'Your final project for Radio, TV, and Film is due at 1 p.m. tomorrow,' " Greenberg recalls.

Greenberg found a way. He wrote a script for a 30-minute show on WHA-AM on his flight back to Madison. After landing at 9:40 a.m., he scrambled to line up a production staff, ran to Rennebohm Drug Store to make photocopies of the script for everyone, and then recorded and submitted the show. By 4 p.m., he was on a flight back to Washington to continue covering the march.

The Savvy Traveler

After graduating, Greenberg worked for *Newsweek* as a West Coast correspondent, reporting on subjects ranging from the Patty Hearst kidnapping to the Rolling Stones. As in his grandfather's day, California was still a hub for aviation. "It dawned on me very early in my career that no one was covering the process of travel and transportation," he says. "So in addition to covering crime and music, I developed travel as a beat."

That beat went on, even after he left *Newsweek* to produce movies and television shows for Paramount and MGM. While he was busy developing such TV blockbusters as *MacGyver* and *thirtysomething*, he still wrote a weekly syndicated travel column called *The Savvy Traveler*, which appeared in 60 newspapers nationwide. A colleague at Paramount was a fan of the column; he launched Greenberg from behind the scenes to in front of the cameras by hiring him as the travel editor of ABC's *Good Morning America*. Greenberg has since performed that role for three major broadcast networks over the past 30 years.

He's been along for the ride as the travel industry migrated online. Reservations, reviews, and a ride from Point A to Point B are available at the click of a button. The mix of people traveling internationally has changed, as millennials prefer to spend money on experiences rather than material goods and the



NINA DIETZEL

Greenberg hiked to see mountain gorillas with Rwandan president Paul Kagame (left) in a 2017 episode of The Royal Tour.

growing middle classes in China and other developing countries explore beyond their borders.

Greenberg has helped his readers understand these changes. "I called myself the Travel Detective because I wanted people to realize I wasn't promoting anything — I was presenting," he explains. "There's a huge difference. I am sharing insider information that is a meaningful takeaway for them. It's not enough to point out a problem if you don't tell someone the solution, too."

An Enthusiastic Companion

Greenberg's deft mix of authority and affability serves him well not only in times of a travel crisis, such as covering the Miracle on the Hudson for NBC's *Dateline* (which earned the network an Emmy), but also in lighthearted moments, including his radio report on the stinkiest cheeses in Paris. When he invites viewers to join him at the start of each show, you can tell he is sincere, an enthusiastic travel companion who simply wants you to see what he is seeing. "He has this amazing capacity to relate to human beings better than anyone I ever met," says Jack Cipperly '62, MS'64, PhD'68, a longtime assistant dean in the UW's College of Letters & Science who has been friends with Greenberg since his days at the *Cardinal*. "He is remarkable at meeting people and earning their trust so they confide in him. It's perfect for his profession."

That skill is the key to the success of Greenberg's television series *The Royal Tour*. In each episode, a head of state serves as a tour guide for Greenberg and his viewers. "The beauty of this show is that it humanizes the country and its leader, whether you like or agree with him or not," he explains. "At its heart, it's just two guys on a road trip."

For the series, Greenberg has swum in a *cenote* (sinkhole) with former Mexican president Felipe



Calderón, hiked to see mountain gorillas with Rwandan president Paul Kagame, and ridden on camels with King Abdullah II of Jordan. In Israel, he played soccer at an Arab-Israeli club with Prime Minister Benjamin Netanyahu — until, that is, Netanyahu tore a tendon. Production stopped immediately. But for Greenberg, there's always a way. He shifted his attention to other projects and enjoyed some rare down time at home on Fire Island, New York, where he serves as an active volunteer firefighter. Finally, Netanyahu healed. Greenberg then returned with his crew to film take two of the Israel tour.

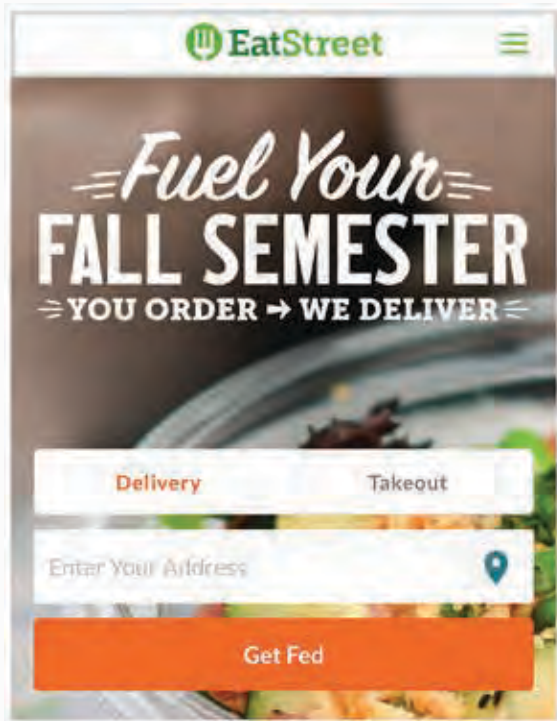
Greenberg has racked up a lifetime tally of 22 million airline miles and counting, but those miles are not the sole measure of his career. The U.S. Travel Association inducted him into its Hall of Leaders, the single highest honor for an individual in the travel and tourism industry. The recognition placed him in the company of such luminaries as Walt Disney and J. W. Marriott. "Quite frankly, I was surprised by it," Greenberg says, "because you get those kinds of awards right before you go to the nursing home. It's great to be in that company, but I wasn't ready to go [into retirement] then, and I'm still not ready to go." ●

Saint Louis-based freelance writer and travel addict Kristin Baird Rattini is always planning her next adventure.

With Israeli prime minister Benjamin Netanyahu (left) in 2012: "The beauty of The Royal Tour is that it humanizes the country and its leader, whether you like or agree with him or not."

Tips from the Travel Detective

1. I'm a big believer in the art of the conversation. Technology can never take the place of common sense, and common sense is often a product of common ground and an intelligent conversation. With all things travel, if you don't have a conversation (or even better, initiate one), you are a victim waiting to happen.
2. No fire department in the world can effectively fight a fire above the sixth floor, so never book a room above the sixth floor.
3. Instead of checking a bag, carry on or courier your luggage to your destination via FedEx, UPS, etc. ahead of time for about \$30 more than the airline baggage fee.
4. Never take "No" from someone who's not empowered to give you a "Yes" in the first place. This is not about being adversarial or aggressive. It's about making sure — politely and clearly — that the person you are talking with has the authority to say "Yes."



EatStreet in action: the order comes in, driver Jordan Rouse heads out, and the customer is satisfied within minutes.

The Future

As society embraces maximum convenience,



of Food

BY PRESTON SCHMITT '14

UW alumni are transforming the business of on-demand dining.



In 2012, Doug Hamaker '10 and Henry Aschauer '10 opened Roast Public House with a fresh vision for the campus end of State Street: a sit-down dining experience that rivaled student favorites around the Capitol Square. Before long, it was a hit.

By 2019, it was a relic.

Roast closed its doors for good last spring. The decisive moment wasn't an empty dining room; it was the sizzling success of the owners' second restaurant, Forage Kitchen, which opened in 2015. The fast-casual Forage serves specialty salads and grain bowls, offering an assembly line of fresh, colorful produce and warm proteins. In a matter of minutes you can build your own bowl and head out with a full meal in hand.

Hamaker and Aschauer didn't intend it, but their adjacent State Street restaurants served as a litmus test for a dining trend that's remaking the restaurant industry. And the public has spoken (er, eaten): it wants its food on the go.

When Forage began offering delivery in 2016, it received two or three orders per day. But over the last year, it's "just exploded," Hamaker says, with the restaurant receiving up to 40 delivery orders during the lunch hour alone.

The demand for delivery is so intense that Forage is considering opening an off-site fulfillment center for online orders — in effect a food-service factory — that would help to manage the tricky triage of in-person and online patrons. Such "virtual" or "ghost" restaurants, offering only delivery and dispensing with the storefront altogether, are thriving in big cities like Chicago and New York.

Welcome to the future of food. UW alumni like the Forage duo and the founders of the delivery company EatStreet are on the front lines of on-demand dining. And they're transforming not only the way we eat, but also the way we live. Whether it's a change for the better remains a compelling — and complicated — question.

A Delivery Arms Race

In a stagnating industry, most restaurants have little choice but to chase the lucrative food-delivery market.

Nationally, delivery revenue nearly doubled between 2011 and 2017, from \$23 billion to \$43 billion — and it's expected to reach \$76 billion by 2022, according to the market research firm Cowen and Company. That's quickly approaching 10 percent of total industry sales.

From fast-food chains like McDonald's to Madison sit-down staples like the Old Fashioned, restaurants of all kinds have joined the delivery arms race that for decades was left to pizza and Chinese food chains.

Few restaurants can afford to deliver the food themselves. Building the infrastructure is massively

expensive, requiring investments in staffing, tracking technology, and insurance coverage. Instead, they're turning to third-party companies like Madison-based EatStreet, which Matt Howard '11, Eric Martell '12, and Alex Wyler x'11 cofounded in their UW-Madison dorm rooms in 2010.

EatStreet's mission is maximum convenience for customers, streamlining the food ordering and delivery process. Through its website and phone app, you can quickly search nearby restaurants and place a digital order. It tracks — remarkably accurately — the progress and estimated delivery time of your order, so you can follow along as the restaurant prepares your food and the EatStreet driver hits the road.

EatStreet has partnered with 15,000 restaurants — 400 in Madison alone — across 250 cities, with 200 full-time employees and a fleet of 3,000 drivers.

While it started as just a marketplace for online ordering, its acquisition of Philadelphia-based Zoomer in 2017 propelled EatStreet into the delivery market, competing with giants like Grubhub, Uber Eats, and DoorDash. EatStreet has survived by sticking to its college-town roots, specializing in mid-tier cities with younger populations.

The company has raised more than \$50 million over three rounds of funding, but its first investment came in the form of a campus business competition, which awarded the cofounders \$10,000 and a free office space — a fraction of the size of its 20,000-square-foot, rooftop headquarters today.

"We wouldn't have been able to start this company without the university," says Howard, now the company's CEO, who was named on the 2018 *Forbes* 30 under 30 list.

Howard says EatStreet's pitch to restaurants is pretty easy: you handle the food, and we'll handle everything else. EatStreet receives a flat fee from the customer — based on distance and starting at \$1.99 — and a percentage of the sale from the restaurant. Restaurants instantly experience an increase in sales, new customers, and recognition. Just appearing on the EatStreet marketplace effectively serves as free marketing.

"We always used to use this analogy that it's like a food court in the mall," Howard says. "You walk into the food court and look at what you want and then you pick. If you're not in the food court [or on EatStreet], you're not an option — you can't get that sale."

It sounds like everybody wins — but, of course, it's more complicated than that. For all the booming business, restaurants like Forage face major risks in the on-demand food economy.

A Catch-22

Profit margins in the food industry are notoriously narrow — few restaurants achieve the modest goal of 10 percent. With third-party delivery fees ranging from 15 to 30 percent per order, some restaurants are lucky to break even on an individual sale.



"It's definitely pricey for us," Hamaker says of Forage's delivery arrangement with EatStreet. "It hurts your margins. But it's a catch-22 because you're getting all these new customers, who hopefully then come in your door."

For restaurants like Forage, it's a gamble on incremental sales — bonus orders that the restaurant is getting on top of its normal in-person business.

That concept is central to any food-delivery company's pitch. And it works out that way if a customer decides on delivery, opens up EatStreet, and finds Forage Kitchen. The risk is when the ease of EatStreet prompts a loyal customer to stop in less and order online more in the future.

"I'm not sure it's incremental business these days," says Jake Dean MBA'09, director of the Grainger Center for Supply Chain Management at the Wisconsin School of Business. "We're all getting to this point where we don't want to leave our houses for anything."

