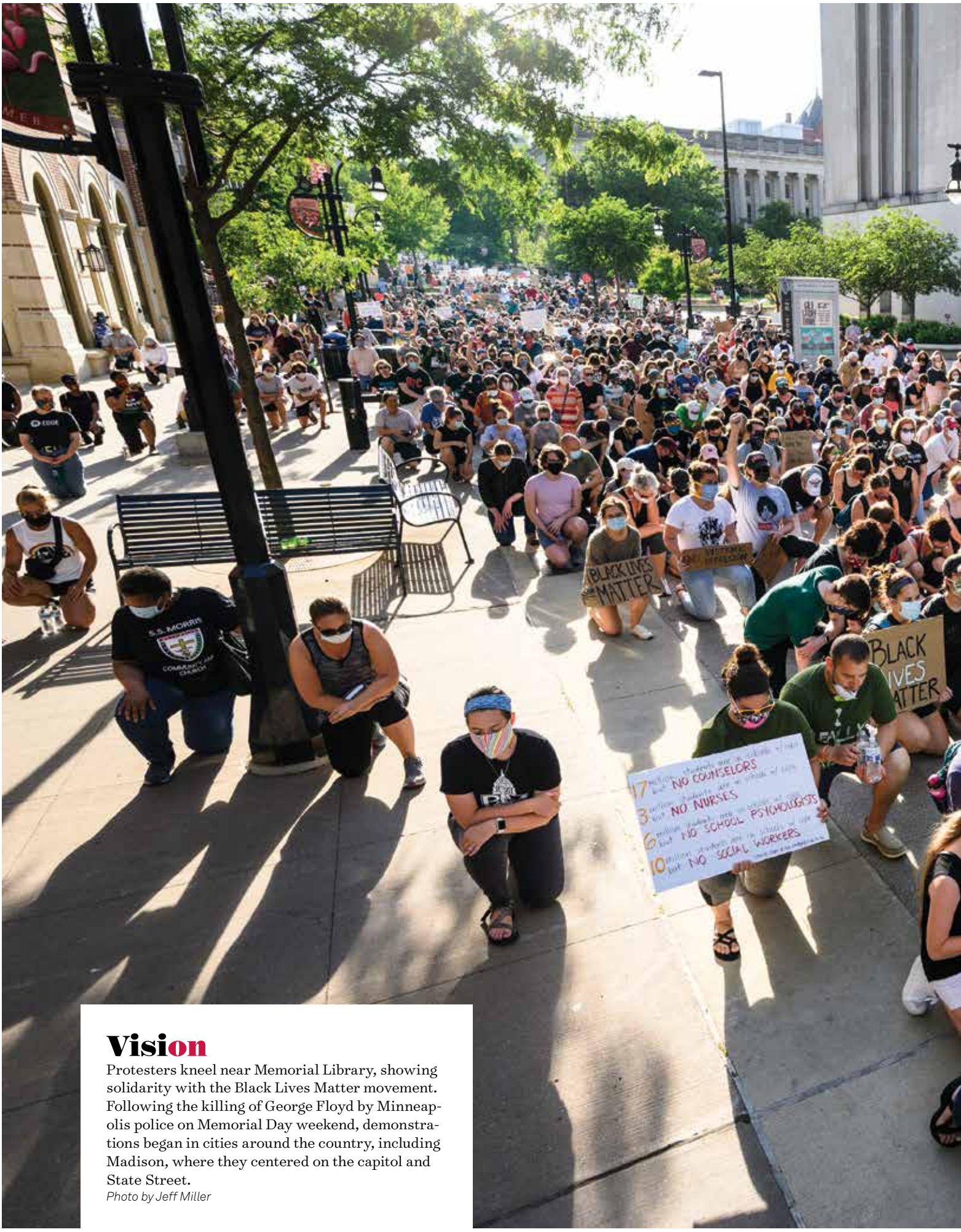
# OnWisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS FALL 2020


**Badgers vs. the Pandemic**

Meet UW heroes in the fight against COVID-19.

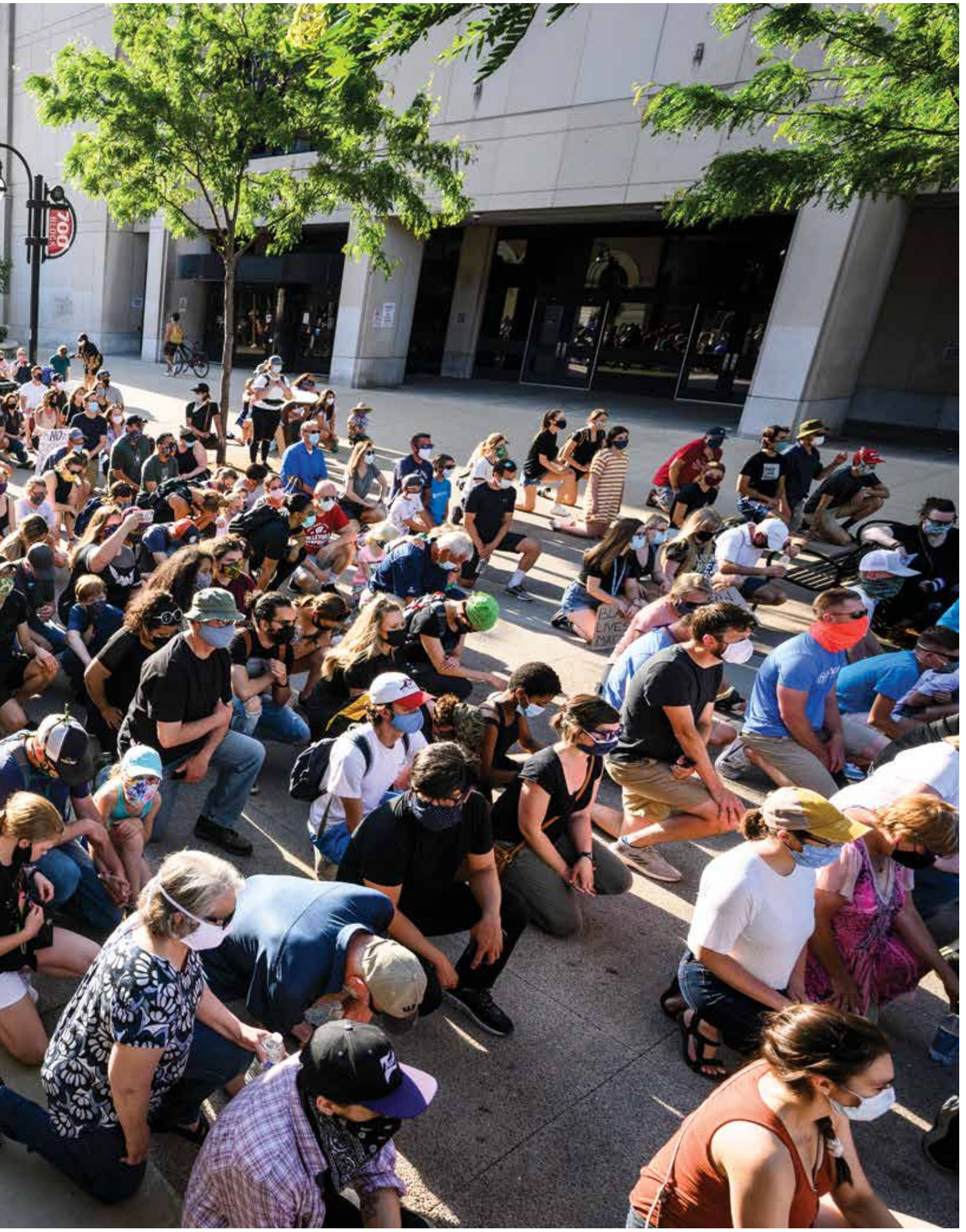
*Page 22*




## Vision

Protesters kneel near Memorial Library, showing solidarity with the Black Lives Matter movement. Following the killing of George Floyd by Minneapolis police on Memorial Day weekend, demonstrations began in cities around the country, including Madison, where they centered on the capitol and State Street.

*Photo by Jeff Miller*

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**Contents** *Volume 121, Number 3*

# OnWisconsin

BRYCE RICHTER

Shakuntala Makhijani examines Lab mix Beau at the Dane County Humane Society. See page 46.

## DEPARTMENTS

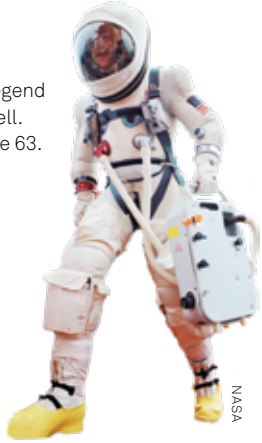


## OnCampus



## OnAlumni





NASA

Living legend Jim Lovell. See page 63.

## FEATURES



BRYCE RICHTER

Black Lives Matter on State Street. See page 12.

**Cover**
Illustration by Joe McKendry

Guelay Bilen-Rosas from the School of Medicine and Public Health presents in 2019 on novel respiratory monitoring

# WARF Innovation Days 2020

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# Communications

## Sterling Hall Memories

[In regard to "The Blast That Changed Everything," Summer 2020 *On Wisconsin*]: I'm a pharmacy graduate, and on the night of the bombing, I was working as the night pharmacist at the old UW Hospital, right across Charter Street from Sterling Hall. Yes, I was actually a firsthand witness and most likely the first person on the scene immediately after the explosion. As with the other alumni quoted in your article, the impact of that era and bombing had a profound impact on my life and remains a vivid memory.
***Steven Schmidt '68***
*Menomonee Falls, Wisconsin*

The pressure wave from the bomb cracked my bedroom window and left me on the floor, short of breath. Cold War–era conditioned response led me to wonder "was this it?" Once the newspaper articles were written and the tragedy fully realized, further protest felt pointless, and our collective prospects both in and outside the university felt very dark indeed. There was still some joy to be found in music, yes — but beyond that, we draft-age male students in particular felt, having survived strontium isotopes in our milk, the polio pandemic of our childhood, and the 1957 flu epidemic (from which I had almost passed) ... what was to be our hope? For me it was immersion in environmental studies — thank you, UW, for that opportunity. Hang on, students, to what you have!
***John Laumer***