Studies have shown that customers who use a third-party delivery service become more loyal to that marketplace than to the actual restaurants. "I'd argue it's no different with the travel industry," Howard says. "People are more loyal to [the booking companies] Priceline and Expedia than they are to Hilton and Marriott hotels."

Odessa Piper, a James Beard Award-winning chef and the founder of L'Etoile restaurant in Madison, considers the third-party delivery model "profoundly unsustainable" for restaurants, comparing the trend to the two-for-one craze that became

popular in Madison in the '70s and '80s.

"It was like getting an addiction to crack cocaine," Piper says. "If your restaurant advertised this two-for-one deal, you just got flooded with customers. But the problem was that you were giving these really deep discounts in order to get butts in the seats. ... At the end of the day, you were giving away so much food. And it didn't last."

Howard, however, believes that a delivery partnership is mutually beneficial and that restaurants can find ways to make it profitable. He notes that restaurants no longer have to pay for traditional marketing, such as distributing printed menus.

"I had a restaurateur call me and say, 'I'm not going to be able to make it. Can we do one last promotion through EatStreet?' That was five years ago, and they're still operating today," Howard says. "We helped them figure it out."

For companies that are leading the way in consumer convenience, figuring out how to make their own business models pay off is another matter. While the on-demand economy is pervasive, it's yet to prove profitable.

The Last Mile

It's not for lack of sales or cash flow. Uber Eats earned \$1.5 billion in revenue in 2018, a 149 percent increase from the year prior. In May, DoorDash completed a \$600 million round of investment that valued the company at \$12.6 billion. Both companies have yet to turn a profit.

"The part of the supply chain that goes right to

The delivery business is booming at Forage Kitchen, but Henry Aschauer (left) and Doug Hamaker still face major risks in today's food economy.

you — your Amazon delivery or your Uber or Lyft ride — is very, very, very expensive,” Dean says, noting that Amazon can compensate for losses in delivery with revenue from its other services. “It is really cheap to ship something from a factory to a distribution center to a Target store. Where things get significantly more expensive is between Target and your house.”

Such is the dilemma of the “last mile” that has bedeviled delivery dreams for decades. “If you make a \$7 Amazon order and it showed up at your house the next day, there is no way that Amazon made money on that \$7 order,” Dean says. But backed by venture capital or profits from other parts of their business, companies like Uber and Amazon can afford to innovate and test the limits of their supply chain networks. Next-day delivery for consumer goods is already becoming the new normal.

Eventually, the on-demand industry will face its biggest challenge yet: an economic recession. What

“And maybe they will discover the pleasure of socializing at their neighborhood places ... and realize that the food-on-demand trend is contributing to global warming and isn’t necessarily as inexpensive or as convenient as it appears.”

The on-demand economy is quietly affecting the human experience in other ways, including the workplace. To find out how, I got to know the person whom most customers think little about: the delivery driver.

A Day in a Driver’s Life

“This is my office,” says Jordan Rouse, pointing out the window of his red Honda CR-Z to the UW Arboretum tree line that wraps around the Madison Beltline.

Rouse, 23, is one of EatStreet’s 3,000 delivery drivers. I hop in his car on a summer evening to race along with hot meals for demanding consumers.

“I thrive on the variety,” he says, adding that he hated the monotony of his office job and appreciates the flexibility of EatStreet. He submits his available hours before each week and can clock in and out from the comfort of his car. An automatic algorithm assigns him nearby deliveries, which he accepts on his phone and typically completes within 20 minutes. If there’s a problem, he can quickly reach the dispatch team via text.

As we wait for a Japanese restaurant in Monona to finish an order, we discuss whether his job could one day be replaced by driverless cars. Uber Eats tested drone delivery last summer, with the long-term vision of dropping food on mailbox landing pads. Rouse is skeptical: “There’s too much room for error.”

He occasionally encounters small problems himself. On our first delivery, the navigation takes us to the right area but the wrong building. On another, he has to park a few blocks from the restaurant because of construction.

Of course, customers don’t see the food’s journey — just the bag arriving at their door. If Rouse were to get in an accident on the job, another driver would be assigned to pick up the food from him and complete the delivery, he says.

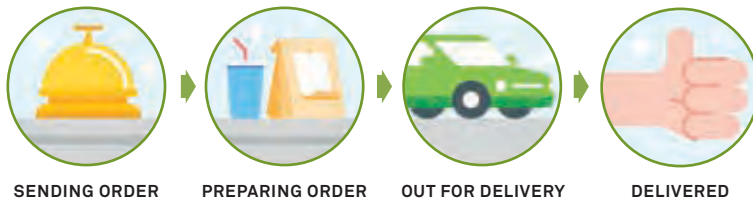
“Customers don’t know that I stopped for an ambulance or avoided a pedestrian in the parking lot,” he says. “But that’s how it should be. That’s my job. ... Our customers pay to not be stressed out. They outsource the stress to me.”

We discuss that societal shift toward convenience. It’s not just food at our fingertips. We live in an era of on-demand *everything*: transportation with Uber and Lyft, lodging with Airbnb, grocery delivery with Instacart, nearly everything else with Amazon.

The on-demand — or “gig” — economy has targeted established services like hotel stays and taxi rides by offering similar experiences for less money and hassle. The companies eliminate overhead, contracting with people who have an asset to share instead of investing in full-time employees. Away

“Our customers pay to not be stressed out. They outsource the stress to me.”

— EATSTREET DRIVER JORDAN ROUSE



ICONS: EATSTREET.COM

if investor money dries up? What if consumers have less discretionary cash? What if the new standard of immediacy is not actually economically sustainable?

Fortunately for food-delivery companies, the prospects of profitability look healthier, as they collect delivery fees from both the customer and the restaurant. EatStreet is “knocking on the door of profitability,” Howard notes. “We could actually be profitable today with just slowing down our marketing spend, but we want to continue to grow.”

Piper, who’s nationally recognized for bringing the farm-to-table restaurant movement to Madison, worries about the industry’s sustainability in other ways, including the environmental toll of takeout packaging. “Convenience is great,” she says, “but the takeout trend has just sort of gotten absurd — like people using a Styrofoam cup for their coffee while they’re sitting inside the café ... as if they have to be able to get up in case a tornado is around the corner.”

Piper is also concerned about the toll on human interaction. She holds out hope that younger generations will gravitate back to sit-down meals with family and friends.

“Millennials are a culturally rich generation. They’re not shallow. They’re not vapid,” she says.

for the weekend? Rent out your house. Car sitting in your driveway? Give a ride.

The on-demand industry has a reputation for skirting regulation. Uber famously sped into the marketplace by asking for forgiveness rather than permission. When cities reacted with threats of banishment to protect taxi companies, customers — with a taste of the convenience of not having to call a cab — turned into de facto advocates for Uber.

Uber has faced backlash when its fluctuating, supply-and-demand pricing model has spiked during emergencies, like Hurricane Sandy and the London terror attack. In the food-delivery world, DoorDash changed its tipping model — it was effectively pocketing customer tips — after a public outcry in July.

“One of my fears, frankly, is that when you get really competitive industries, you get questionable choices by companies,” Howard says.

A common criticism of on-demand companies is their propensity for treating labor as a disposable commodity. Most of them classify their workers as independent contractors, releasing them from the obligation to provide workplace protections and benefits such as a minimum wage, health care subsidies, and overtime compensation. They argue that the job is supposed to be a supplemental source of income, though they do little to discourage full-time work.

EatStreet takes a different approach, hoping “to show drivers that this is a career,” Howard says. The company hires drivers as W-2 employees, ensuring they’re paid an hourly minimum wage regardless of how many orders they deliver. Drivers who work full time for a year have access to the company’s health care plans and 401k match.

“We think everyone’s drivers should be W-2, waged employees,” Howard says. “Don’t get me wrong, it’s not easy to follow all the compliance as a W-2, wage employer. But we do feel like it’s best for the individual driver.”

Rouse works full time for EatStreet as his sole source of income, which makes him something of a rarity in the gig economy. His wage guarantee is \$10 per hour, but he brings home closer to \$15 after tips. “It pays the bills,” he says. Like drivers for other food-delivery companies, Rouse supplies his own vehicle and pays for gas. He’s responsible for his car’s wear and tear, though he gets a reduced price for oil changes. He estimates that he puts on 1,800 miles per month for work.

On our last delivery together, Rouse and I pick up a bag of food at King of Falafel just south of downtown Madison and drive to an affluent cul-de-sac in Fitchburg. As we pull up to the house, we joke that a healthy tip is surely in the offing. The customer holds back her dog as she quickly grabs the bag and thanks Rouse.

“She tipped \$1.32,” he says, unfazed, as he taps through his phone back in the car. “It was two orders of hummus.”



I ask for his reaction to driving across town to deliver a dip. He shrugs, noting that he’s delivered a single soda before.

“I’m paid to serve,” he says, “not to judge.”

A Good Thing or a Bad Thing?

As I sit down with Hamaker and Aschauer over the summer, I expect them to be in mourning over the recent loss of Roast Public House. After all, it was the sit-down dinner that inspired them to enter the food industry.

“We both grew up in houses where our parents were from that generation of preparing family dinners every single night and no matter what was going on during the day,” Aschauer says. “The intention was to collect everyone around the dinner table.”

But they’re at peace with the shift to grab-and-go customer service. And they’re clearly excited about the future of Forage. They just opened two new locations in Madison and are eyeing expansion to other parts of the Midwest.

After all, they’ve changed, too. Forage is more in line with their own eating habits and busy lifestyles as young business owners with growing families.

“The lunch hour has been diminished or even completely removed for some people,” Aschauer says. “There’s a whole separate conversation of whether that’s a good thing or a bad thing. But whatever we can do from a restaurant standpoint to cater to our customers’ eating habits, I think we’ll be better off.”

Yet, fearing that the scales could tip too heavily to delivery and jeopardize profits — EatStreet now accounts for nearly 15 percent of Forage’s sales — they’re experimenting with ways to entice people back to the storefront. Forage is developing its own online ordering app that will allow customers to skip the line and grab their food from a pickup counter, just as they do at the Starbucks next door.

It’s clear the dance with delivery has only begun. ●

Matt Howard cofounded EatStreet in 2010 to simplify the online ordering process.

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

A HIP-HOP FAMILY



COURTESY OF WILLE NEY; PHOTO ILLUSTRATION BY N. B. RINEHART

FIRST WAVE'S INAUGURAL COHORT

FRONT ROW (FROM LEFT TO RIGHT)

Cecilia León '12 • Krystal Gartley '11, MSW'19 • Danez Smith '12 • Alida Cardós Whaley '11

MIDDLE ROW

Kimanh Truong-Muñoz '11 • Lana Simpson '14

BACK ROW

DJ Kool Herc* • Josh Healey '05* • Daniel Dharam '12 • Willie Ney MA'93, MA'94*

Allen Arango '12 • Adam Levin '12 • Jair Alvarez '11, JD'14 • Kelsey Van Ert '11

Ben Young '11 • Blaire White '12 • Sofía Snow '11 • Gayle Smaller Jr. '13

NOT PICTURED: Dominique Chestand '12

**not a member of the cohort*

IT'S BEEN MORE THAN 10 YEARS SINCE THE UW INITIATED ITS PIONEERING HIP-HOP SCHOLARSHIP PROGRAM.

HOW DID IT INFLUENCE ITS FIRST STUDENTS, AND WHERE ARE THEY TODAY?

BY STEPHANIE AWE '15

Growing up, **Kimanh Truong-Muñoz '11** didn't like school much.

She was a C student living on the north side of Chicago and didn't feel particularly connected to her education. A first-generation Vietnamese American and daughter of refugees, she found solace in her notebook. Then, one day, an English teacher caught her writing poems underneath her desk.