My father, Y. Pomeranz, was hired in July 1970 as director of the U.S. Barley and Malt Laboratory. Upon hearing of the bombing of the Army Math Research Center, our mother was sure that "they" would go after the Barley and Malt Lab next. It took all of my brother's and my best efforts to convince her that "they" were *not* going to do that. Yes, the lab was the next U.S. facility on campus alphabetically, but it was of no strategic importance vis-à-vis the Vietnam War. Moreover, no right-minded individual would want to impede the improvement of beer!
***David Pomeranz '77***
*Brookline, Massachusetts*

Two years ago, we attended the Madison "Sixties Reunion." Imagine our surprise to discover a plaque [on Bascom Hill near the Sifting and Winnowing plaque] called Reform and Revolt. [It] states that our protests mobilized "thousands for and against the war." We do not remember a single demonstration for the war, only against. This [is] a distortion of history. In addition, the plaque states that the bombing of the Army Math Research Center put "a tragic conclusion on a period of protest." Undeniably tragic as that was, it did not put a conclusion on a period of protest. We continued to demonstrate and protest until our activism helped to end the war in 1975.
***Bette Gordon and 28 others;*** *for their names, visit the comments section for First Person at onwisconsin.uwalumni.com.*

## Escape Artist

As a Gallistel granddaughter, I grew up spending time at Camp Gallistella ["Paradise on Mendota," Summer 2020]. I loved every bit of it, especially singing around the campfire. I was less enthusiastic about the firm rules Grandma maintained, which required me to leave through the window one memorable evening. Returning the same way later on, I appeared to escape notice.
***Lucie Seward***

## Wrestling Hero

The documentary *Wrestled Away* [mentioned in "A Story of Almosts," Summer 2020] is terrific. I highly recommend it and am thankful for the story of wrestler Lee Kemp. He is one of my heroes.
***Kevin Phillips***

## SOCIAL SOLIDARITY

In the aftermath of George Floyd's death, UW–Madison campus leaders, student organizations, and alumni took to social media to call for justice and amplify the Black Lives Matter movement. Below is a sampling of tweets.

**Student Affairs**
@UW_StudentLife
We know that the events of the past week have been painful, and many of you are hurting. We are here for you. We are here to provide support and resources, and we are here to build community.

**UW–Madison Diversity**
@uw_diversity
We've put together a list of resources for our White community members who want to educate themselves about systems of racial oppression and how they can change behaviors and become more effective antiracist allies. diversity.wisc.edu/resources-for-white-allies

**Black Cultural Center**
@UWMadisonBCC
The BCC is in solidarity with those in the fight for Black liberation sparked recently by the murder of George Floyd. We acknowledge the lives of Breonna Taylor, Tony McDade, Ahmaud Arbery and the many others. Remain connected as we gather resources & organize spaces of support.

**Russell Wilson**
@DangeRussWilson
🖤🖤🖤BLACK LIVES MATTER.
#BlackOutTuesday

**Rose Lavelle**
@roselavelle
#BlackLivesMatter
#JusticeforGeorgeFloyd

# OnWisconsin

*Fall 2020*

**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 Haws '15, WFAA

**ART DIRECTOR**
Danielle Lawry, University Marketing

**DESIGNERS**
Christine Knorr '97 and Danielle Lamberson Philipp, University Marketing

**PRODUCTION EDITOR**
Eileen Fitzgerald '79, University Marketing

**PHOTOGRAPHERS**
Jeff Miller and Bryce Richter, University Communications

**DESIGN, LAYOUT, AND PRODUCTION**
Kent Hamele '78, Kate Price '09: University Marketing; Nicole Heiman, Megan Provost '20; Chelsea Schlecht '13, Erin Sprague '94: WFAA

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**Dear fellow Badgers,**

As we begin a new fall semester, we are facing challenges few of us could have imagined one year ago. I know the pandemic has impacted the lives of everyone in our Badger community, bringing disruption to all and tragedy to some.

Here at the UW, COVID-19 has forced us to rethink and rework all of our operations, from classrooms to dorms to research labs.

When we're immersed in the day-to-day demands of a crisis, we all need to pause occasionally and remember why our work is important. For those of us at UW–Madison, the students often provide the reminder we need.

So I was delighted when Alan Chen '15, MD'20 got in touch in mid-July.

Alan first wrote to me as an undergraduate, to say he was having a wonderful time here and learning a lot.

Alan and his family are Chinese immigrants. He arrived here in the second grade, speaking no English, and grew up in Minocqua, where his parents saved up to open a small restaurant. They took one vacation day every year. One of their dreams was to see Alan become the first in the family to earn a college degree.

Alan earned his undergraduate degree here at the UW, and this May, he received his medical degree from our School of Medicine and Public Health. He is now caring for patients in a busy emergency room in Chicago and hopes to return to Wisconsin to practice emergency medicine with a focus on public health.

COVID-19 has temporarily changed much of what we love about UW–Madison. I don't know when we'll be able to cheer for the Badgers at Camp Randall Stadium or greet one another with a hug.

But there are a few things I am sure about.

First, UW–Madison will continue to provide an outstanding education that is one of the best values in the country. Remote learning can't replace the classroom (and out-of-classroom) experiences that the UW is known for, but our Smart Restart campus-reopening program worked with faculty and staff over the summer to design thousands of classes that will be engaging and rigorous.

Second, we will continue to be a center for leading-edge research. As I write this, we have 293 COVID-19-related research projects underway or proposed — including several clinical trials and a vaccine in development.

Third, our commitment to the Wisconsin Idea will remain strong, as we share discoveries and innovations with the state, the nation, and the world.

Finally, we will invest in creating a campus that is welcoming, diverse, inclusive, and antiracist. The nationwide protests demanding that the U.S. make good on promises of justice and equality have created an opportunity for all of us to listen, read, reflect, and work toward change.

In this moment of uncertainty, I take comfort — as I hope you will — in the values that have guided us for 172 years, allowing us to open the doors to opportunity for deserving students like Alan Chen. Those values will help us find the best way forward and continue to change lives.

Be well and keep in touch.

My best,
**CHANCELLOR REBECCA BLANK**

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- PUBLISH IT ONLINE?
- PARTNER WITH FORD?
- AND JOHN DEERE?

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# A Smart Restart

*The UW plans to welcome students, faculty, and staff back to campus — with safety measures in place.*

As an unprecedented spring semester came to a close, many Badgers couldn't help but wonder what the COVID-19 crisis would mean for fall. Would students be able to return to UW–Madison?

The question didn't have an easy answer. As spring turned to summer, UW System and campus leaders remained agile, gauging feedback from students, families, and employees and consulting with public-health experts, campus stakeholders, and peer universities to determine next steps. On June 17, UW–Madison announced "Smart Restart," a plan for the fall semester that aimed to facilitate in-person learning opportunities while also prioritizing the health of everyone on campus.

The plan proposed a full curriculum, composed of in-person and virtual courses, from the first day of instruction on September 2 to Thanksgiving recess. After the break, courses and final exams would only take place remotely. For students unable to return for in-person instruction — such as some international students and those who preferred not to — the university would offer alternatives.

After Smart Restart was announced, campus leaders held virtual Q & A sessions with students and families. An informational website, smartrestart.wisc.edu, also provided details and publicly communicated updates. Throughout the summer, hundreds of faculty and staff continued their involvement with the plan, following guidance from local, state, and campus health and safety experts, according to **John Lucas,** assistant vice chancellor of University Communications.

"Nothing is more important to us than providing a safe, healthy, and welcoming environment for teaching and learning," he says. "We are fortunate to have so many students, faculty, and staff who care so deeply about UW–Madison. It's been an all-hands-on-deck effort, with every unit across campus pitching in."

At press time, the plan was still to begin in-person instruction in September. Smart Restart calls for a three-part testing protocol, with free testing available for all students, staff, and faculty; required testing for those living and working in residence halls; and routine surveillance testing. Additionally, the plan requires masks in all indoor public spaces, expects physical distancing in classrooms, uses new cleaning/hygiene procedures, urges self-monitoring for symptoms, and employs contact tracing for those who test positive.

Some classes with fewer than 50 students are to be held in person and in large classrooms to allow for physical distancing. Classes of more than 100 students are to be available only through remote channels, as are many classes between 50 and 100 students. Residence and dining halls are open to residents and housing staff only. And for at-risk faculty and staff, Lucas says, the Office of Human Resources has implemented an accommodations and flexibilities process.

A national spike in COVID-19 cases in summer forced UW leaders to continually examine the plan. For updates on the fall semester since *On Wisconsin* was printed, visit news.wisc.edu/covid-19-campus-response.

STEPHANIE HAWS '15

**6,000**

viral tests per week, at minimum: the UW's Smart Restart plan calls for a capacity to process at least this many tests to track spread of the disease

VIRTUALUW.NET

## UW–MINECRAFT

When UW students were sent home from campus in March, **Ryan Wenzel x'21** didn't want to say goodbye. He didn't want to leave Memorial Union or Science Hall or even Chadbourne.

So he decided to build all his favorite campus spots at home, on his computer. His tool of choice was Minecraft, the multiplayer online game.

"I used to play [Minecraft] a lot in middle and high school, so I was eager to start playing again. I also thought it was the perfect way to connect with the campus community as everyone was physically separated."

With friends **Chris Bravata, Matt Ciolkosz '18,** and **Dylan Nysted x'21,** he put together a series of challenges based on UW buildings. Hosting the game at virtualuw.net, they invited other Badgers to join in the fun, and by midsummer, more than 40 had registered. Wenzel played for around 200 hours over the course of the spring and early summer and has constructed several campus icons.

"I wanted to start with the buildings in the Bascom Hill area, such as Science Hall and Memorial Union, because I felt that those are the most iconic and historic UW buildings," he says. "I personally wanted to start with building Chadbourne Hall, which has a special place in my heart after living/working there for two years."

JOHN ALLEN


## THE ROCK ON ROCKS

During his last in-person lecture in March, Professor **Stephen Meyers** asked his Geoscience 100 students to dream big about the class's future with the pandemic threatening to force them apart. They made a whimsical request: an interaction with Dwayne "The Rock" Johnson about rocks.

Meyers, who draws analogies to the actor in his class, reached out to The Rock on Twitter. Such an inquiry to an A-list celebrity is almost certain to get lost in a black hole of millions (and millions) of mentions. But a few days later, The Rock responded with a string of charming tweets.

His favorite geological place? Kilauea Volcano in Hawaii, where he spent much of his childhood. His favorite geoscience topics? Seismology, paleontology, and oceanography. "Mother Nature rules," he wrote.

And his favorite rock? "Well, from the three scientific classes of rocks — sedimentary, metamorphic, and igneous. I would have to go with the big, brown, bald, tattooed Rock," he joked. "And if all your 428 students want a big fat A in this class, then that better be their favorite Rock, too."

Meyers featured The Rock's tweets in his final remote lecture in May. The recorded talk, titled "Living in an Uncertain World," looked something like a short film. Meyers climbed to the top of his house, transforming his flat rooftop into a giant chalkboard to map out Earth's systems and filming the dramatic scene with a drone. His video concluded with a poem for his students. "When I look at you," Meyers wrote, "I see billions of years and a world of possibilities."

Truly, after a geoscience lecture by The Rock, anything seems possible.

PRESTON SCHMITT '14


BRYCE RICHTER

# Painting for Peace

The boarded-up storefronts displayed boldly painted messages: Love, Unity, Change.

All along State Street, local artists transformed a scene of despair and destruction into a blocks-long exhibit of hope and remembrance. In late May, peaceful protests during the day devolved into unrest overnight, with many downtown buildings experiencing broken windows. At dawn, volunteers filled the streets to clean up debris while store owners covered window openings with plywood. By mid-June, the City of Madison had commissioned 140 local artists, many of them people of color, to create 112 vibrant murals covering the blight.

Like others across the country, the city has experienced sustained — and largely peaceful — protests since the police killing of George Floyd in Minneapolis. The message is clear: Black Lives Matter, and it's time for reform to end systemic racism.

UW–Madison students **Daniel Ledin x'22, Molly Pistono x'22,** and **Courtney Gorum x'23** (pictured above, left to right) painted a tribute to victims of police violence and racial injustice, encircling a colorful solidarity fist with their names. "With the whole movement going on, we wanted to do something and contribute to our community," Gorum told WISC-TV in front of the mural at the downtown Community Pharmacy.

Several campus properties were also damaged during the protests, including the Chazen Museum of Art, Memorial Union, Ogg Hall, and Alumni Park.

As businesses began to repair their windows, the City of Madison worked to collect the murals and plan an exhibit. For weeks, State Street was unrecognizable. But for the artists, it was a massive, collective canvas for change.

"We will always remain in awe of the strength and courage it took for them to transform broken glass and broken hearts into something powerful and beautiful," said **Karin Wolf '97, MS'06,** arts administrator for the City of Madison.

PRESTON SCHMITT '14

# Bygone *Remote Learning*


UW ARCHIVES S05820

UW professors Harold Engel, Lee de Forest, and H. B. McCarty MA'30, seen here in the 1930s, used radio to broadcast university-caliber lectures into homes around the state.

In the spring of 2020, Badgers took their courses to go as a pandemic sent students away from the campus they love. Although these drastic measures were certainly unprecedented, the notion of rendering courses mobile and adapting them outside the traditional classroom space is no novel concept at UW–Madison.

Professor **Richard Ely** — the same Ely whose contested work led the Board of Regents to establish the university's commitment to "continual and fearless sifting and winnowing" — directed the UW's first correspondence-study program upon his arrival at the university in 1892. By 1895, the program offered 63 courses in subjects ranging from botany and bacteriology to foreign language and literature. For one 16-lesson course, students paid four dollars, plus the postage for mailing coursework.

The correspondence-study program ran until 1899 and was reinvigorated in 1905 under the direction of university president **Charles Van Hise 1879, 1880, MS1882, PhD1892.** The program lives on today as Independent Learning and reaches students of all ages and regions.

The Wisconsin Idea inspired the university's initial attempts at distance learning via technology. Physics professor **Earle Terry MA1904, PhD1910** built the university's first radio transmitter, possibly as early as 1902. Eventually dubbed 9XM-WHA, the station broadcast news and weather, and in the 1930s, it became a medium for education.

In 1931, WHA debuted its groundbreaking School of the Air, which drew on the UW School of Education in collaboration with teachers at Madison public schools to develop programs for elementary-age children.

The broadcast reached 70,000 students by 1938 and offered programs such as *Journey in Musicland, Let's Draw,* and *Afield with Ranger Mac.*

In 1931, WHA also premiered the Wisconsin College of the Air, which featured educational programming geared toward adults. Its first course instructed listeners in touch typing. Some of its original programs ran for nearly 35 years, and while they now may be relics of radio's past, the UW's educational programming is still alive and well as *University of the Air* on Wisconsin Public Radio's Ideas Network.

Remote education at UW–Madison has come a long way from snail-mail correspondence to pandemic-induced online courses. However sophisticated and widespread distance learning may look today, it all started with pen, paper, and the twist of a dial.

**MEGAN PROVOST '20**

## The Cost of a Crisis

The COVID-19 pandemic has inflicted unprecedented budget shortfalls on universities everywhere, and UW–Madison is no exception.

In an email to faculty and staff, Chancellor **Rebecca Blank** noted that the costs to the UW are substantial, and she outlined a series of cost-reduction measures, including a hiring and salary freeze (with limited exceptions) and employee furloughs.

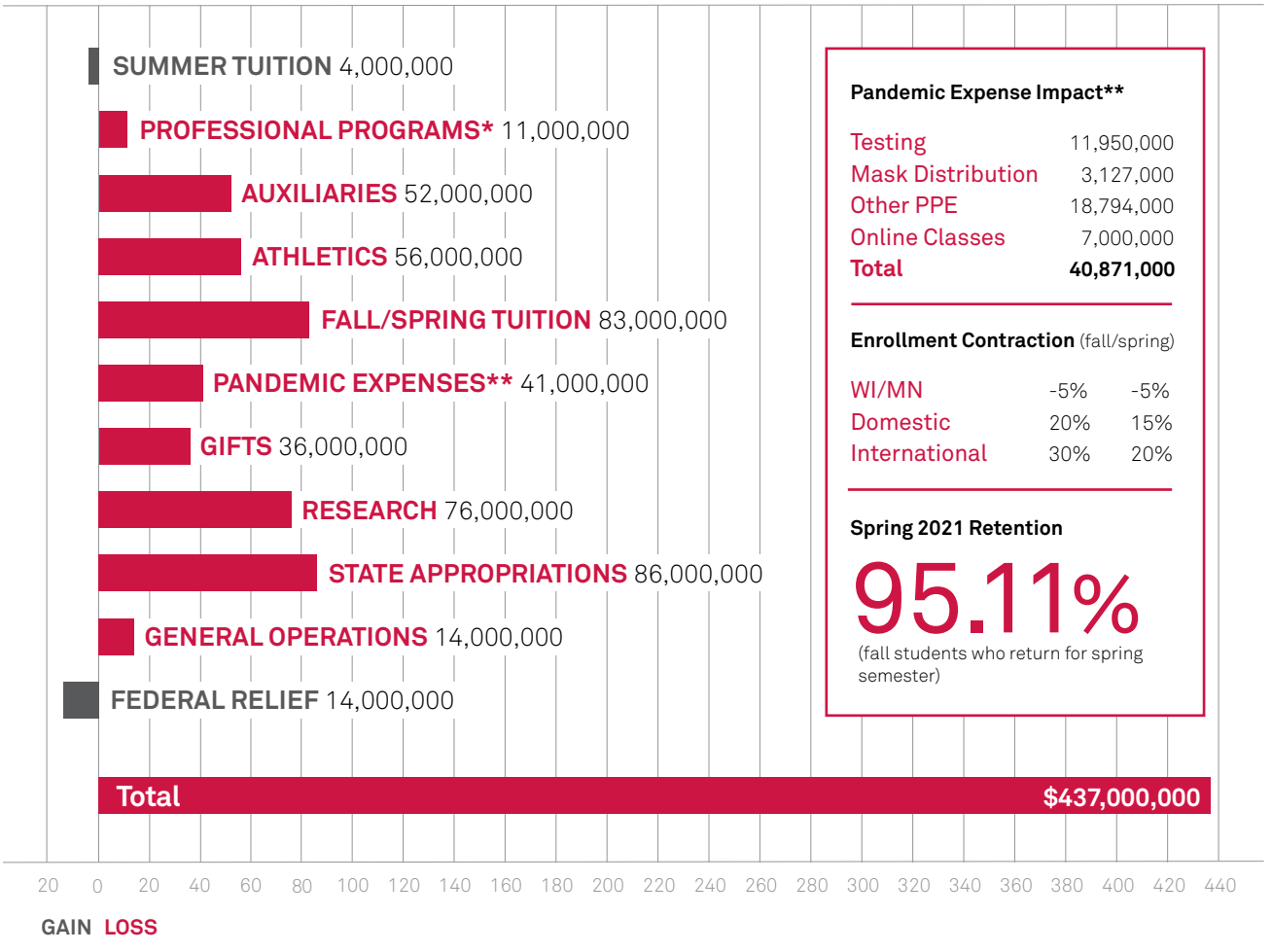
The figures below represent an attempt, current as of press time, to gauge the financial fallout for the campus for the fiscal year 2020–21. While the university expects more funding in some areas — summer term tuition and federal funding — most areas show either a drop in revenue or a rise in costs. The red bars indicate the financial deficit of each category, compared to the UW's previous budget.

For the last several months, university financial analysts have been considering a multitude of factors, including whether students would return to campus in the fall, and if so, what type of instruction would be offered; what the costs of significant preparation and mitigation efforts would be; and whether the athletics season would be cancelled.

Since the pandemic situation is ever-changing, projections shifted from week to week. "What has made this crisis different and so serious," says Vice Chancellor for Finance and Administration **Laurent Heller,** "is the unprecedented degree of uncertainty we're facing among all of our activities simultaneously. Our campus is like a small city, with highly diversified sources of revenue. This is usually a real strength, but in the current environment it means we're facing many risks and unknowns all at once."

Still, Heller noted that the campus was in a strong financial position before the crisis, and he expects a quick rebound once a reliable treatment or vaccine is found. "We've been here for more than 170 years and we're planning on being here for at least another 170 more," he says.

ILLUSTRATION BY DANIELLE LAWRY




**Pandemic Expense Impact****

| | |
|---|---|
| Testing | 11,950,000 |
| Mask Distribution | 3,127,000 |
| Other PPE | 18,794,000 |
| Online Classes | 7,000,000 |
| **Total** | **40,871,000** |

**Enrollment Contraction** (fall/spring)

| | | |
|---|---|---|
| WI/MN | -5% | -5% |
| Domestic | 20% | 15% |
| International | 30% | 20% |

**Spring 2021 Retention**

**95.11%**

(fall students who return for spring semester)

*for nontraditional and international 2tudents

# Scientists Zero in on COVID-19

The COVID-19 pandemic has drawn the attention of UW–Madison scientists in all corners of campus: geographers mapping the movement of people, mathematicians modeling the spread of the virus, and communications researchers testing ways to deliver public health messages. It even stretched to the South Pole, where IceCube Neutrino Observatory scientists donated the computing power they use for astrophysics calculations to study proteins in novel coronavirus infections.