"[The teacher] invited me to come perform at an open-mic event," she says. "It was [at the event] that I started to realize that, 'Wow, I can write these poems; I do have potential.' College became an option to me at that point because, for the first time, I saw myself as a scholar and finally felt as if I had found community with people who understood me."

And it was poetry and spoken word that brought Truong-Muñoz to the UW in 2007, after she was recruited as one of the inaugural members of UW-Madison's First Wave hip-hop scholarship program.

The four-year, full-tuition scholarship program was the first of its type in the nation. Housed within the UW's Office of Multicultural Arts Initiatives, it's given students — who specialize in areas such as spoken word, poetry, rap, graffiti, and break dancing — opportunities to hone their crafts and perform together around the world. It recruits a cohort of students that begins classes together the summer prior to freshman year and then continues through the university as a group. The program, which requires that its students are first accepted into UW-Madison, has seen nearly 100 of its members graduate with bachelor's degrees.

More than a decade since the first wave of First Wave participants arrived, they still carry a sense of community with them. It was the key to surviving — and thriving — in a campus environment that initially felt completely unfamiliar to many of them. With help from their friends and support from their program, they set off in a variety of directions — some of them in ways they never could have predicted.

See First Wave students in action by visiting onwisconsin.uwalumni.com.

THE VISION THAT STARTED IT ALL

Willie Ney MA'93, MA'94 had the idea for a hip-hop program at the UW in the mid-2000s. As First Wave's founding executive director, he saw potential for a pipeline that recruits students with creative-writing talent in the same way the university recruits athletes. Ney, who at the time was an assistant director for the UW's Latin American, Caribbean, and Iberian Studies Program, says creating such a pipeline was his "passion project" — not falling under his assigned duties — until he was eventually named the program's leader.

"Obviously the lack of diversity is a huge issue at the university, but it's beyond just the numbers of bringing in more students of color," says Ney, who retired as the program's executive director in 2017. "We're not just bringing in students who are diverse; we're bringing in students who are amazingly talented artistically, academically, and in terms of their activism."

Focused on empowering their communities, the students go on to use their UW experiences to improve lives after graduation.

"When you think about the power of that group, just the talent, the impact is so much more exponential than what you'd ever think about. You're not just recruiting one student at a time, you're bringing in a whole group," Ney adds, noting that the impact is multiplied with each new cohort. "They're doing unbelievable things, and they have a UW-Madison degree behind them — which really helps."

A READY-MADE SUPPORT SYSTEM

When choosing where to go to college, Truong-Muñoz didn't want to be just another student. First Wave, she felt, offered her the same community and support that she had through poetry slam competitions in high school.

"I'm Vietnamese American and first in my family to go to college, and [UW-Madison] wouldn't have been possible if it wasn't for [the First Wave community]."

Fellow cohort member **Adam Levin '12** also found the First Wave community one of the most meaningful parts of his UW experience.

"There was this huge culture shock [upon arriving on campus], and I think First Wave was really important," he says. "Whenever we were dealing with this kind of culture shock, where suddenly we are on this campus that is predominantly white, it felt like we had this ready-made support system."

Levin attended Oak Park (Illinois) and River Forest High School (which has a 46 percent minority enrollment rate, compared to the UW's nearly 16 percent, according to U.S. News & World Report and

Clockwise from top right: Adam Levin, Allen Arango, Krystal Gartley, Sofia Snow, Kimanh Truong-Muñoz, Cecilia León, Dominique Chestand, Danez Smith, Blaire White, Ben Young, Alida Cardós Whaley.

"All of the hip-hop arts, we integrated them into what we would call hip-hop theater performance. ... We used that to talk about issues that were important to us, and hip-hop theater was just our medium to really share our voices and what mattered to us, whether that was our experience prior to college or things that we were going through while we were at the university."

— **Kimanh Truong-Muñoz '11**

Data USA, respectively). He learned of First Wave through the school's spoken-word program, and he, like many cohort members, was recruited through First Wave's former program director, **Josh Healey '05**. Prior to that, Levin hadn't considered attending UW-Madison. Upon his arrival, however, he felt reassured in his decision, knowing he was part of a group with shared interests — something he wasn't sure he'd find again after high school.

While a teenager in Boston, **Sofía Snow '11** hadn't given college much thought. She was a leader in strengthening her community's youth poetry presence and even earned a Massachusetts hip-hop award for spoken-word artist of the year. To her surprise, the award led to a four-page cover profile in the *Boston Globe*. She was 17 years old.

Snow then heard from Ney, who was looking to recruit her to First Wave's inaugural cohort. Despite some initial hesitation, Snow's mother — who

immigrated to the U.S. from Venezuela for both her and her daughter's education — told Snow that if she didn't leave Boston, Snow would never have time for herself. "I was just so overcommitted in the city that it was hard for me to focus on school," Snow says.

First Wave's sense of community played a role in Snow's decision to pursue the program. "Willie said, 'There's going to be young people just like you from all over the country. ... You're going to be able to meet people from different places.' That, to me, was more interesting than anything else."

Cohort member **Danez Smith '12** explains that Madison was initially a difficult place to navigate. Being the only student of color in a hundred-person lecture hall and not feeling represented in the city's culture became taxing, Smith says. A Saint Paul, Minnesota, native, Smith considered leaving campus.

"I don't necessarily have the fondest memories of Madison as a place, but I have really fond memories of the people here," Smith says. "I think there are communities of color and queer folks and just good folks — regardless of identity — in the university and in the greater Madison area that really helped me, but I think Madison has a very sort of liberal dream about itself that doesn't always translate as true for a lot of people of color here."

Smith, who uses the pronoun *they*, decided to attend UW-Madison because of First Wave. They note that professors such as First Wave's former artistic director **Chris Walker** and former faculty director **Amaud Johnson** transformed both their life and UW experience, teaching them to see the world in a more expansive way and ask better questions of it.

For **Krystal Gartley '11, MSW'19**, First Wave offered a place of belonging. The cohort's members may not have felt understood by their family and friends at home, but they connected with each other over a shared love of various art forms.

Gartley was already a musician, and she learned how much she enjoyed performing poetry and spoken word during her senior year of high school. With the support of her teachers, she decided to pursue the program.

"I had a pretty tough upbringing, and writing was my way of expressing my emotions," Gartley says. "I thought that [First Wave] would be an opportunity to meet other people who shared a similar craft, and I wanted that sense of family on campus."

First Wave also helped students address some of the misunderstandings surrounding racial diversity on campus, says cohort member **Jair Alvarez '11, JD'14**. "[Attending] one First Wave show can change that," he says.

Having moved to the Madison area from Puerto Rico at age 11, Alvarez dreamed of going to the UW. His mother had attended, but he wasn't sure how he could afford it — his family faced financial hardship and had been homeless for three months



when he was 17. “My college apps were done on my friend’s computer, because I didn’t have one,” he says. Once recruited into the program, he knew he’d be able to attend the UW. Alvarez — a community activist while in high school at Madison West — was also grateful to have an outlet to work on his creative projects.

But being a part of the program’s first cohort also came with challenges, Levin says. Cohort members sometimes felt pressure to prove that the program was worthy of support.

“I knew that there was a lot riding on how well we did in class,” Levin says. “It really felt like we were a part of something that was larger than ourselves, and we were laying the groundwork for something that could be really important to the University of Wisconsin.”

A LASTING IMPACT

With the help of her First Wave experiences, Truong-Muñoz — now an educator in California — has come full circle.

“It was when a teacher saw my potential that I actually rose to the occasion,” she says. Now, after serving as a high school teacher and an assistant prin-

“[First Wave] changed the trajectory of my life, and I really can’t emphasize that enough.”

— *Sofía Snow ’11*

incipal, and earning her master’s degree, Truong-Muñoz directs a branch of a program that helps prepare underrepresented high school students of color for college and encourages them to pursue their passions.

Truong-Muñoz says that the program, SMASH (formerly Summer Math and Science Honors Academy), exists to “smash” barriers for underrepresented students interested in pursuing STEM careers. She utilizes First Wave’s three areas of focus — arts, academics, and activism — as a framework for her work, ensuring students understand the power of their stories and voices. She also incorporates hip-hop in the program’s curriculum, and, occasionally, students will see her rap or perform a poem.

“I’m constantly carrying my First Wave experience into everything I do,” she says.

Similarly, Levin is a full-time teacher in Waukegan, Illinois. Prior to beginning his student teaching, he was involved in the spoken-word program he participated in as a high school student, and he also has cofounded a rap workshop in Chicago.

Meanwhile, Smith is a touring poet who has

earned the Forward Prize for Best Collection and the Midwest Booksellers Choice Award, along with being a finalist for a 2017 National Book Award. As a person who travels frequently, Smith says their job necessitates carrying out the Wisconsin Idea.

“I take myself and everything I’ve learned [at the UW], and everything I’ve learned through the world, with me and really try to expand my ideas. ... I try to be as open and giving in each of these spaces that I enter as possible,” says Smith, who plans to release a third poetry collection next year.

Before returning to school for her master’s degree in social work, Gartley cofounded and codirected an a cappella group and worked in the Madison Metropolitan School District.

“I feel that being in First Wave really gave me this level of confidence that I didn’t recognize until later in life,” she says. “Developing and cofounding an a cappella group was, I feel in part, stemming from that confidence that I gained while in First Wave.”

Gartley is now pursuing a path to earn her doctorate in neuroscience. She plans to study the relationship between biology and psychology — specifically, the impact of trauma on the brain and body.

Alvarez, who knew he wanted to attend law school after seeing police harassment during his childhood, now leads his own practice as a business and criminal attorney in Madison. He also has served as a liaison for the Wisconsin Hispanic Lawyers Association, as vice chair of the Latino Chamber of Commerce of Dane County, and on the community advisory board for the Overture Center.

“Because of First Wave, I am not afraid of the court at all. I can walk into the court, give a speech, and get yelled at by the judge, and I’m not embarrassed — I don’t get stage fright,” Alvarez says.

Snow, who originally hadn’t envisioned herself in college, graduated from the UW with advanced standing in her social-work degree. Following a few years as First Wave’s education and outreach coordinator, she transitioned to Urban Word NYC, a youth literary arts organization in New York. There she climbed to the role of executive director, where she oversaw the organization’s operations and enjoyed providing students with a space for development so they could access universities such as the UW. Snow was also part of the Bars Workshop, a theater and verse program cofounded by former First Wave creative director [Rafael Casal x’10](#) and original *Hamilton* cast member Daveed Diggs.

“[First Wave] changed the trajectory of my life, and I really can’t emphasize that enough, how much it’s meant to me,” Snow says. “First Wave taught me what it means to be in community, what it means to collaborate. I owe all of my leadership skills and love for the people, and this work, directly back to this community of folks.” ●

Stephanie Awe ’15 is a staff writer for On Wisconsin.



A CHANGING TIDE

Following founding executive director **Willie Ney's** retirement in 2017, First Wave was in need of a new leader. This fall, the program welcomed as its new director **Sofia Snow** (pictured above), a member of the inaugural cohort. Snow rejoins the program at an evolutionary time.

During the 2017–18 academic year — around First Wave's 10th anniversary — the program faced a one-year pause in recruitment, which had prompted concerns about its future. Would the program shift its focus away from hip-hop culture? Would it cease altogether? This was the first time in program history that First Wave was not accepting new students.

"If they get rid of First Wave, they're getting rid of a jewel," inaugural cohort member **Jair Alvarez** said in early 2018.

The pause stemmed from a decision by the UW's deputy vice chancellor for diversity and inclusion, Patrick Sims, who was one of the program's first instructors before moving into his current position. In conducting a review of several programs that he oversees, Sims — who is also the UW's vice provost and chief diversity officer — felt that First Wave needed to adapt in order to continue and support growth.