Prominent virology labs got an early start. Working toward a vaccine with Madison-based FluGen, UW professor of pathobiological sciences **Yoshihiro Kawaoka** has been studying how SARS-CoV-2 is transmitted and causes COVID-19. A study of hamsters showed the animals develop infections deep in their lungs with severe damage similar to human patients. Importantly, infected hamsters developed antibodies protecting them against future infection and responded well to treatment with antibodies from the blood of other hamsters that had been infected.

"This shows us that convalescent sera, still experimental in human patients, may be part of an effective treatment for COVID-19," Kawaoka says.

UW Health and the School of Medicine and Public Health have been studying that very treatment, joining dozens of research sites testing whether newly infected patients improve with transfusions of antibody-rich blood plasma from COVID-19 survivors. Infectious disease specialist **David Andes** has also led a UW–Madison group in a trial of a drug, ruxolitinib, meant to quell the "cytokine storm," a dangerous overreaction of the immune system sparked by the virus in many patients. **Lisa Arkin,** assistant professor of dermatology and pediatrics, is studying "COVID toes," trying to understand why the disease causes bruise-like blisters and bumps on the toes of children.

From the outset of the pandemic in Wisconsin, **David O'Connor** and **Thomas Friedrich '97, PhD'03** of UW–Madison's AIDS Vaccine Research Laboratory began parsing the genetic sequences of virus samples from patients. They found that limiting travel was working in Wisconsin, as Madison and Milwaukee outbreaks were unrelated. Most of Madison's infections involved versions of the virus introduced from Europe, and Milwaukee's largely grew from versions of SARS-CoV-2 introduced from Asia.

O'Connor, Friedrich, and medical school professor **David Beebe '87, MS'90, PhD'94** are now working on a saliva test for the virus.

**CHRIS BARNCARD**

HEALTHY MINDS INNOVATIONS

## CALM IS A CLICK AWAY

Stressed out during the pandemic? How about trying a guided meditation on YouTube?

Last March, Healthy Minds Innovations created a video meditation series in a collaboration with the UW's Center for Healthy Minds. The project advances the center's mission: to cultivate well-being through a scientific understanding of the mind.

"During this challenging time, we feel a moral obligation to disseminate the insights and practical wisdom we've gleaned over the years to help people cope more effectively," says Professor **Richard Davidson,** who directs the Center for Healthy Minds and leads some of the meditations himself (pictured above). "Research shows that meditation can help us become more resilient and decrease our distress."

The Center for Healthy Minds conducts studies on qualities of mind that affect well-being. Drawing on this research, Healthy Minds Innovations develops tools to create a kinder, wiser, more compassionate world.

As the pandemic spread, the nonprofit saw a dramatic increase in demand for its services. The YouTube meditations have drawn viewers from around the world who are anxious about the future.

How do they feel at the end of a session? To quote their chatbox comments: "Peaceful." "Hopeful." "Inspired."

**DEAN ROBBINS**

## NEWS FEED

Tommy Thompson '63, JD'66 can now add "interim UW System president" to an already formidable résumé. "The University of Wisconsin System is the state's most valuable asset," said the former Wisconsin governor and U.S. secretary of Health and Human Services, "and I will be its biggest advocate and its toughest evaluator."

BRYCE RICHTER (2)

The UW has been ranked 20th nationally and 26th worldwide by the Center for World University Rankings. Yet more proof that Badgers rule the planet.

After 25 years as a UW astronomy professor, associate dean, and interim dean, Eric Wilcots couldn't be better prepared for his new job as dean of the College of Letters & Science. Wilcots extols the liberal arts as a means of "preparing our students to succeed in the world after graduation and as an approach to creating new knowledge."


BRYCE RICHTER

**Going Out in Style** **How to salute graduates during a pandemic? It takes creativity, and the Wisconsin School of Business rose to the challenge with a May 9 light show called "Business Badgers Light the Way Forward." From 9 p.m. to midnight, the east façade of Grainger Hall glowed red with a four-story display featuring graduates' names, exploding fireworks imagery, UW iconography, and congratulatory messages. There was no mistaking the symbolism: these graduates have a bright future.**

*What's the idea behind the new crest logo that will begin appearing on all UW Athletics uniforms? In a word, inclusion. The black W, which is typically in white, was proposed by student-athletes to show solidarity with Black and other underrepresented communities at UW–Madison.*

## CORONA-NOMICS

If you're having a hard time picturing the economic impact of the coronavirus pandemic, **Noah Williams** can help you out.

Williams, a professor of economics and director of the Center for Research on the Wisconsin Economy (CROWE), has been tracking the state's economy closely since the pandemic reached the university. And CROWE graphs the data out and posts those charts online, giving snapshots of Wisconsin's recovery week by week.

"We've always been tracking the official data," Williams says, "but we've tried to do really high-frequency updates beginning in the middle of March. There was a lot of damage happening, and if we didn't post frequently, we were afraid we'd miss a lot of what was going on."

Throughout the pandemic, CROWE has been collecting data not only on unemployment and retail sales, but also on employee working hours, foot traffic in Wisconsin's bars and restaurants, spending at online and brick-and-mortar stores, and more. The center estimates that the state's unemployment rate peaked at 21.5 percent in May, and Williams believes that reopening has been uneven.

After the state's Safer at Home order was lifted shortly before Memorial Day, economic indicators began trending upward again, Williams notes. But for some industries, the dip was so low that it may take a long while to fully recover.

"Things went down so fast in March and April," he says. "It was much worse than we were expecting and much worse than initial reports. But in the following months, I suppose we were due for some upside surprises."

CROWE's reports and data are available online at crowe.wisc.edu.

**JOHN ALLEN**

## NEWS FEED

What's the key to futuristic "flexible electronics" like foldable phones and roll-up tablets? Believe it or not, it might be wood. New UW–Madison research shows how a wood product — cellulose nanofibril paper — can create a functional microwave amplifier circuit.

To ease the pain of physical distancing, the Wisconsin Union is offering some of its favorite recipes for you to make at home; see union.wisc.edu/dine/union-dining-at-home. Turns out the Rathskeller's legendary tater tot seasoning is almost as good without the Lake Mendota view. *Almost.*


UW–Madison is striving to increase student voter participation through the nonpartisan ALL IN Campus Democracy Challenge. The university hopes for another impressive turnout this fall after recently receiving a platinum seal for a 2018 student voting rate above 50 percent.

Outrage. Pain. Exhaustion. **LaVar Charleston MS'07, PhD'10** went through an emotional wringer in May when he learned of George Floyd's death under a Minneapolis police officer's knee. For an African American man, the scenario felt chillingly familiar. "If you're in the Black community, you know someone this has happened to: discrimination, abuse, and violence at the hands of police," says Charleston, associate dean for equity, diversity, and inclusion and clinical professor of educational leadership and policy analysis at the UW–Madison School of Education. "You envision yourself, your father, your nephews, your kids, your grandparents in that space."

Charleston is inspired by the Black Lives Matter protests that arose after Floyd's death. In the midst of tragedy, he sees hope — and believes UW–Madison is uniquely positioned to lead at this crucial moment.

***How did George Floyd's death affect you personally?***
It recalled a time when I got pulled over for speeding. A gun was pointed at my head, and the officer's hand was shaking. Whenever a policeman drives by me or pulls me over, still, my heart begins to race a bit.

*Charleston is inspired by the Black Lives Matter protests that arose after George Floyd's death. See onwisconsin.uwalumni.com for an extended Q & A.*

Even with a PhD, I'm looked at as a criminal, and it has to be because of my color. This is a constant reminder that systemic racism does indeed exist.

***How do you define the Black Lives Matter movement?***
It's a response, an objection, and a refusal to accept state-sanctioned violence and anti-Black racism, which has permeated society for as long as we can remember. The movement connects Black people and others around the world with a shared desire for justice, freedom, and human rights.

***What is UW–Madison's role at a time like this?***
It's important that the university affirm Black lives among our students, faculty, and staff. Because of the Wisconsin Idea, which is that education should influence people's lives beyond the boundaries of the classroom, we should be leading the way with an inspiring and permeating vision for antiracism, for social justice, for equality, for diversity, for inclusion. And we're working toward that, so I'm encouraged.

***What is the UW doing?***
I'm seeing the campus commit to hiring more folks of color. I'm seeing the chancellor tell folks of color that they matter, which is a strong statement that must be backed up by action and accountability. The office of admissions has a whole team of recruiters, led by a new assistant director, that is focused on diversifying the campus. And schools and colleges are implementing diversity leaders like myself, as well as programs and initiatives that help equip folks with tools to be antiracist.

***Why is change essential right now?***
The liberties for one in this country must be the liberties for all. So until everyone is free, none of us are free. And that's what the Black Lives Matter movement is about.

*Interview by Dean Robbins*
*Photo by Bryce Richter*

TOP LEFT: NISHA IYER. BOTTOM LEFT: CHAZEN. RIGHT: HELEN LOUISE ALLEN TEXTILE COLLECTION

Top left: Crested gecko from the Cool Science Image Contest. Bottom left: "The Umbrellas" by Christo and Jeanne-Claude. Right: Kumiseva pattern by Katsuji Wakisaka.

While we're all practicing physical distancing, online resources from the University of Wisconsin–Madison can make you feel a little closer to campus and appreciate art from afar. So get ready to make a virtual visit.

Start out at the **Chazen Museum of Art** by visiting go.wisc.edu/virtualchazen. There are more than 23,000 works of art in the museum's collections, representing the entire spectrum of art history. Maybe you're looking for something specific — go ahead and search the collection or browse by geographic region, object type, and century. Follow @ChazenArtUW on Twitter for suggested reading and viewing.

Next up, the **Helen Louise Allen Textile Collection** (HLATC) at the School of Human Ecology. Visit go.wisc.edu/virtualtextile to explore more than 9,000 objects in the 13,000-piece collection. Allen was a home economics professor who taught weaving, textile history, and the history of interiors from 1927 until her death in 1968. During her career, she traveled widely and amassed approximately 4,000 textiles to support her teaching and research.

A pioneer in her field, Allen was an early adopter of historical and anthropological perspectives in the study of the textile arts. Her original vision to advance understanding of cultures and their history via the textile arts remains at the heart of HLATC's mission and continues to inspire artists and designers. The teaching collection spans 16 centuries and 108 countries.

While museums are a natural place to look for art, the UW's 2020 **Cool Science Image Contest** recognizes the beauty found in science. Eyeball-licking geckos, wiggling brain cells, and a whole planet's worth of weather are among the winners of the 10th-anniversary contest. You can view a gallery of images and videos at go.wisc.edu/csic2020.

There's a lot to see online, so don't be afraid to make multiple visits. You won't find any lines. And the hours? Always open.

**KÄRI KNUTSON**


BRYCE RICHTER

## Wish You Were Here

If you want to experience the beauty and vibrancy of the UW–Madison campus, you can now do so anywhere there's an internet connection. Campus tours have gone virtual.

The tours launched in March, after the COVID-19 pandemic arrived in Wisconsin, though the desire for virtual tours existed long before.

"I began thinking about this two and a half or three years ago," says **Greer Davis,** the associate director of undergraduate communications and marketing in the UW's Office of Admissions and Recruitment. "We realized that a lot of people wanted to come to the university but never visited here." These audiences include international students, those with disabilities, and those without the means to travel to Madison. "We wanted to showcase campus for them," Davis says.

The arrival of coronavirus accelerated the effort. Beginning March 11 — two days before campus closed for spring break, and as it turned out, the rest of spring semester and summer term — the admissions office teamed with the Office of Campus and Visitor Relations to put together a series of video tours, shooting 20 in just a few days. Potential students can now see much of the campus area, from State Street in the east to the medical campus in the west, and from the ancient Red Gym to the still-under-construction Chemistry Building. All the tours are available at apps.admissions.wisc.edu/map.

Although the fall application cycle had closed by the time the pandemic arrived, Davis and her colleagues wanted the tours to be ready, as prospective students tour campus year-round.

"We didn't plan to do this because of COVID," says Davis. "But it certainly became a huge priority, knowing how much of an impact campus tours make."

**JOHN ALLEN**

*"This is a tough time to be coming out of school, but I know your education will last you a lifetime. And remember: we're Badgers. We never give up. On, Wisconsin!"*

— CBS News correspondent **Rita Braver '70,** in one of the many video shout-outs to spring 2020 graduates from celebrity alumni

## NEWS FEED

Ohio State University professor Daniel Tokaji has been named dean of the University of Wisconsin Law School. Tokaji admires the law school's scholarly excellence and devotion to public service, and he plans to strengthen its commitment to diversity, equity, and inclusion.

UW MAKERSPACE; JEFF MILLER

UW engineers have developed a medical face shield that provides a clear view of the wearer's face while filtering virus particles through surgical fabric.

To ensure safety during the pandemic, Big Ten teams will play only each other this fall. If the season proceeds as planned (fingers crossed!), the conference guidelines will affect UW football, volleyball, field hockey, and men's and women's cross country and soccer.

USA Hockey has named Abby Roque '20 the Women's Player of the Year. Meanwhile, Badger women's hockey set a record for crowd size in 2019–20. Coincidence?

If **Tamara Moore '14** has her way, there won't be any barriers left to break.

The former UW star has competed with men throughout her trailblazing time in basketball. In the 1990s, she became the first high school girl to play in the Minneapolis inner-city all-star game for boys. Earlier this year, she was named the head coach of the men's basketball program at Mesabi Range College in northern Minnesota, becoming the only active female coach of a men's college basketball team and the first African American woman to hold that position.

In between, Moore compiled hall-of-fame numbers and a National Invitation Tournament championship at the UW; competed for nearly a decade professionally in the WNBA and overseas; played for, coached, and owned men's semipro teams; and founded a men's semipro league, the Official Basketball Association.

"My résumé speaks for itself," Moore told ESPN in April. And that singular journey is why she's hardly intimidated by the deep-rooted skepticism about women coaching men.

"I've been able to earn [my players'] respect with my knowledge of the game. And I'm not just a talker — I'm a doer," Moore says. "So I'll get out there. I'll practice with the team. Has there been some resistance every now and then? Yes. But I don't take it as it's because I'm a woman. That's just the coach–player relationship."

Moore is the only active female coach of a men's college basketball team and the first African American woman to hold that position.

Anyone who watched Moore play at the newly minted Kohl Center from 1998 to 2002 will recognize her coaching philosophy: high-pressure defense and fast-paced offense. Recruited as a nearly six-foot forward, Moore transitioned to point guard in college due to the team's lack of depth. She made it look easy, still holding the UW's all-time career records for assists and steals and ranking seventh in points. She returned to Madison and finished her degree in Afro-American studies in 2014 and was inducted in the UW Athletic Hall of Fame in 2017.

As a player, her smooth versatility and lockdown defense earned her a first-round selection in the 2002 WNBA Draft.

"I like being able to think the game faster than somebody plays the game," says Moore, who speaks with the same pace and energy she exhibited on the court. "I have a really good photographic memory. If you run a play once, it's like, 'Okay, I see you.' You run it twice? Now I get it. The third time? Now I'm going to steal it."

Moore counts among her mentors **Faith Johnson Patterson x'85,** a Minneapolis high school coaching legend who played for the UW in the 1980s, and **Jane Albright,** who led the UW's program to its heights from 1994 to 2003. Like them, she's hoping to build a program in which players treat each other as family, not just as teammates.

"Jane taught me the importance of three positives to one critique, especially as a point guard," Moore says. "I was actually talking to my players about this today: 'You guys have to realize that it's more impactful when a teammate hears something positive before they hear anything of a critique.' "

Moore entered an unprecedented coaching job at an unprecedented time, with the COVID-19 pandemic restricting in-person contact and the police killing of George Floyd leading to unrest in Minneapolis, where she still lives.

"[Being a trailblazer] means a lot to me, especially in the times we're in right now, with a lot of the injustices going on in the world," Moore says. "It's been a real whirlwind of emotion. But being able to not only take women to the next level but to take minorities to the next level is an honor."

Moore stays in touch with a number of past teammates and rivals who have made their own marks on the men's basketball world: San Antonio Spurs assistant coach Becky Hammon; New Orleans Pelicans vice president of basketball operations Swin Cash and development coach Teresa Weatherspoon; and University of Maine men's assistant coach Edniesha Curry. Moore is the second woman to lead a men's college basketball program, following Kerri-Ann McTiernan's career at Kingsborough Community College in the 1990s.

Without a single campus visit, Moore has managed to recruit 15 players to Mesabi Range and has conducted team workouts via Zoom videoconferencing. Her short-term goal is to turn the team, which stumbled to a 6–19 record last season, into a junior-college powerhouse. Long term, her sights are set on the NCAA Division I and NBA levels, where a woman has yet to rise to head coach.

"I think my ultimate goal will be to come back and possibly coach at the University of Wisconsin," Moore says.

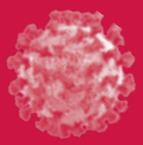
And who would bet against her?

**PRESTON SCHMITT '14**
**PHOTO BY KURT STEPNITZ**

# HEROES OF

# THE PANDEMIC

*Badgers are battling coronavirus on multiple fronts.*



ILLUSTRATIONS BY JOE MCKENDRY

**Louis Pasteur pioneered the rabies vaccine, and Jonas Salk the polio vaccine.** By contrast, conquering coronavirus has been a team effort. UW–Madison faculty, staff, and alumni are playing a part, and not just in the laboratory. Badgers have joined the fight across a range of professions, whether treating patients on the front lines or delivering food to grocery stores. Here are eight heroes who've stepped up during the pandemic, determined to put the Wisconsin Idea into action. Hats off to them and countless others who will — with courage and creativity — help us through this crisis.

## The Doctor

JESSE CHARLES '08, MD'14

"The patients came in like all the others: feverish, coughing, and short of breath — each one of them afraid, each one of them alone," says Jesse Charles '08, MD'14. "I evaluated them, made sure they had water and blankets — anything that could provide them some measure of comfort. Sleep, that most essential of medicines, was completely inaccessible."

Jesse has seen the worst effects of the COVID-19 pandemic firsthand. A physician in tiny Winthrop, Washington, he left home in early April and flew to New York, where the pandemic's effects were worst. When New York governor Andrew Cuomo issued a public call for help, Jesse volunteered to serve at one of the state's hard-hit medical facilities.

When he arrived, the Brooklyn Health Center, where he was assigned, had already grieved the death of five staff members caused by the virus. In the three weeks that he was there, Jesse cared for his patients' health and worked to connect them with their loved ones. Although his willingness to go the extra mile couldn't change the trajectory of the virus, it at least gave them the opportunity to say goodbye.

Jesse and his identical twin, Joel '08, MPH'12, MD'14, are dedicated doctors and advocates for marginalized communities. Having grown up in a low-income neighborhood in Green Bay, Wisconsin, they became aware, at an early age, of the ways that injustice pervades public policy, leaving some populations more vulnerable than others.

"This virus has laid bare what we already know to be true," Jesse says, "that health and well-being is a luxury in this country, that sickness is a burden we do not share equally, that even without this virus, each year 245,000 people die because of poverty — 175,000 because of racial inequity."

Joel admits to complex feelings regarding his twin's decision. He found the idea of Jesse voluntarily caring for patients at the epicenter of our nation's pandemic to be both frightening and profoundly moving.

"His decision to put himself at risk for the good of the community inspired me," Joel says. "In these times, there is a great need for all of us who have been given the privilege of security and the power of leadership to reflect on what sacrifices we can make to be helpful to our neighbors, visible and invisible, both near and far."

Despite the challenges he faced and the deaths he witnessed in New York, Jesse found solace in the continued care he was able to provide for two patients he originally saw in the ER. One patient in particular, a reticent man with whom Jesse struggled to connect, took him by surprise.

"On the morning that he walked out of the hospital, he broke down in tears and hugged me," Jesse says. "He's the only person I'd hugged, other than my partner, in over a month. We agreed that someday, when the world is right again, I will come back to New York, and we'll get coffee. Then we will be able to have a real conversation, one where neither of our faces is hidden."

*NICOLE HEIMAN*

## The Vaccinator

KRISHNA ELLA PhD'93

Growing up in Tamil Nadu, India, Krishna Ella wanted to be a farmer. That dream shifted when

he won a scholarship to study in the United States and discovered a passion for science. Ella eventually made it his mission to provide vaccines at affordable prices to some 5.8 billion people in developing nations. His company, Bharat Biotech, was the initial tenant in India's first biotech park. It paved the way for what is now known as Genome Valley in Hyderabad and became so successful that it prompted a UW–Madison Distinguished Alumni Award in 2011, along with more than 100 other awards over the years.