"We [originally] didn't do our due diligence to make sure that the processes by which we recruited these students were sound processes in ways that were sustainable," he says. "Now we're doing our due diligence. We had our 10-year anniversary. Are we still delivering on the things that we said we needed to?"

In October 2017, Sims hired **Sherri Charleston JD'12**, now assistant vice provost in the UW's Division of Diversity, Equity, and Educational Achievement, to restructure the program. She and other First Wave

faculty and staff have aimed to ensure that it still fulfills its original goals and sets itself up for long-term success. Collecting feedback from current students and from First Wave alumni helped inform the process.

A new cohort started this fall, and Charleston says the program will continue to evaluate changes made so far and maintain a hip-hop focus.

One of the alumni who provided feedback was Snow, who, upon learning of the recruitment pause, reached out to the program to see how she could help. She flew from New York to Madison and met with Charleston and then-interim director of First Wave, **Adey Assefa '04, MS'07**, to ask questions and discuss ideas. She also began creating a strategic plan for the program, pulling from her experiences as an executive leader at a youth arts nonprofit and as a First Wave graduate.

Snow says she felt she had a unique perspective on both the program's strengths and its weaknesses. "So, I started developing my dream utopia — this is what First Wave could be," Snow says. "There's so much richness to Madison, but I would really love to contribute to that culture and help elevate Madison to be an even larger cultural hub of the Midwest."

As she begins her directorship, Snow also sees her role, and the adjustments she looks to implement, as having the potential to contribute to a national conversation about hip-hop education, diversity, equity, and campus climate.

"That's what is revolutionary about First Wave ... we invest in young people with these full-tuition scholarships, but we also invest in building out a campus in a city that they can feel at home in," she says. "I think we have the power to really improve campus climate for all students."

AN EXERCISE IN GRIEF

BY ERIN LEE CARR '10

A new memoir provides a loving and candid look at Carr's relationship with — and sudden loss of — her father, New York Times journalist David Carr.



*David Carr at
the family's
cabin in the
Adirondacks the
summer before
he died*

In All That You Leave Behind, Erin Lee Carr '10 invites the reader to join her on an intimate journey of tragedy and triumph. As she struggles to come to grips with the 2015 death of her father and mentor, the legendary New York Times columnist and best-selling author David Carr, she highlights the inconvenient complexities that make us all human. David wrote about media and culture and published 2008's The Night of the Gun about how he overcame a cocaine and alcohol addiction. Erin's memoir, excerpted below, outlines her own struggle with alcohol addiction, as well as her time on campus and her blossoming career. Erin is a director and producer known for HBO documentaries such as At the Heart of Gold about the USA Gymnastics sex abuse scandal and I Love You: Now Die about the Michelle Carter murder-by-texting trial. "I'm a hard worker, and I think Madison very much instilled that in me," she said in a UW interview in 2013. In 2018, she was named to the Forbes "30 Under 30" list of the most influential people in media.

It was Thursday night, and I had work to do at my office in Brooklyn the next day, so I kissed [my boyfriend] Jasper goodbye and headed into the subway. When I got out, I had two missed calls from [my stepmom] Jill. I called her back.

"Listen to me carefully, and do not panic," she said. "Someone called me from the *Times* saying that Dad has collapsed. I need for you to get to St. Luke's Hospital. I'm in New Jersey and heading into the city right now, but you're closer and can get there first. I called Monie and she will be there to meet you. Do not call your sisters. I want to know what the situation is before I call them."

I hung up and looked at the subway, calculating how long it would take to get to the hospital, before realizing that was insane and quickly hailing a cab. After I closed the car door, I sat and obsessed over the lack of descriptors in Jill's call. What did "collapsed" mean? Was he conscious? Alive? I called my best friend, Yunna. My voice cracked. She sounded startled by the news but told me everything was going to be okay.

I listened to an audiobook on my iPad (his iPad that he gave me), anticipating that I'd need to be in a semi-stable state of mind for whatever came next. I played Gretchen Rubin's *The Happiness Project* and tried to stop sobbing. When I paid the fare, my cab driver mumbled, "I'm sorry." I nodded but had no words.

Monie, a close family friend, was there waiting. As I ran to her, she said loudly to the security officer in the triage area: "This is David Carr's daughter!"

Just hours before, I had heard those words as I tried to find my seat at his event. My whole life it had been my introduction; I hoped to God that I would hear it again.

Dean Baquet, executive editor of the *New York Times*, walked over to me in the ER reception area. There was nothing to say except the truth: "He's gone. I'm so, so sorry." I heard shrieking; Monie was screaming loudly. I was mute. I noticed that Dean was wearing a purple scarf. Jill had not yet arrived.

They led Monie and me into a small waiting room where a young bearded guy was seated. Apparently he was the one who'd found my dad's unconscious body on the floor of the *Times* newsroom. He had tried to do CPR but was unsuccessful. He looked down. None of us had a single thing to say. Boxes of tissues littered the top of the generic wooden coffee tables. I reached for one.

I excused myself and went to the bathroom to call Jasper. "Is he okay?"

I didn't yell or scream the worst words I have ever said out loud. Instead, I whispered them, willing them back into my head, but there they were.

"He died."

I threw up immediately.

"Oh my God, babe, oh my God," Jasper said over and over.

His words rang in my ears.

I woke up the next morning certain that I was dying, too. The words "My dad is dead" beat like an awful drum inside my head. Suddenly, a memory flashed. Christmas Eve, a few weeks before. We were all sitting around the living room. My dad had made a point to celebrate how life had worked out nearly perfectly for everyone in our family. Relationships, jobs, money, happiness. I remember thinking how right he was. "Everything has broken our way," he'd concluded.

Now everything was just broken.

No one gets to choose the traits they inherit from their parents. I was blessed with a semblance of smarts, blue eyes, and giant, man-sized feet. When I was 13, a kind, elderly pediatrician remarked that with feet like these, I was sure to grow in height. At 27 years old I'm still five feet, four inches. But other promised inheritances have come true. Some darker than others, like a fondness for the drink.

When I was growing up, my dad often whispered to my twin sister, Meagan, and me, "Everything good started with you." I realized the converse truth — that there must've been an "everything bad" before there was an everything good.

When I was in third grade, living in Washington, DC, a friend came over after school one day. Let me



preface this by saying this wasn't a typical event in my life. I was an awkward kid who had no clue as to what was "cool," and the savvy kids knew to stay the hell away from me. Finally, after many failed attempts, I made a friend. Her name was Alex.

Jill picked us up from school, and I remember Alex gave me a funny look when I called Jill by her first name, instead of "Mom," and later asked me about it when we were alone in my room. I explained to her what had been explained to me, that my parents used to be drug addicts, but my dad no longer did drugs and was now married to Jill. You know, basic eight-year-old stuff.

It was hard for my eight-year-old brain to grasp the true dark story of what had happened, but I eventually learned that my parents' appetite for cocaine was monstrous, quickly moving from recreational use into freebasing. No one celebrated when my mom found out she was pregnant, but the show went on. My mother claims she used only a couple of times while Meagan and I were in utero, though she is the

only one who knows this for sure. After six and a half months of pregnancy, her water broke and she went into labor. It was the spring of 1988, and the math did not look good.

Our premature little bodies were placed in incubators. My dad and mom continued to use, and the relationship dissolved when the coke business was done. We were a product of the union but also a reminder that they were not good together; they split after we were born. I have been told that my dad's moment of reckoning, as captured in his memoir, came when he left us in the dead of winter, strapped into our snowsuits in the car, to go score and get high in a nearby crack house. We could have frozen to death.

In our first year, my mom took turns taking care of us, these little babies. She had two previous kids of her own, and it was obviously a lot to handle. Once again she turned to drugs. It was clear that she was not a viable option in terms of guardianship, nor was my dad. Who was left?

In December 1988, when we were eight months

Erin Lee Carr (left) and her twin sister, Meagan, gave their father, David, a compelling reason to overcome the substance abuse that characterized his early years.

old, my dad entered an inpatient rehabilitation facility whose name held a sort of reverence in our home: Eden House. My sister and I were placed temporarily in foster care through Catholic Charities. Our caretakers were Zelda and Bob, kind Minnesotans whose kids were all grown up. When my dad was writing [his memoir], *The Night of the Gun*, he interviewed them, and they recounted his erratic behavior. Direct, intense, falling over. He wanted us to receive perfect care, but he looked desperately unable to provide any. Zelda recalled feeling horrified and glad to scoop us up into her arms. My grandmother was with him when he dropped us off.

She didn't have high hopes. It would be his fifth time in treatment.

After much hard work on his part, we were returned to our dad after he successfully finished his six-month program. He had the reason for recovery right there in front of him. What would happen to us if he picked up a drink or used again? I can only imagine how unmanageable it must have felt for him at times, single-parenting two babies that needed every goddamn thing from you.

We developed a life, in small, finite ways. Grocery store, walk home, dinner, bath, story, bed. A routine is what we all craved after the chaos early on. His lawyer, Barbara, asked him to keep a journal of our life together, in case the judge needed proof that he knew what he was doing. How many times he changed us, what he fed us, what bedtime looked like. While the diary started off as the ramblings of an incoherent and sleep-deprived addict in early recovery, it became the written testament of a single parent who fiercely loved his children. And we loved him back.

When I look at photos of my mom, I search for the woman my dad fell in love with. He could be violent with her, and there were things that happened during their time together that she could not forgive. She's told me she feared for her life, but my dad said she left us with him to pursue her drug habit. He eventually filed for sole custody, citing child abandonment. There is no record of her contesting the paperwork or responding in any way. My dad became our sole guardian, a rarity back then for a father in child custody disputes.

I have not seen her since I was 14 years old.

After all the stories, with all their hints of what I'd inherited, of course I would stay away from drugs. I was smart enough to avoid repeating the same mistakes. That path had been worn out, and I was going on the straight and narrow. Or so I believed.

During the summer of my sophomore year of high school, my friend Jenny and I invited our small cohort over to watch Ryan Phillippe bamboozle the ingénue Reese Witherspoon in *Cruel Intentions*. Buzzed on the underlying sexual tension, we were looking for something to do next.

"I know my parents keep a bottle of vodka around here somewhere; we could take turns," Jenny offered as she left the room in search of a bottle of lemon-flavored Ketel One. She came back with a bottle, and we traded swigs, all the while grimacing at how "gross" it tasted.

But in truth, it didn't taste gross to me; it tasted like pure magic. My head started to hum, my smile felt easier. The night devolved into YouTube videos and fits of laughter until we all passed out. Later that night, I stole to the basement one more time to take additional swigs. I pressed the bottle to my mouth until it was empty and promptly threw up all over the basement floor. The next morning, Jenny wondered aloud why I got so sick when we only had a couple of sips. I didn't have the courage to admit that I drank more by myself. Instinctively I knew that was something that should be kept secret.

Eventually it came time for me to pursue higher education. Almost a decade after we left the Midwest, my family and I made the drive back — this time from New Jersey to Madison, Wisconsin, where I would be attending college. We pulled up in our Ford Explorer to the dorm that would be my home for freshman year; I was sweaty from days in the car with my dad, Jill, and Meagan. I was also sweaty from nerves. Did I look the part of a hip-but-edgy college freshman? I had dyed my hair an auspicious color of fire-engine red and cut it short. I rocked a Rolling Stones T-shirt and red-and-black-striped skinny jeans from the cult-kid-wannabe chain Hot Topic. Years later, my dad teased me that it seemed like my mission was to go to college as ugly as possible.

Before he left me at the dorm, he told me to have fun but to practice caution; he knew that college would be a time of high jinks. And as always he told me how desperately proud he was of me. A couple of tears leaked out of my eyes as he hugged me. I was ready, but that didn't mean it didn't hurt to say goodbye.

It took a while, but I started to get the hang of the whole college thing. I logged some serious time in the library, but I also devoted quite a few hours to drinking amber liquids at the famed Wisconsin student union with my beloved gang of miscreants. I felt like I found my people in college — weirdos like me who laughed loudly and stood out among the preppe Wisconsinites that lived for football Saturdays. Sure, we went to football games, but it was mostly just used as an excuse to drink.

Once, on a night before my dad was due to arrive for one of our biannual visits, my roommate Jamie clumsily elbowed me in the face while drinking. As a result, my Monroe piercing (a stud above the lip) became infected. It. Was. Not. Pretty.

When my dad stepped off the plane the next day,

he took one look at me and said, “What the f---?” Instead of dropping off his luggage at the Best Western downtown, we headed straight for the piercing place on State Street. The Monroe had to go. I protested, albeit weakly, because in truth the throbbing in my face was getting to me. Afterward, we walked outside. “What is it about you that trouble just sort of follows you around?” he asked, his expression one of bewilderment tinged with disappointment. I expected him to crack wise but was met with silence. He looked at me and said, “I have to say I am a little worried about you. ... Did this happen while you were drinking?”

The question hung in the air. While my dad had been sober for most of my childhood, my mom had not. I knew what addiction looked like. The disorder ran in my genes. I tried to push that feeling to the far reaches of my brain whenever it surfaced, with moderate success, but I saw the disease infect the people in my life. Some would recover. Others, like my mother, would not. The warning was there when I took my first drink.

In college, I kept an online journal, and I typed furiously about my burgeoning drinking problem. Still, I got mostly Bs and some As. I could study and hold down a part-time job. I had a friend group that was full of smart, genuine people. I was responsible and showed up on time. But I often woke up drenched in sweat, paranoid about the things I did or said the night before, knowing I would just do it again the next weekend. Drinking, even when I was 18, started to guide my choices.

On April 15, 2008, I finally turned 21. My dad sent me a bottle of Dom Pérignon and a letter. Despite his misgivings about my drinking, he felt I deserved to enjoy some nice champagne. I never asked him why.



Sudden death creates a creeping sensation that you are living in an alternate reality. As weeks passed, I couldn't help but text him. Because we'd been so digitally tethered, it felt only normal, albeit a bit morbid. Our text history is short. I deleted a majority of them to free up space on my phone and I curse myself for it. But I still have his emails. I created a Google document and start copying and pasting my favorite lines.

The words were there, archived. But he was not an active part of the conversation anymore. I had so many questions for him.

- How do I have a career without you?
- What else did you want to do?
- Was my moderate success because of you?
- How do I live sober?



© STEPHANIE GEODES

- How can we remain a family without you?
- Why were you so hard on me?
- Why were you so hard on yourself?
- Did part of you know that you were going to die?
- What do you wish you had told me before you died?

The information exists within his digital sphere — data for me to mine. Possible answers to my many, many questions. ●

From the book All That You Leave Behind by Erin Lee Carr, published by Ballantine Books, an imprint of Random House, a division of Penguin Random House LLC. Copyright © 2019 by Erin Lee Carr.

On Alumni

Alumni News at Home and Abroad



NICK BERARD

Diane Endres Ballweg '85

Diane Endres Ballweg stands out for her fierce commitment to giving not only financial resources — but also time and talent. The owner of Endres Manufacturing, a steel fabricating business in Waunakee, Wisconsin, she started the company's foundation in 1996 and serves as its president.

Endres Ballweg earned three degrees — including her UW–Madison degree in music — while raising her three children. She taught music in several area schools and through her music studio, The Perfect Octave. She earned her private pilot's license in 1997, and since 2001, she has shared her love of aviation as an instructor and the founder of the aviation program at Edgewood High School in Madison.

A member of the Bascom Hill Society, she has made substantial gifts to the university's Mead Witter School of Music (for which she serves on the board), the School of Human Ecology, and many other campus units and initiatives. Most recently, Endres Ballweg provided two Steinway grand pianos for the UW's new Hamel Music Center.

She has also given to Madison institutions ranging from the Overture Center and the Madison Symphony Orchestra to the Madison Children's Museum and Porchlight. She serves on the National Committee for the Performing Arts at the Kennedy Center in Washington, DC.

Endres Ballweg has also been active with the Madison Community Foundation. Its president, **Bob Sorge '90, MBA'13**, says, "Nobody has more energy than Diane. In almost the same sentence, she will tell you about an event she hosted in her home last night, offer to do the same for you, and ask if there's anybody special she might thank with a personal note." Endres Ballweg definitely lives up to one of her favorite sayings, an Einstein quote that she paraphrases as, "Don't strive to be a person of wealth, but rather a person of value."

Diane Endres Ballweg and her daughter, Kate, fulfilled a goal to visit all seven continents and swim in all four oceans before Kate graduated from high school.

Phill Gross is known as a true advocate and champion of the underrepresented. He's not just involved in supporting diversity on campus — he is passionate about promoting it across the country.



COURTESY OF PHILL GROSS

Phill Gross '82, MS'83

Phill Gross is a cofounder and managing director for Adage Capital Management. The Boston-based firm manages some \$30 billion in assets, mostly for non-profit and academic endowments and foundations. Adage has outperformed the S&P 500 in 17 out of the 18 years of its existence.

According to UW–Madison deputy vice chancellor and chief diversity officer **Patrick Sims**, "Phill Gross is a person who sought out and valued diversity and inclusion long before it was formally declared as the right thing to do." Gross's commitment deepened when he became friends with the late **Mercile Lee**. She was the founding director of the UW Chancellor's and Powers-Knapp Scholarships, which attract students from underrepresented backgrounds. Phill and his wife, Liz, made a major gift to the Chancellor's Scholarship Program, and they've offered to match donations to extend the program's reach.

Gross's long list of additional UW involvements includes serving on the UW Foundation board's investment committee, and he and Liz have been generous supporters of Alumni Park. A member of the Van Hise Society, Gross has been extremely generous to the Wisconsin School of Business and joined its Wisconsin Naming Partnership as a founding member. He is an avid supporter of the school's Business Emerging Leaders Program for high school students, which cultivates diverse student leaders.

The Grosses also support philanthropy in Boston and beyond, including efforts to get inner-city kids involved in sports. Gross is a founder of Strategic Grant Partners, a Massachusetts consortium of foundations that benefits education, youth, and families.

Phill and Liz also support medical research at Tufts University; the Dana Farber Cancer Institute, where Phill is chair of the science committee; and the Harvard Medical School, where he is on the board of fellows.

2019 Distinguished ALUMNI AWARDS

WAA honors four extraordinary alumni.



CLINT THAYER/UW-MADISON DEPARTMENT OF MEDICINE

Dennis George Maki '62, MS'64, MD'67

Physician **Dennis Maki** is a UW-Madison emeritus professor of medicine whose research on hospital-acquired infections has saved countless lives.

After postgraduate training at Harvard and the Centers for Disease Control, Maki returned to the UW campus, where he built a nationally renowned infectious disease program, which he led for more than three decades. He has also served in multiple roles at UW Health in the past 46 years.

Robert Golden, dean of the UW School of Medicine and Public Health, calls Maki a triple threat, referring to his expertise in education, research, and patient care. According to his fellow physician David Andes, Maki's outreach is unsurpassed by anyone in the school's history, and he's won more than a dozen teaching awards.

A 1958 graduate of Edgar High School in Marathon County, Maki personifies the Wisconsin Idea. He has visited virtually every hospital in the state, and has held visiting professorships throughout the world. His more than 370 research papers provide the basis for most of the infection-prevention techniques used around the globe.

A Bascom Hill Society member, Maki has given to many areas of campus, including the medical school, the All Ways Forward Campaign, and the Great People Scholarship. He and his wife, Gail, have also given to many local charities, including Access Community Health Centers, Madison Area Urban Ministry, and the Wisconsin Medical Society Foundation.

Maki has been a consultant to the Centers for Disease Control, the National Institutes of Health, the Food and Drug Administration, the U.S. Department of Health and Human Services, and the United Kingdom National Health Service. He's received a UW-Madison Hilldale Award and was named a Wisconsin Medical Alumni Association Distinguished Alumnus in 2009.

Physicians from Wisconsin and beyond refer their patients to Dennis Maki for assistance in diagnosing and treating complicated or life-threatening illnesses.

Jill Soloway credits emeritus communication arts professor JJ Murphy and his 16mm production classes for launching their love of filmmaking.



JESSE CHAMBERLIN/MARBLE

Jill Soloway '87

Jill Soloway is the creator of the groundbreaking Amazon series *Transparent*, a comedy that explores issues related to gender identity through the lives of a complicated American family. *Transparent* received two Golden Globes, 24 Emmy nominations, and eight Emmy awards, including two for Soloway's directing. For the series finale, *Transparent* transitioned into a movie musical cowritten by Jill and sibling Faith Soloway.

According to **Tony Michels**, director of the UW-Madison Center for Jewish Studies, "Not since Norman Lear has a writer so audaciously spurred television audiences to laugh and think and ask, 'Who are we?'"

Soloway also cocreated and directed the Amazon series *I Love Dick* and wrote and directed the feature film *Afternoon Delight*, which won the 2013 Directing Award at Sundance. Soloway founded Topple, a production company that aims to help women, people of color, queer people, and their allies use their stories and voices to change the world. Topple was recently joined by the publishing imprint Topple Books on Amazon.

Soloway has published two memoirs, *She Wants It: Desire, Power and Toppling the Patriarchy* and *Tiny Ladies in Shiny Pants*.

Soloway, who identifies as gender nonconforming and uses the singular *they* pronoun, is an activist and supporter of LGBTQ causes and feminism. They cofounded 5050by2020, an artist-empowerment network and strategic initiative of Time's Up, which seeks to prevent sexual harassment in the workplace.

Soloway credits UW-Madison women's studies courses with helping them start to think about gender roles and the place of women in society, a continual theme in their writing. Soloway has generously taken the time to return to campus to speak to students who want to pursue careers in film.



BRUCE RICHTER

As you walk up Langdon Street, just before the row of classic fraternity and sorority houses, it's hard to miss the modern architectural front of UW Hillel, a nonprofit foundation and Jewish student organization. And if you happen to walk past it on a Friday evening, you'll notice a steady stream of students gathering to decompress over the weekly Shabbat dinner as they usher in Judaism's Sabbath.

Roughly 150 UW students and community members from a variety of backgrounds attend each week. They're greeted at the entrance by student leaders and **Andrea Steinberger**, who has been UW Hillel's rabbi for more than 20 years.

The evening starts with services led by students for the Re-

The UW has the sixth-largest Jewish student population among public universities, with some 4,200 Jewish undergraduates.

form and Conservative Jewish movements. Afterward, attendees gather at round tables to bond over a free catered dinner from Hillel's kosher-certified restaurant, Adamah Neighborhood Table. Before the meal, Steinberger leads a Hebrew welcoming song and attendees join in for a traditional blessing of the wine and braided challah bread in the middle of each table. They each pull apart a piece of the bread, which releases the room into vibrant conversation.

Zoey Dlott x'21 celebrated Shabbat every week with her family while growing up in Virginia. After moving to campus, she soon yearned for the family tradition. "I felt like I was missing that community aspect of my college experience.

But I found it at Hillel," Dlott says. "Whenever I go to services, I see a bunch of people who are also looking for that sense of community."

The UW has the sixth-largest Jewish student population among public universities, according to Hillel International, with some 4,200 Jewish undergraduates representing more than 10 percent of the total student population. UW Hillel was founded in 1924 as the second such foundation in the country. Hillel now has a presence at more than 550 universities.

"Shabbat has always been an opportunity for people to take a break," says Steinberger, "to let go of some of their worries and obligations, and to reconnect with people."