Now Ella is primed to meet another urgent, worldwide need: a COVID-19 vaccine. Fulfilling a dream to collaborate with his alma mater, he's teaming up with UW–Madison faculty and alumni to fast-track CoroFlu, which could undergo human clinical trials as soon as this fall.

Bharat Biotech will manufacture the vaccine, conduct clinical trials, and produce CoroFlu for global distribution. The company is working with Yoshihiro Kawaoka, a UW professor in the Department of Pathobiological Sciences at the School of Veterinary Medicine, and Gabriele Neumann, a senior virologist at the school. The two are among three cofounders of the vaccine company FluGen. Ella says that his company was already collaborating with FluGen on a flu vaccine, known as M2SR, when the pandemic struck, and they realized that a COVID-19 vaccine could be integrated with it.

Kawaoka's lab will insert gene sequences from SARS-CoV-2, the novel coronavirus that causes the disease COVID-19, into M2SR so that the new vaccine will also induce immunity against the coronavirus.

CoroFlu, like M2SR, will be delivered intranasally rather than through the intramuscular shots that deliver most flu vaccines, mimicking the natural route of infection by coronavirus and influenza. Intranasal delivery is more effective at inducing multiple types of immune responses. "We believe that an intranasal vaccine ... will bring about a superior form of immunity in the form of mucosal immunity," says Ella. "Mucosal immunity has the ability to generate a memory response to pathogens."

Bharat Biotech, which can produce almost 300 million doses per year, has commercialized 16 vaccines, including one for the H1N1 flu that caused the 2009 pandemic.

"It would be immensely gratifying to have CoroFlu become a successful, safe, and effective vaccine that could be administered to the world," Ella says.

*NIKI DENISON*

## Rosie the 3-D Printer

APRIL WEIR MS'07, MBA'13

Rosie the Riveter is an American icon. Grease-stained and muscular, she symbolized the effort to remake U.S. industry during World War II, a new collection of laborers who entered the workforce to help the country set aside consumer goods and provide frontline soldiers with tanks and planes and machine guns.

If the effort to stop COVID-19 is a war, then April Weir may be its Rosie. When she learned that frontline health care workers lacked personal protective equipment (PPE), she began producing it from her own home, relying on her 3-D printer. In time, she united 40 other 3-D-printing enthusiasts to churn out thousands of face shields.

"The quarantine started on March 13, and on March 14, I saw an article about someone [printing shields]," she says. Intrigued, she used her 3-D printer to create a shield from an open-source design, working at her home in Waunakee, Wisconsin. "Through a friend, I got connected to GHC [Group Health Cooperative, a Wisconsin health services provider], and they said they needed 500 to 1,000 a week. So within days I got the idea, we did a test print, changed the design, got a commitment from GHC, and assembled a team of printers in the area."

Weir's career connects a wide variety of disciplines. She came to the UW to study biochemistry, but after earning her master's, she left to work in the pharmaceutical industry. She came back to the UW for an MBA, and currently she works for InClin, a company that manages human clinical trials for pharmaceutical companies (including ones that are searching for COVID-19 therapeutics).

On Christmas 2019, Weir gave her husband, David Hauptman, a 3-D printer. Hauptman wanted to learn to play violin, and so he and Weir created a system to print violins based off a design from the famed Stradivarius. After taking the design through 200 iterations, each with its own small change, that

hobby evolved into a "side gig," in Weir's words: a word-of-mouth business manufacturing violins out of polylactic acid (PLA), a variety of plastic. In just a few days, Weir and Hauptman can create a violin — all but the strings and chin rest — in any color, at relatively low cost. Before that business really got going, the pandemic hit. It quickly became clear that medical facilities lacked sufficient PPE, so Weir turned her efforts to making face shields.

Though potential designs were available online for free, they weren't always practical. A face shield is essentially made of two pieces: a clear screen and a headband to hold the screen in front of the wearer's face. While a 3D printer's PLA could easily make the headband, the clear screen was more difficult.

"I was trying to find this plastic, the actual shield part, and it was impossible," Weir says. "I couldn't find it anywhere in the country, or else, if I did find it, it was ridiculously expensive, and then you have to find someone to cut it. It was just a mess. So I thought, what if we just use transparent paper? And that's what this is — like overhead projector paper."

With overhead projector sheets in place of the shield, Weir refined her design to print the headbands so that they could be attached using a standard office three-hole punch. The entire product costs as little as $1.

Weir and her team of volunteers have provided nearly 1,000 shields to GHC and hundreds of others to people who need them.

"Eventually we started a GoFundMe [online charity]," Weir says, to help supply health care workers. "Large groups of nurses would come to us, and their institutions weren't supporting them or providing them with PPE. So they got together to pay for it themselves, and I don't feel right charging them."

Other clients include churches and even a chocolate shop. Weir says that she and her team will continue to supply shields as long as they're needed. There will be plenty of time to fiddle when the pandemic passes.

*JOHN ALLEN*

## The Inventor

HAU LE

COVID-19 created a common problem in patient rooms around the country: medical teams wanted to treat patients with a highly contagious disease without spreading the illness themselves. A persistent lack of personal protective equipment for health care workers put both them and their patients at risk.

Enter the BADGER: the Box of Aerosol and Droplet Guarding and Evacuation in Respiratory infection. Designed by UW–Madison surgery professor Hau Le and a team of UW doctors, engineers, and the Sector67 makerspace, the BADGER is a person-sized negative pressure isolation chamber. Think of it as PPE that surrounds a patient rather than a doctor or nurse: while regular PPE keeps a virus-free zone around each health care worker, the BADGER keeps an infected zone contained around a patient. This allows health care professionals to give treatment without risk of exposure to coronavirus.

"The device has a reusable clear shell and other disposable accessories," says Le. "The accessories are commonly available in any hospital, such as surgical gloves, tubing, filters, drapes, tapes. Put together, they create a semi-sealed device that does the job. We designed it so that it could be made easily and cheap."

Though Le's primary appointment is in the Division of Pediatric Surgery, he's also affiliated with the UW's Department of Biomedical Engineering. He says his design took inspiration from an intubation shield created by Taiwanese physician Hsien-Yung Lai to protect anesthesiologists as they were placing breathing tubes in patients. Le then improved the design by turning the shield into a semi-sealed chamber.

Working with Peter Adamczyk and UW–Madison Engineering Support for COVID-19, Le saw the design become a prototype to test at UW Hospital. The BADGER is also available as an open-source design from the UW's MakerSpace, and Le hopes that it will inspire others to develop further improvements.

"The purpose," he says, "is to spread the word so that other places can build their own devices based on the work that we've done."

*JOHN ALLEN*


## The Researcher

BILL HARTMAN

Somewhere in the blood of COVID-19 survivors, Bill Hartman believes, may hide a key to saving the sickest patients.

Hartman, an assistant professor of anesthesiology in the UW's School of Medicine and Public Health, is leading the UW–Madison segment of a nationwide convalescent-plasma study, an effort to see if doctors can use the blood of survivors to help treat others.

"Plasma, the liquid part of the blood, is what holds the antibodies," he says. "If we can take that and put it into people who are sick, we hope we can make treatment more effective."

Convalescent-plasma therapy isn't new. The concept dates back to the early 20th century as a treatment for diphtheria and Spanish influenza. More recently, doctors used plasma therapy to treat coronavirus-caused diseases such as SARS and MERS. Early results indicate it helps patients with severe COVID-19, too.

"There isn't what we call a Lazarus effect," says Hartman. "It's not like you get a treatment and suddenly you're all better. But we hope that [patients'] immune systems get a boost so that they can more effectively fight off the infection."

The process has relatively few dangers, as it's no different than giving a patient a blood transfusion. So when researchers at the Mayo Clinic first suggested a nationwide plasma study, the Food and Drug Administration put the effort on a fast track. The UW Hospital is one of a collection of medical facilities in all 50 states trying convalescent-plasma treatments.

The plan, however, has limitations. Only a few people are qualified to donate plasma: those who had previously tested positive for COVID-19 and now test negative. And a donation only provides enough plasma to treat three patients. Still, Hartman believes the effort has shown remarkable success.

Further, he notes that it's important that so many health care facilities are taking part in the study, as it helps researchers collect a great deal of information quickly. "This way we can pool a lot of data into one database," he says. "Hopefully, at the end [of the study], we'll know a lot more, and our patients will feel better."

*JOHN ALLEN*

## The Medical Epidemiologist

HANNAH KIRKING '04, MD'10

Over the past decade, Hannah Kirking has served in various capacities for the Centers for Disease Control (CDC) in Atlanta. Last November — just a month before the first known transmission of COVID-19 in China — Kirking volunteered to fill a temporary position in the center's respiratory viruses branch.

"Needless to say, I am still here," she says.

And fortunately, she was prepared.

Kirking, a medical epidemiologist and a lieutenant commander in the U.S. Public Health Service, has traveled the world to fight new outbreaks of infectious diseases, including HIV, tuberculosis, and Ebola. In January, she was assigned to the first case of human-to-human transmission of COVID-19 in the U.S., flying to Chicago to help conduct contact tracing and establish infection-control measures in the hospital.

Her role has since focused on "answering the unanswered questions around this virus," she says. When *On Wisconsin* spoke to her in May, she was investigating household transmission of COVID-19. She's since taken on a leadership role to oversee the CDC's other field epidemiological studies, with the short-term goal of learning more about the prevalence of asymptomatic cases and whether children transmit the virus.

Kirking describes epidemiology as "a toolbox of ways to answer health-related questions," noting that her past experiences involved similar elements of case identification, contact tracing, and lab testing. "It's just now needed on a much faster timescale," she says.

As Ebola ravaged parts of Africa in 2014, Kirking was one of the earliest CDC officials on the ground. She traversed muddy roads to a rural county in Liberia, almost immediately identifying an unreported hotspot. For a month, she visited patients and studied the disease while living in a guest house with no running water and scarce electricity. "Even lessons learned in Africa, when we didn't have enough lab tests or lab capability, have come in handy now with this new virus," she says.

Kirking studied biomedical engineering as an undergraduate at the UW and worked briefly for General Electric. Longing to interact with patients directly, she returned to Madison for her medical degree, setting the path to her consequential role in the fight against COVID-19 today.