NINA BERTELSEN '19

30s

Rachael Woodhouse Kester '37, soon to be 103 years young, is living an active life in Boulder, Colorado. A resident of a senior independent living community, she recently had an art exhibit there that displayed her spinning, weaving, knitting, and sewing projects throughout the years. She also has taken up painting more recently. Born in Prairie du Chien, Wisconsin, Kester majored in French while at the UW. Thank you, fellow grad **Roger Rathburn '55**, for sharing this news with us. We wish you a very happy birthday, Ms. Kester!

40s

"I haven't seen any alumni notes or commentary from or about the alumni class of 1944," writes **Marial Pliss Poll MS'44** of Hazel Crest, Illinois. "Therefore I am taking responsibility for informing you that I am still here!" Poll turned 97 years old in May. She earned a degree in physical education at the UW and wrote her thesis with the guidance and friendship of **Margaret H'Doubler 1910, MA1924**, founder of the UW Dance Department, and the support of **Ruth Glassow 1916**, who taught at the UW at the time. Today Poll has six children, 15 grandchildren, and 13 great-grandchildren, and she had celebrated more than 50 years with her late husband, Ernest. Her family gets together frequently. "I've invited everyone to my 100th birthday party in only three more years," she says.

Did you know? **Eileen Lavine '45** is one of the senior editors at *Moment* magazine, an independent, award-winning, Washington, DC-based publication that covers the cultural, political, and religious complexities of Jewish life. She previously worked as a writer and editor for the *New Bedford Standard Times* and the *New York Times Youth Forum*, and she

served as the president of information services at Bethesda Editorial Company. According to *Moment* magazine's website, she was the first woman editor of the *Daily Cardinal*.

50s

National Public Radio's first program director, **Bill Siemering '56, MS'60** of Wyndmoor, Pennsylvania, was awarded the George Polk Career Award earlier this year in recognition of his roles in developing the broadcast industry, including helping to start NPR and implementing a conversational radio interview style. Among his many accomplishments, Siemering wrote NPR's initial mission statement and helped launch its popular *All Things Considered* radio program and grow *Fresh Air* into a national program. "I'm really quite overwhelmed by it," he told the *Chestnut Hill Local* of the award in March. "It's really wonderful. And, you know, as I've said, it really should be shared by all the people I've worked with, because it's nothing that I could have done on my own."

"I've invited everyone to my 100th birthday party in only three more years."

Marial Pliss Poll MS'44

Founding partner of Milwaukee-based Gimbel, Reilly, Guerin, and Brown law firm **Franklyn Gimbel '58** has earned the Big Pi Award, the lifetime achievement award of Pi Lambda Phi Fraternity. Gimbel established the law firm in 1968 and has tried 200 jury cases over the span of his legal career — including winning a reversal in front of the U.S. Supreme Court. He has also been a lawyer for the Milwaukee Deputy Sheriffs' Association for more than 30 years, has served on the Milwaukee Fire and Police Commission, and

has served as president of the Milwaukee Bar Association, the State Bar of Wisconsin, and the Milwaukee Rotary Club.

60s

Edward Anhalt '67 of Fox Point, Wisconsin, and president of the Banking on Kids program is doing good for the community through the sales of his latest book, *Mandatory Reading: Open Your Mind to 18 of Life's Most Important Questions*. Proceeds will benefit the Susan G. Komen Foundation and Guitars for Vets.

70s

Ross Marquardt '71, MA'73 has retired from his multiyear role as coordinator of the Bellingham (Washington) Human Rights Film Festival. The 10-day festival takes place each year and includes discussions about a variety of human-rights issues.

Kudos to **Thomas Johnson MS'75, MS'76** of Sausalito, California, who has earned a 2019 Distinguished Alumni Award from the UW's Department of Geoscience. He is principal of Thomas Johnson Associates and graduated from the UW in water resources management and geology.

After retiring from 33 years of teaching English at James Madison Memorial High School, **William Rodriguez MA'75** completed *The Bronx Trilogy: Three Books of Poetry about the Bronx*. The final book of the series, *From the Banks of Brook Avenue*, has been awarded first prize for poetry by the North Street Book Prize, a contest for self-published books.

Craig Manske '79, MS'81 of Hinsdale, Illinois, was a recipient of the Service Award from the Wounded Warrior Project (WWP). Presented at the WWP's Courage Awards and Benefit Dinner in May, the award recognized his efforts in helping coordinate both the organization's involvement



CREAM OF THE CROP

Though Sassy Cow Creamery is certainly one of a kind, in scale it resembles another legendary facility 20 miles south on the UW campus.

"We're probably like a cousin of Babcock ice cream," **James Baerwolf '93** says, "or at least they were a size we could wrap our heads around when we were getting started."

As College of Agricultural and Life Sciences students, James and his brother, **Rob '96**, (at left in photo above), studied agriculture education and dairy science. They commuted daily from Columbus, Wisconsin, for classes, while also working on the family farm.

"I figured I'd be farming and wanted to take advantage of everything the university had to offer for all aspects of operating a farm," Rob says of a course load that also included plant science and engineering.

When James and Rob graduated, their parents were ready to retire, giving the brothers a chance to make the farm their own. "The college experience allowed us to be a little more willing to adopt new technology or changes in farming," James says.

Today, the brothers work the same Columbia County land their grandfather purchased in 1946, though their footprint has expanded. Their two farms cover 1,700 acres. Some 850 cows produce 6,000 gallons of milk daily, including 250 cows that produce organic milk.

In 2008, James and Rob, looking for new ways to grow their business, opened Sassy Cow Creamery. They produce and sell organic and traditional milk, 50 ice cream flavors, and other dairy products at retailers across Wisconsin and Illinois and at their Columbus location, a year-round destination for dairy lovers. Last summer, new construction tripled the size of the store.

Back when they began building the creamery, the two looked to their alma mater for tips. Working with the former Dairy Business Innovation Center, UW's Center for Dairy Research, and some Babcock plant personnel, the Baerwolves tapped into decades of expertise. They draw on the UW's resources for staffing, too. Many of the creamery's interns are Badgers. Sales and marketing manager **Kara Kasten-Olson '07** started at Sassy Cow after graduating with degrees in dairy science and life sciences communication.

As the dairy industry continues to evolve at a rapid pace, Rob's advice for future farmers mirrors the model that grew the Baerwolf farms and Sassy Cow. "New ideas and innovation are a better bet than trying to succeed in the commodity markets or by size alone," he says.

WENDY HATHAWAY '04

with local businesses and the Chicago Air and Water Show for more than a decade.

Having recently retired from his role as president of EnvisionPharmacies, **Bruce Scott '79** of Eden Prairie, Minnesota, has earned the 2019 Harvey A. K. Whitney Lecture Award from the American Society of Health-System Pharmacists. The honor recognizes Scott's contributions to advancing the field, such as his efforts in expanding patient access to pharmacist services and developing future leaders.

80s

Cerner, a health-information technology supplier based in North Kansas City, Missouri, has welcomed **Melinda Mount '81** as one of its four new directors. She previously served as the president of AliphCom, Inc., and held senior-level positions at Microsoft.

CEO of the National Sheriffs' Association **Jonathan Thompson '81** has completed his role as vice chair for the National Law Enforcement Officer Memorial Foundation. In this position, Thompson helped spearhead the opening of the foundation's museum in Washington, DC, and the 30th Candlelight Vigil remembering the country's fallen law enforcement officers.

Steven Braun '83, a wealth management adviser at Northwestern Mutual in Chicago, has been selected as a 2019 Most Exceptional recipient through the company's 2019 Community Service Awards program. The award includes a grant for Cures within Reach, which strives to improve the patient experience. The organization was also awarded a 2019 Quality of Life grant from the MDRT Foundation — which helps fund nonprofit organizations — in honor of Braun's volunteerism.

David Farley '83, MD'88

of Tower, Minnesota, a surgical consultant in the Department of Surgery at Mayo Clinic, has joined the global medical panel at Fundamental Surgery. In this role, Farley will guide the development of the business's education platform with a focus on general surgery. At Mayo, Farley has served as the director of the general-surgery residency program for 15 years, and he is a professor of surgery for the Mayo Clinic College of Medicine and Science.

The CEO of the Bedford, Massachusetts-based Progress Software Corporation, **Yogesh Gupta MS'83**, has been appointed to the MassTLC Board of Trustees, which works to develop an inclusive technology ecosystem in Massachusetts. Gupta, who has 30 years of experience in the software industry, joins a group of more than 30 individuals who have all made a significant impact on the region's technology environment.

Jeremy Haefner MA'83, PhD'86 has taken the reins as chancellor at the University of Denver. Now the 19th individual to hold this position, Haefner started in the role this past summer. He previously served as the university's provost and executive vice chancellor.

Founding director of Virginia Tech's Program in Real Estate and professor of agricultural and applied economics **Kevin Boyle PhD'85** has been named the first Willis Blackwood Real Estate Director by Virginia Tech's board of visitors. Boyle has secured more than \$12 million in grant funding and was named a fellow by the Agricultural and Applied Economics Association earlier this year.

David Combs PhD'85 has earned the Outstanding Advisor Award from the Wisconsin Agricultural and Life Sciences Alumni Association. A professor in the UW's Department of Dairy Science, Combs was recognized

for his contributions to research and instruction. Each year, he advises undergraduates and teaches several courses. He also has coached the UW's Dairy Challenge Team since 2002.

Jonathan Levine '85 of Mequon, Wisconsin, has been recognized with a top ranking in the 2019 edition of *Chambers USA: America's Leading Lawyers for Business*, which assesses law firms and lawyers based on client and peer reviews. Levine has been recognized by Chambers each year since 2006 and is a shareholder in the Milwaukee and Madison offices of the global firm Littler Mendelson.

John Weidner '86 moved from the University of South Carolina to the University of Cincinnati last summer. After serving as department chair and professor of chemical engineering at UofSC, he is now the University of Cincinnati's new dean of the College of Engineering and Applied Science. Weidner, whose research focuses on renewable energy applications, has been a visiting scientist at NASA's Jet Propulsion Laboratory, serves as the principal investigator on several projects funded by the U.S. Department of Energy, and has four pending patents.

Noodles & Company founder and CEO **Aaron Kennedy MBA'89** has been appointed the entrepreneur-in-residence at TitledTownTech by UW-Green Bay and the UW System. TitledTownTech, a facility in development that will bring digital innovation and expertise to the region, is spearheaded by a partnership among UW-Green Bay, the UW System, the Green Bay Packers, and Microsoft.

90s

We give a big Badger high-five to **Pamela Alexander Hart '90, JD'02**, who is now the executive director of the Center for Animal Law Studies at Lewis & Clark Law School in

Portland, Oregon. For the past 13 years, she held a supervisory position at Animal Legal Defense Fund. Hart also has developed an animal law course that she taught at UW-Madison and the University of Chicago Law School; is the coauthor of *Animal Law — New Perspectives on Teaching Traditional Law: A Context and Practice Casebook*; and cofounded Sheltering Animals of Abuse Victims, a Dane County nonprofit, nearly 20 years ago.

A science writer for the University of Massachusetts-Amherst's Office of News and Media Relations, **Janet Lathrop '90, MS'93** is one of seven recipients of the Chancellor's Citation Award from the university. The honor recognizes her dedication to bringing news about research to the public. She has worked for the university for 11 years.

Joseph Sholler '90 has been appointed chair of the Alumni President's Advisory Council for the Wisconsin Alumni Association. A director at UBS, a global financial services company, in the New York City area, Sholler has served on the council since 1995 and is also the president of the board of directors for the Wisconsin Eastern Alumni Scholarship Fund.

David Knopp '94, the Africa director of the Wood Foundation, has resided in East Africa for nearly 20 years. The foundation is a philanthropic investor in smallholder tea farmers, working directly with 66,000 people. "I am very proud to be leading a world-class management team who, through these investments, are transforming smallholder livelihoods and communities in East Africa with an impact that will be felt for generations to come," Knopp wrote in the foundation's March 2019 *Chairman's Review*.

Lori Generotzke LaGrow '94 is the new chief financial officer at Coakley Brothers and

BOOK NEWS?
See page 59.

CLASS NOTES SUBMISSIONS
uwalumni.com/go/alumninotes • Class Notes, Wisconsin Foundation and Alumni Association (WFAA), 1848 University Avenue, Madison, WI 53726

DEATH NOTICES • NAME, ADDRESS, TELEPHONE, AND EMAIL UPDATES
alumnichanges@uwalumni.com • Alumni Changes, WFAA, 1848 University Avenue, Madison, WI 53726 • 888-947-2586

To submit an obituary, please see page 56.

Brothers Interiors in Milwaukee. Bringing more than 20 years of experience in corporate finance leadership, LaGrow will work to create efficiencies and enhance financial capacities. The company helps organizations transform their working environments.

Stinson LLP partner **Todd Martin JD'95** of Sun Prairie, Wisconsin, has earned the State Bar of Wisconsin's 2019 President's Award, which recognizes attorneys who demonstrate outstanding service to the bar and the profession. Martin, who counsels clients in health and welfare employee benefits regulation, has served as chair of the State Bar Insurance and Member Benefits Committee. He was also inducted as a fellow of the Wisconsin Law Foundation in 2018.

"There were a lot of dresses, a lot of ruffles, a lot of pink."

Elizabeth Aguilar Medina '06 told Channel 3000 about starting the Girl Wonderful clothing brand.

Certified public accountant **Ryan Paulson '97** has stepped into the role of vice president, controller, at Dover, a global manufacturer based in Downers Grove, Illinois. Paulson, who joined Dover in 2017, will also serve as the company's principal accounting officer, which he has done on an interim basis since May. Prior to joining Dover, Paulson was a partner at PricewaterhouseCoopers.

The U.S. Department of State and the J. William Fulbright Foreign Scholarship Board have announced that **David Ros-enwasser EMBA'98**, associate professor of marketing at Lindenwood University in Saint Charles, Missouri, has received a Fulbright Specialist Program award. The honor recognizes his help in working with the Tunisian Ministry of Tourism and Handicrafts to create a strategic marketing plan that aims to

attract U.S. tourists to Tunisia.

Dan Hoppe '99, a teacher at Stevens Point Area Senior High, has been named the 2019 Wisconsin History Teacher of the Year. The annual award, presented by the Gilder Lehrman Institute of American History, showcases the importance of history education. It honors one K-12 teacher from each state, the District of Columbia, Department of Defense schools, and U.S. territories. Hoppe has taught in the Stevens Point school district since 2002.

00s

Staci Griesbach '00 has released her debut album, *My Patsy Cline Songbook* — a jazz tribute to the late singer Patsy Cline. Griesbach performed with the Wisconsin Singers while a student, and she most recently held the position of vice president of worldwide publicity for Sony Pictures Entertainment in Los Angeles before she decided to pursue her passion for music.

Andrew Petersen EMBA'02, senior vice president of corporate affairs at the Madison-based telecommunications company TDS Telecom, has been elected president of the UW System Board of Regents. He has been a regent since 2013 and had served as vice president of the board since 2017. Fellow alumnus **Michael Grebe JD'93**, chief legal officer for Milwaukee-based Aurora Health Care, has been elected vice president of the board.

Equilo cofounder **Jessica Sewall Menon '03** has been awarded a National Science Foundation Small Business Innovation Research grant to conduct research and development on a gender-equality tool. Equilo utilizes global data and machine learning to help decision-makers encourage gender equality and social inclusion.

Bryan Gadow '04, MPA'05 had a busy start to

the year. He graduated from the Wisconsin Certified Public Manager program through the UW's Division of Continuing Studies — a 300-hour, nationally accredited program that prepares employees for public management. He was the graduation keynote speaker for the UW's Department of Planning and Landscape Architecture, selected by the graduating class after being an adjunct lecturer. Gadow has also become the city administrator for the City of Monona, Wisconsin, and previously served as village administrator for the Village of New Glarus, Wisconsin.

Greg Gautam '05 has been selected from a pool of nearly 500 applicants for inclusion on the *Phoenix Business Journal's* 2019 40 under 40 list. A partner at law firm Snell and Wilmer, he has helped shape the Phoenix area to make it a better place to work and live.

Sara Illies Klemme '05 has been named president of Madison Festivals, Inc. The nonprofit produces Taste of Madison, Madison Marathon, and Run Madtown. Klemme has also been elected chair of the Emerging Leadership Board at the UW Carbone Cancer Center.

Miriam Brosseau '06 has been named to the Double Chai in the Chi: 36 under 36 list of young Jewish influencers in Chicago. The list, compiled each year by the Jewish United Fund of Chicago's Young Leadership Division and Oy!Chicago, recognizes recipients' contributions in their professional and personal lives, as well as their work in the Jewish community. Brosseau is the principal of Tiny Windows Consulting, a nonprofit strategy and communications consultancy that aims to create a kinder world.

Elizabeth Aguilar Medina '06 and her mom, Debra Kusmec, have created Girl Wonderful, a girl-positive brand of clothing and accessories that

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.

strives to invite meaningful conversation. The brand, which offers shirts that encourage girls to be scientists, artists, astronauts, the president, and more, started in 2014 and has since grown nationwide. Medina was inspired to create a line after seeing limited options when her daughter, Isa, was born. “There were a lot of dresses, a lot of ruffles, a lot of pink,” Medina told Channel 3000 in June. She has worked for designers such as Vera Wang.

Hearty congrats to **Ritu Mishra PhD’06** of Fremont, California, who has been awarded the 2019 Technical Service Award from the Association for Dressings and Sauces for her dedication to the association’s technical programs. She has been a scientist at the Clorox Company — which owns brands such as Hidden Valley Salad Dressing — for more than a decade.

Michelle Noth McCready ’07 has been promoted to deputy executive director at Child Care Aware of America, which works with state and local agencies to ensure families have access to quality, affordable child care. McCready has served the organization for nearly a decade in roles such as chief of policy and senior policy adviser.

Ida Balderrama-Trudell MS’09, interim assistant dean and director of the UW’s Multicultural Student Center and former chief of staff to the UW’s dean of students, has earned the Student Personnel Association’s 2019 Leadership in Social Justice Award. The award recognizes individuals who have demonstrated leadership and courage while creating a more socially just environment for both students and staff.

10s

This football season, former Badgers quarterback and retired NFL player **Scott Tolzien ’11** has been an

COURTESY OF UNIVERSITY OF GEORGIA



CLASS TAKES ACTION TO DEAL WITH TRAUMA

On a typical day in the United States, nearly half a million children are in state-sponsored foster care. **Jennifer Elkins ’97, MS’98**, an associate professor at the University of Georgia, is training future social workers and lawyers to understand the unique trauma that these children and their families may experience.

Elkins has cocreated an innovative course to teach members of these two professions, which have traditionally viewed each other warily, how to

work collaboratively to benefit children at risk. Through a juvenile-court trial simulation, future social workers are gaining more confidence about representing clients in court. Future lawyers are learning to understand trauma and to more effectively use social workers as expert witnesses when they are subpoenaed to testify.

Now in its second year, the course has won Elkins and a law school colleague a 2018 Award for Innovative Teaching in Social Work Education from the Council on Social Work Education.

Trauma, which has been a research focus throughout Elkins’s career, “is much more messy and complex than we realize,” she says. “This is in part because it’s an individual’s experience of the event that matters, not the objective event itself. This explains how two people can experience the same traumatic event but have very different responses to it.”

A recent mock trial at the University of Georgia involved a scenario where both parents were at risk of losing their parental rights because of the father’s alleged sexual abuse of their son. In addition, the mother was a victim of the father’s physical violence. Child welfare lawyers often seat parents at risk of losing their parental rights together. But in this case, that would have retraumatized the mother due to her own abuse, so the lawyers in the mock trial opted to seat the parents apart.

“It’s really been beneficial to work with the law students and communicate with them on ways to infuse more trauma-informed perspectives,” says University of Georgia student Avital Abraham, who is earning a master’s in social work. She expects that the mock trials will reduce stress levels if she is called to testify in the future.

Elkins concurs. “We’re increasing the comfort levels and readiness for social workers in the courtroom. It’s an arena where social workers have a lot of potential power to be heard on behalf of their clients.”

Elkins says she feels fortunate that she had the opportunity to learn from some of the pioneers in the field of social work at Wisconsin, and she waxes nostalgic about her time on campus. “I now look upon cold weather, and the strategies I used to stay warm, quite fondly,” she says. “Wearing mittens over gloves. Figuring out a path that allowed me to stop in stores to warm up [on the way to class]. I drove a 1980s Buick Regal with rear-wheel drive, so I had to drive pretty strategically, too!”

ALLISON SALERNO



DANA CRARY

CHILDREN'S CHAMPION

For **Layne Wetherbee x'20**, taking time away from her studies at the University of Minnesota unexpectedly brought her to UW–Madison. Originally from Arkansas, Wetherbee was employed at Head Start as an assistant teacher when she became interested in working with children who have experienced trauma.

After receiving encouragement from a social worker at Head Start, Wetherbee began her search for the right university. “I feel like this field chose me,” she says.

UW–Madison assistant professor **Pajarita Charles** offered Wetherbee an opportunity to work with her on research that focused on fathers reentering society following incarceration. “Dr. Charles has been very influential in many of my academic decisions, specifically my decision to pursue a PhD,” Wetherbee says. “She has been an amazing mentor.”

In addition to her academic work, Wetherbee served as the volunteer committee chair for Building BASES, a student organization dedicated to families and children who are experiencing homelessness. She is also a volunteer childcare assistant for Madison's Rainbow Project, where she works with children who have experienced trauma.

“Layne is a leader among her peers,” says social work professor emeritus **Jan Greenberg MS'78**. “She demonstrates the capacity to think creatively and broadly about research so she can apply that knowledge to tackling difficult social problems. She is an embodiment of the Wisconsin Idea.”

Wetherbee has identified gaps in the services offered to Madison's homeless population, and she developed an after-school art program called KindheARTed, which was implemented in September 2019 at Madison's Emerson Elementary School. After graduation, she plans to earn a master's degree.

As she shifts into her final year, she appreciates the generous support provided by the Bascom Hill Society Scholarship. “I feel incredibly honored and so grateful for this award,” says Wetherbee. “It's encouraging to know that people notice your work, and they see that you're really making a difference.”

The Bascom Hill Society Scholarship is just one of many student support programs funded by private gifts. The UW's All Ways Forward comprehensive campaign is working to increase student support during the coming year. Visit allwaysforward.org to find out how you can help.

NICOLE HEIMAN

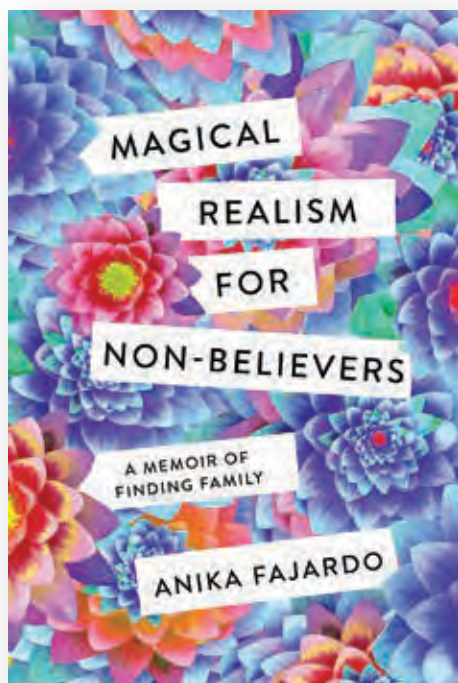
analyst for the Badgers, scouting opponents. “This is a good way for me to get my feet wet (in coaching) and try it out and see where it goes from there,” Tolzien told the *Wisconsin State Journal* in June.