"I had a good medical education, which you can get at a lot of places, but there was a really strong population perspective at UW," Kirking says. "I learned it's not always about the individual. It's a collective let's-help-all mentality that, as I've moved around, I've appreciated more and more."

*PRESTON SCHMITT '14*

## A Nurse Back in Action

BETH SOMMERFELDT '81

They called from across the country, some gasping for air, others simply needing a reassuring voice to calm their fears.

For several weeks during the height of the pandemic, retired nurse Beth Sommerfeldt fielded calls to the UW Health COVID-19 hotline. She joined hundreds — perhaps thousands — of other retired health care workers pressed back into service as the coronavirus began its deadly march across the country.

"There was no hesitation," Sommerfeldt says, recalling her response to the request from UW Health, her former employer. "That's how I'm wired. If I'm needed, I'm going."

Tapping decades of knowledge, she and the other retired nurses staffing the hotline triaged the needs of callers — sometimes providing hygiene guidance or an understanding ear, other times setting up video visits with doctors or calling an ambulance.

"The first time I heard someone struggling to breathe made it all very real," says Sommerfeldt, who retired in 2018 after 37 years in nursing and lives in Fitchburg, Wisconsin.

Working the 3 p.m. to midnight shift, Sommerfeldt came to expect rising levels of panic and anxiety from callers as nightfall came. One 31-year-old man, hyperventilating, feared he wouldn't wake up if he went to sleep.

"People were so afraid of the unknown," she says. "I tried to provide some perspective. It was such an unusual situation. We had a whole society considering their own mortality at the same time."

Every shift varied, just as no two days were alike in Sommerfeldt's nursing career. The UW School of Nursing prepared her well for this, providing both

the technical skills and the overall mind-set to excel, she says.

"It was a fabulous education. They gave me the foundation to be a learner for the rest of my life."

Sommerfeldt's part of the coronavirus response was small, she insists, though many would argue crucial.

"The frontline nurses are the real heroes in all this," she says. "I think of them as humanitarian rock stars. They are willing to put their lives on the line for a disease we know very little about."

*DOUG ERICKSON*

## The Food Provider

DEB ALDER '77

We all need food, which means trucks have to roll from distribution centers to grocery stores. During a pandemic, that's easier said than done. How do you keep the drivers safe? And how do you keep their families safe, given drivers' exposure to so many people in the course of their deliveries? Every time they return from a shift, they could potentially infect someone at home.

Enter Deb Alder, owner of the Alder Companies in Delavan, Wisconsin. While some firms went on hiatus at the start of the pandemic, Alder found herself running an essential business that had to keep delivering milk, cottage cheese, and yogurt in Wisconsin and Illinois as casualties mounted.

"In the first few weeks of the pandemic, there were real shortages," Alder says. "And people were saying, 'Oh my God, I have to get dairy products!' "

The solution to delivering those products? Good old Badger ingenuity.

Alder bought the best masks she could find for her drivers — ones that allowed them to breathe while lifting heavy cases of milk. She instituted policies for wiping down surfaces in the trucks and the office, along with taking drivers' temperatures every day.

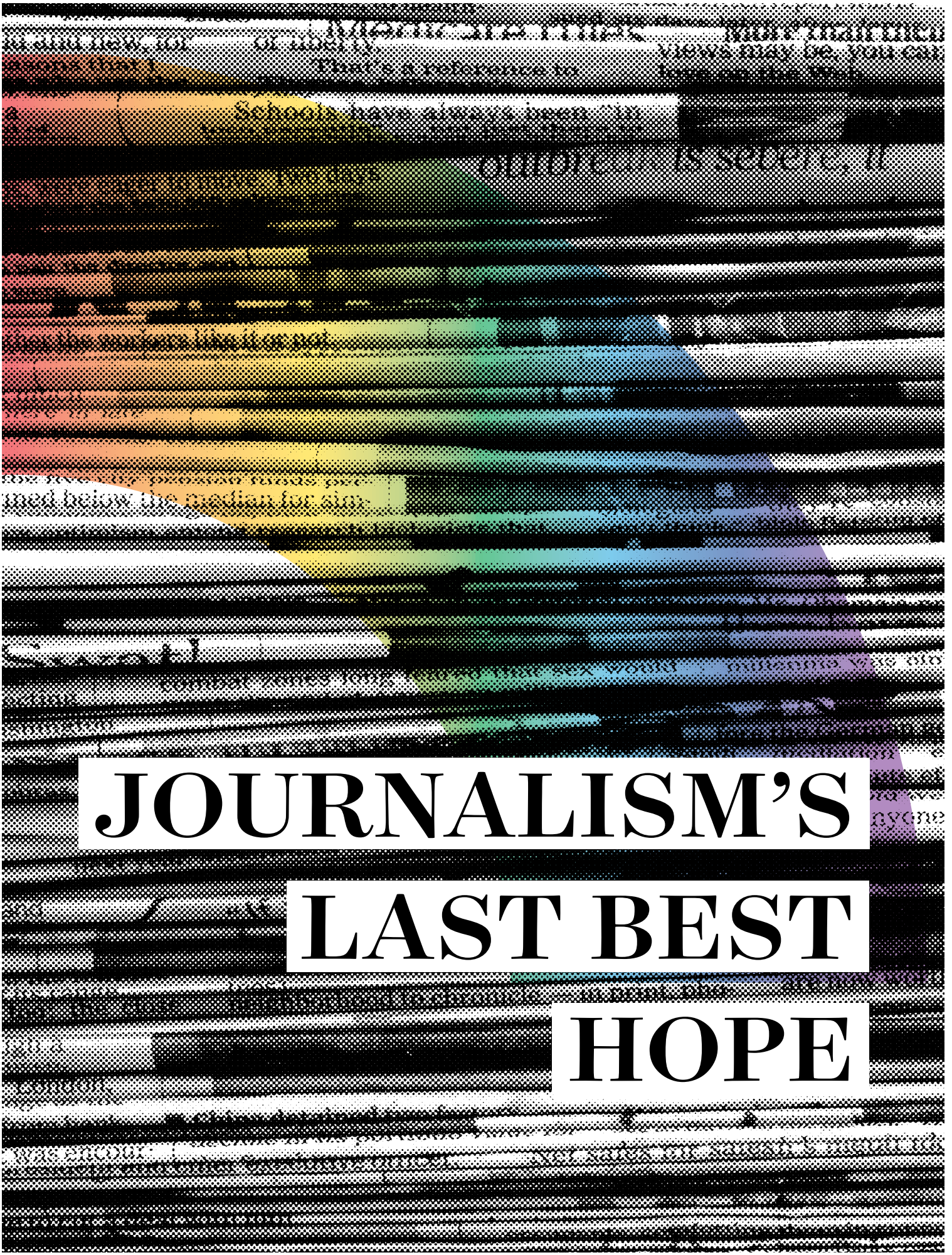
One of the hardest challenges for this friendly, family-owned business was maintaining physical distance among employees.

"We're not spending a lot of time chitchatting out in the parking lot or in the office anymore," Alder says. "Everybody comes in, gets the job done, and goes home. Still, there's a feeling that we're all in this together."

Ever since earning a degree in home economics education at UW–Madison, Alder has been inspired by the Wisconsin Idea. As much as possible, she uses what she learned at the university to benefit the community. Right now, that means keeping trucks on the road.

"There's demand for dairy products, and I'm glad we can keep delivering sufficient quantities," Alder says. "So when people go to the grocery stores, they can find them quickly and get on home with them."

*DEAN ROBBINS* ●


JOURNALISM'S
LAST BEST
HOPE

## *YOUNG REPORTERS USE NEW STRATEGIES TO BRING LOCAL NEWS BACK FROM THE BRINK.*

**BY JENNY PRICE '96**

As the death count from COVID-19 began to rise across the country last spring, Peter Coutu '18, a reporter for the *Virginian-Pilot,* earned a somber nickname from a reader: the Grim Reaper.

Coutu reported early on in the pandemic about potential problems stemming from the region's lack of hospital capacity, which struck the reader as being somewhat alarmist. Coutu wasn't deterred. He continued to tally new cases and share his findings with readers via a daily tracking website, even sending additional information to readers who asked for it. He also investigated the state's low rate of testing and the issues exacerbating the spread of cases in nursing homes.

"I try to run at every story like the information can be lifesaving," Coutu says.

The stakes have never been higher for media outlets to find a way to keep going. Conventional wisdom had written print journalism's obituary many times over before the pandemic, as revenues declined and outlets changed owners or shut down entirely. Experienced editors and reporters took buyouts and were not replaced. And polls showed Americans had lost trust in the news media over concerns about bias and accuracy.

But there are signs of hope for journalism, starting with a 2018 Gallup poll that found that almost 70 percent of those who have lost trust say it can be restored with accuracy, lack of bias, and transparency. In recent months, websites for local newspapers and larger media outlets like the *Washington Post* drew more readers following the arrival of the pandemic in the United States, according to a *New York Times* analysis. And an Associated Press poll last spring found that more than two-thirds of

THÉ PHAM

***"I try to run at every story like the information can be lifesaving."***

— Peter Coutu '18

Americans trust information from the news media about the coronavirus outbreak either "a moderate amount" or "a great deal."

If trust in the news media is poised to make a comeback, it will germinate in the daily work of local journalists. Their ranks include recent UW–Madison graduates using skills they developed in the School of Journalism and Mass Communication that hold the promise of preserving their rapidly evolving profession's essential role in a democracy.

"A lot of people think this generation of 20-year-olds is a selfie-addicted, social-media-loving, vapid group of people," says Kathleen Bartzen Culver '88, MA'92, PhD'99, an associate professor and director of the UW's Center for Journalism Ethics. "That is not who shows up in my classrooms. That's not who's out in these newsrooms."

### *LESSONS IN TRANSPARENCY*

In the months after a city employee killed 12 people and wounded four others at a municipal building in Virginia Beach in May 2019, the *Virginian-Pilot* staff debated the value of follow-up stories. Some readers thought the newspaper was milking the incident.

Nevertheless, Coutu says he felt responsible for investigating complaints about a toxic work culture in city government. "You don't want to come across as passing the buck for who's responsible for the shooting, because obviously the shooter is," he says. "At the same time, what I've heard from experts on this subject of workplace violence is that it's key to really interrogate these things, because it can lead to more incidents in the future."

Coutu developed his approach to handling sensitive stories during his undergraduate studies at the UW, where he was a reporter for the *Daily Cardinal*. With help from Culver, he learned how to get on sources' wavelength and make his intentions clear. "It makes sense that some people don't want to talk to the media, and they are going to be a little bit upset if you reach out," Coutu says. "I've tried to just be as explicit as possible when communicating why I'm reaching out and what's the point of the story."