Amanda PhD'11 and **Michael PhD'11 Wollenberg** have both earned tenure in the Department of Biology at Kalamazoo (Michigan) College. Amanda was the Herbert H. and Grace A. Dow Assistant Professor of Biology before her promotion to associate professor. Michael is an associate professor and has taught courses in evolution, genetics, and symbiosis. Both are recipients of 2018–22 National Science Foundation grants.

Former executive director of the New Jersey State Democratic Committee **Elizabeth Gilbert '14** has been named the executive director of the local organizing committee for the 2020 Democratic National Convention, which will take place in Milwaukee in July. She recently attended a Philadelphia fundraiser for presidential candidate Joe Biden as a guest of her father, Mark Gilbert, who is vice chair of private wealth management for UBS, a global financial services company, and former U.S. ambassador to New Zealand and Samoa.

Former Badger men's basketball player **Zak Showalter '17** has been promoted to the position of commercial banking associate at First Business Financial Services in Madison, where he helps clients structure financing and position their businesses to grow. Showalter, who majored in finance, investment, and banking as well as risk management and insurance, joined First Business in 2017 as a credit analyst.

You can (or perhaps not) find Class Notes/Diversions editor Stephanie Awe '15 cocooned in several blankets.



FINDING FAMILY

DAVE DIEKEN '97



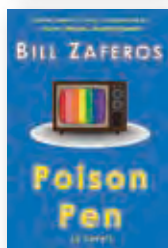
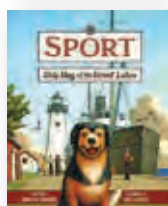
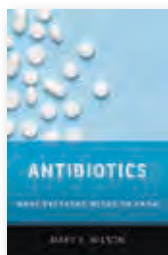
In *Magical Realism for Non-Believers: A Memoir of Finding Family*, **Anika Fajardo '97** of Minneapolis shares her journey of meeting her father at age 21. Born in Colombia and raised in Minnesota, Fajardo grew up with the explanation that her father loved Colombia

too much to leave it — but by her early 20s, she wanted to know more.

Fajardo sought to learn about a father who was a stranger and a birthplace that was unfamiliar to her, so she flew to Colombia in 1995 for answers. As she tentatively stepped into her father's life, secrets about her family and herself emerged.

The memoir offers a look back at the broken marriage of Fajardo's parents and a peek into the present day, when Fajardo becomes a parent herself. It illuminates the obstacles she faced along the way and her difficult path to understanding her place in her family and in the world. Described as "vivid and heartfelt," the book explores Fajardo's self-transformation and the meaning of family.

"Fajardo describes the pain of yearning for something you can't quite articulate, of getting what you thought you wanted and finding it less than satisfying," said a *BuzzFeed* review. "She dives into her family's past and continues her story into her own adulthood, laying bare the many complicated ways our family informs who we are and how we interact with the world."



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

Antibiotics: What Everyone Needs to Know by **Mary Wilson MD'71**, a professor at the Harvard T.H. Chan School of Public Health and the University of California–San Francisco, takes a look at the personal and societal implications of antibiotic use. Following a question-and-answer format, the book examines how antibiotics are used; how globalization enables antibiotic resistance to spread quickly; and difficult decisions ahead.

Retired fire captain **Gregory Renz '76** of Lake Mills, Wisconsin, has released *Beneath the Flames*, which captures the complexities of life through a young firefighter's perspective. Renz, who was inducted into the Wisconsin Fire and Police Hall of Fame in 2006, was a firefighter in the Milwaukee area for 28 years.

Helene Verin '77, an adjunct professor at the Fashion Institute of Technology in New York City, has published *Arsho Baghsarian: A Life in Shoes*, revealing the important work of 20th-century shoe designer Baghsarian. For more than 40 years, Baghsarian worked behind the scenes of labels with men's names, such as Christian Dior and Stuart Weitzman. The book is second in a series.

Renée Graef '80 of Los Angeles has illustrated *Sport: Ship Dog of the Great Lakes*, a children's picture book — complete with maps and vocabulary terms — that shares the pup's true story. It begins in 1914 when Sport was rescued from the Milwaukee River by a lighthouse-tender ship. Graef, an award-winning illustrator, has worked on more than 80 children's books.

When **Bill Zaferos '81** of Milwaukee wrote *Poison Pen* in 2000, he didn't know he was suffering from bipolar disorder. Written during a manic high, the novel follows game-show host Jerry Most as he meets the story's protagonist, who writes poison-pen letters for hire. The manuscript sat on a shelf for 15 years before Zaferos allowed family and friends to read it; it was published in 2019. Pulitzer Prize-winning author Thomas Peele called the book a "brilliant tour de force."

Anthony Middlebrooks '90, MS'94, PhD'99, an associate professor at the University of Delaware, has contributed to *Discovering Leadership: Designing Your Success*. The book provides a framework for individuals to lead and inspire others, concluding with advice on creating positive community change.



WILLIAM J. SMITH

A combination of experiences — painful ear infections during childhood, a family laundress undergoing a double mastectomy, her husband's death from cancer, and more — impelled **Mary Lasker's** notable life accomplishments.

Lasker x1922 became one of the most influential figures in 20th-century medical research, despite admittedly having not a speck of training as a scientist.

Together with her husband, advertising executive Alfred Lasker, she created the Lasker Foundation in 1942 to shine a light on emerging medical research. They established the Lasker Awards, which for more than 70 years have honored dozens of recipients, many of whom have gone on to win Nobel Prizes — including the UW researcher

Not all Lasker Award recipients were researchers. President Lyndon Johnson was honored in 1966 for his efforts to promote health legislation.

Howard Temin. Seeing a need to educate the public about cancer and bolster research funding, they reshaped a previously ineffective organization into the American Cancer Society.

After Alfred's death, Mary began an unrelenting campaign to counteract woefully low regard for the importance of medical research. She lobbied presidents and members of Congress, urging them to channel public money to the study of major diseases. She called upon medical experts, the media, and Hollywood as she built a network of support, leading Jonas Salk, who developed the first polio vaccine, to describe her as “a matchmaker between science and society.”

Ever the pragmatist, Lasker once said, “Without money, nothing gets done.” Thanks in large

part to her efforts, the National Institutes of Health's budget soared and the federal government committed funds to a “war” on cancer. (No doubt getting columnist Ann Landers to motivate 500,000 readers to send letters to legislators helped to pass the National Cancer Act.)

For those who questioned putting resources toward such efforts, Lasker made a succinct observation: “If you think research is expensive, try disease.”

Although she received the Presidential Medal of Freedom, one honor may have touched her heart more. An ardent proponent of urban beautification programs — she donated more than 10,000 azaleas for Capitol Hill and 300 cherry trees to the United Nations — Lasker became the namesake for a pink tulip in the 1980s.

CINDY FOSS

Conversation *Why I Became a Nurse*

Four years ago, **Elizabeth Arth '19** stayed by her son's side as he recovered from a severe spinal-cord injury at American Family Children's Hospital in Madison. Inspired by the depth of care for Henry, she left the hospital with a career-altering mission: to provide the same experience for other families. In May, she was among the first graduates of the UW School of Nursing's new, one-year accelerated bachelor of science in nursing (ABSN). It's one of the school's several efforts to deal with the ongoing shortage of nurses and an option for those who have already earned a bachelor's degree in another field. Arth, 43, did 11 months of intense study and five clinical rotations at hospitals and clinics in the Madison area.

You were working as a childbirth educator and grade-school teacher. What made you become a nurse?

In 2015, Henry spent 17 days healing and relearning to walk at American Family Children's Hospital. I was always interested in health science, but there was a moment in the hospital where I looked at what the nurses were doing and how they were caring for my son and our family. So I decided to go to nursing school and began taking prerequisites almost immediately. Fortunately, Henry is fully recovered.

What was it like to return to college for the degree?

I really enjoyed the small classes. There were just 32 of us, so we were able to participate, ask more questions, and really get to know the faculty. The first semester, taking pathophysiology and pharmacology, I was studying all the time. I liked being with other second-degree students. The two-week clinical rotation after winter break was almost

like being a nurse — it gave me input about what to expect from the workload.

Would you recommend the ABSN program to others looking for a new career?

Yes, but it takes work. When you decide to make a life change, you think it's going to take a long time, but here I am, graduating just one year after I began the course.

What's next?

My last clinical rotation was on the same floor at American Family where I watched Henry struggle to recover four years ago — it felt like a return home, in a sense! I'll never forget watching the physical therapists help him regain the ability to walk or the nurses help our whole family deal with a difficult situation. That's why I became a nurse, and that's what I hope to do for my patients at the Veterans Hospital in Madison.

Interview conducted, edited,

and condensed by David

Tenenbaum MA'86

Photo by Alex Andre

Arth made a career turn, inspired by the care her son received after a severe spinal-cord injury.



Wherever you go,
the UW goes with you.



Find Badgers in your field wherever you are —
or wherever you want to be. Activate your
professional network today at **BadgerBridge.com**



WISCONSIN
ALUMNI
ASSOCIATION

MY UW

*Rose
Schantz*



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

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

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

supportuw.org/giftplanning

BE WHERE **BADGERS** BELONG



Andy Maris

By joining the Wisconsin Alumni Association®, you'll take up residence in a community that celebrates UW alumni, traditions, and excellence. With its welcoming sense of Badger spirit, you'll feel right at home. Continue your Wisconsin Experience with WAA. Become a member now.

uwalumni.com/membership





ALUMNI PARK

DESTINATION:
ALUMNI PARK

Photo: Jeff Miller

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

UW-Madison, between Memorial Union and the Red Gym



ALUMNIPARK.COM

Destination *Hamel Music Center*



BRUCE RICHTER (4)



The Hamel Music Center opened in fall 2019 as the new performance and rehearsal space for the UW's Mead Witter School of Music. The zigzag concrete exterior wall is a decorative curtain that conceals soundproof structural walls.

The large performance space in the new Hamel Center is the 660-seat Mead Witter Foundation Concert Hall. The red circles on the wall are acoustical coffers, which absorb and reflect sound to enhance the musical experience.

Named for George '80 and Pamela Hamel, the Hamel Music Center officially opened on October 25.

Wallpaper in the building's 299-seat Collins Recital Hall was designed by William Weege '66, MFA'71, a UW professor emeritus of art and cofounder of Tandem Press. The building's color scheme is meant to reflect the changing colors of Wisconsin maple leaves.

The lobby is one of the few places in the building where you might hear Madison traffic. The center's venues are intended to be entirely soundproofed from each other and from street noise.

No Hidden Fees. No Mysterious Charges. No Secret Handshakes.

(Actually, we're flexible on the handshakes.)

At **UW Credit Union**, we believe that building a future starts with building trust. That's why we offer all the financial services of most banks, with advice that increases your financial literacy. So you can feel confident about every decision you make. Whether it's time for you to open a checking account, or time for you to find the right lender for a place to call home, we help you at every stage of life by always putting you first. Visit uwcu.org to learn more.

Here For Every You. | uwcu.org

Federally Insured by NCUA



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

Change Service Requested

THE UW NOW

Sharing ideas that are changing our world.

UW–Madison is a world leader in research and innovation — and, as a Badger, you're part of that success. That's why we're traveling the country to share the news of some of our amazing recent achievements with our alumni. Meet prominent UW experts, connect with fellow alumni in your area, and celebrate your Badger pride.

Upcoming Events:

Scottsdale, AZ | February 24

Coachella Valley, CA | February 26

Naples, FL | March 10

Washington, DC | March 31

New York, NY | April 7

Twin Cities, MN | April 23

San Francisco, CA | April 29

Milwaukee, WI | May 14

Chicago, IL | May 20

For details, visit
allwaysforward.org/go/events.

*Plus, mark your calendar for
October 9, 2020 — when campus
will celebrate our alumni's
contributions to the future
of the university.*