Culver says this approach — transparency — is essential to building trust with readers. "We need to do more to say why we make the choices that we make, because what seems completely normal to you inside the newsroom feels abnormal to people on the outside," she says.

### *WHAT JOURNALISM DOES WELL*

In recent years, there's been a push for change like this across the profession. "I think there's mystery about how we go about our work. Let's just be more transparent about how we pursued the story," *Washington Post* editor Marty Baron noted in 2017 at an inaugural ethics summit hosted by the Poynter Institute for Media Studies.

For the last four years, Culver has done her part to transform the practice of journalism, putting on what she calls a "road show" focused on truth and trust. She delivers this talk mainly in community centers, churches, and libraries. She focuses on how the future of journalism depends on reporters being

more accountable, defending the value of their work, and engaging more with audiences. She cites a Gallup poll in which 71 percent said a commitment to transparency is very important, alongside accuracy and an unbiased approach.

"I've never seen a more important time for journalism ethics, and I've never seen stronger ethical practice among the group of individuals like these [recent journalism school graduates]," she says.

Culver's public talks explore people's distrust of the news media. Frequently, she says, it arises from their assumptions about liberal or conservative bias. In response, she points to media's important role in reporting on topics like money, security, and health. Culver thinks health stories, in particular, exemplify the valuable service that local journalism provides, such as reminders about when to get the flu shot or availability of COVID-19 testing. "That's the kind of thing that journalism does well but doesn't get enough positive attention for," she says.

### ACCOUNTABILITY MATTERS

In her role as a health and science reporter for the USA Today network based in Appleton, Wisconsin, Madeline Heim '18 (a former *On Wisconsin* intern) received positive and negative feedback in equal measure in the first few months of the coronavirus outbreak in the United States. Her reporting included stories about the state's testing capacity, how the pandemic could affect pregnant women and accommodations for people with disabilities, and advice from epidemiologists on how people could guard against exposure to the coronavirus during ongoing public protests against police violence.

"I routinely get pushback saying that I don't write about the 'positives' enough," Heim says. "I try to respond to most negative emails I get. Usually, people don't write back. But sometimes they do, and sometimes that can start a good dialogue."

Before COVID-19, Heim covered stories ranging from how farmers are dealing with climate change to whether local retailers were selling liquid nicotine — better known as "vape juice" — without federally required child-resistant caps. She also reported on the revelation that Ascension Health, which operates clinics in Wisconsin, shared the personal health records of millions of Americans with Google.

Most of the calls and emails Heim received in response to the Ascension story were positive, but one woman called to accuse her of fearmongering. The caller said a nurse at her local clinic insisted they did not share patient data. Heim took the time to explain the release happened at the national level, and that's why the nurse may not have heard about it.

Culver is greatly encouraged by Heim's approach. "It should make us very optimistic, because the news media ultimately are accountable to the public," she says.

And Heim's work demonstrates the benefits a single journalist can bring to a community. "Sometimes it's exhausting and heartbreaking. Other times I can see that I've made a difference, and that feels good," Heim says.

WM. GLASHEEN

***"Sometimes it's exhausting and heartbreaking. Other times I can see that I've made a difference, and that feels good."***

— Madeline Heim '18

### THE STORIES NO ONE TELLS

During her six months as a digital producer for WTMJ in Milwaukee, Alexandria Mason '17 worked at a breakneck pace to mine police reports, tweets from public officials, and other sources for her stories. It was her first job after finishing her undergraduate studies at the UW and graduate school at the University of Southern California.

Mason experienced firsthand how much viewers rely on local news. She fielded between 15 and 20 calls a day, answering questions about weather-related school closings and even Green Bay Packers scores.

Last year, Mason moved on to *Black Nouveau*, a weekly news program on Milwaukee PBS. She uses her reporting skills to find stories about African Americans that don't usually find their way to the nightly newscasts. "Young Black people turn on the news and see a lot of people who look like them in mugshot form," says Mason, who is African American. "We don't see a lot of positive stories."

As a Milwaukee native, she knew there were other narratives to show viewers. In recent months,

DENZEL TAYLOR

***"I hope for future stories that I can continue to connect with people and show myself as a credible reporter and producer who's not trying to make a gimmick out of their experience."***

— Alexandria Mason '17

she's covered a fellowship program for young Black men to bring more of them into early childhood education jobs and profiled Corey Pompey, the first Black director of bands at UW–Madison. She also previewed an art exhibit that paired portraits of African American and Latino men with their own words imagining their lives beyond stereotypes.

"When you're talking to more underrepresented groups about really sensitive issues, it's hard to get people to put their stories forward and just be completely open and honest," Mason says. "I hope for future stories that I can continue to connect with people and show myself as a credible reporter and producer who's not trying to make a gimmick out of their experience."

After the death of George Floyd in Minneapolis, Mason began work on a miniseries highlighting young people finding their voice in the burgeoning protest movement. When COVID-19 hit Wisconsin, she worked on stories about its impact on the community, particularly the disproportionate numbers of African Americans getting the virus.

She produced a piece on a Milwaukee church partnering with Khris Middleton of the Milwaukee Bucks and several Black-owned restaurants to feed hundreds of families in need. And she interviewed the owner of a once-bustling nail salon to show the effect of closures on Black-owned businesses.

"It's a responsibility I take very seriously," Mason says. "I think this pandemic feels a lot scarier than those of the past because there's really no escaping the information overload. Everyone has a platform and a theory and in some cases a conspiracy. So the best I can do is make sure I'm providing accurate information on whom this pandemic is impacting and who is working to help."

## THE KEY TO THE FUTURE

Early in the spring semester — two months before Marquette University shut down in response to the coronavirus outbreak — 22 students crowded around a conference table in an advanced reporting class. Their professor, Dave Umhoefer '83, is a veteran journalist who won a Pulitzer Prize for local news reporting at the *Milwaukee Journal Sentinel*. Umhoefer joined the faculty as director of

the O'Brien Fellowship in Public Service Journalism in 2017.

He reminded students that the national media would descend on Wisconsin in the summer as the battleground state planned to host the Democratic National Convention. But Umhoefer didn't want his students to follow the lead of countless reporters who would have dropped into — and just as quickly dropped out of — the same barbershops and diners to extract quotes from residents. Instead, he tasked them with looking at the presidential primary through the eyes of potential voters in predominantly African American and Hispanic Milwaukee neighborhoods where turnout was high in 2008 and 2012 but shrank in 2016.

He stressed that his students could only build credibility with local residents and political organizers by going back multiple times to speak with them to understand what's motivating voters.

Umhoefer told students to be respectful and thoughtfully approach people in communities where they have no existing relationships. This is not a discussion that would have taken place in the *Journal Sentinel* newsroom just a few years ago, says Umhoefer, who was 23 when he began working for the newspaper. "We came out of the ivory tower, and we did what we did," he says.

The students adapted to working remotely once they scattered back to their hometowns, interviewing their newly developed sources about their preferences and enthusiasm for the November election and uncovering perspectives that might not have been shared otherwise.

"I think the mainstream media have to be better at connecting with people on their terms, not us dictating what kind of stories we think are important to them," Umhoefer says. "It takes more effort. And the idea is, you get a much deeper story and then you can come back and do another one, because you weren't there just as a one-off. You're building a reputation as somebody who cares about getting the full story and treating people with respect."

Culver agrees that local news organizations should invest time and energy into getting their reporters out into communities, but she emphasizes that readers and viewers must understand those efforts cost money, especially when outlets have been hit hard by the pandemic and some are already shuttered.

"We are following this pandemic globally, but we are living it locally. I think that's why we see both traffic and trust ticking upward in some polls," she says. "Local news outlets should be investing in practices that we know build trust. But all of us should be investing in the community news that we need now more than ever." ●

*Jenny Price '96 is a former* On Wisconsin *coeditor and worked as a reporter for the Associated Press.*

## *WHAT DO YOU THINK OF LOCAL NEWS?*

Nearly ***6 in 10*** Americans consider their local newspaper an important symbol of civic pride or one of the most important symbols of civic pride in their community. (Knight Foundation)

***76 percent*** of Americans across the political spectrum have "a great deal" or "a fair amount" of trust in their local television news, and 73 percent have confidence in local newspapers. This compares to 55 percent for national network news and 59 percent for national newspapers. (Poynter Media Trust Survey)

***86 percent*** of Americans say everyone should have access to local news, even if they don't pay for it. (Knight Foundation)

***1 in 5*** Americans has supported local news in the past year by subscribing to, donating to, or purchasing a membership to a local news organization. (Knight Foundation)


JEFF MILLER (BOTTOM LEFT)

# CAN WE TRUST THE POLLS?

*After the failures of 2016, the UW's Elections Research Center makes a significant contribution to the upcoming presidential election.*

BY PRESTON SCHMITT '14

**Katherine Cramer '94 walks into a small western Wisconsin diner expecting to meet some regulars over coffee. She's led through a curtain in the back to a discreet, L-shaped table, where a group of locals gathers every morning to bet on a game of dice.**

She's an outsider by any measure — a younger political scientist at UW–Madison hoping to shoot the breeze with a klatch of older rural men. She disarms their skepticism with her familiar Wisconsin accent and knowledge of the local dice game.

Cramer is here to listen as they discuss their political views. One of the first topics is her employer, the state's flagship university.

"The ones who end up going to the UW, going to the top-tier schools outside the state, usually have parents who [are] educated and know what the game is to be played. ... Their parents are probably graduates and have probably really nice jobs," says one of the men, with the others nodding. "These are poor people up here."

From 2007 to 2012, as Cramer met regularly with this group and 26 others around the state, she came to recognize the resentment in that response. Rural distrust of urbanites and so-called elites bled beyond higher education into nearly every issue. As one of the dice players concisely put it: "I think you've forgotten rural America."

And in 2016, election polls did.

Wisconsin, which had voted for a Democrat for president every election since 1988, swung for Republican nominee Donald Trump in 2016 — to the shock of pollsters, pundits, and the public alike. The main reason? Rural voters carried the state for Trump by a 27-point margin, according to exit polls. Eight years prior, Obama had won them over by nearly 10 points.

Cramer's unconventional fieldwork informed *The Politics of Resentment*: *Rural Consciousness in Wisconsin and the Rise of Scott Walker*, which she published in March 2016. Just months before the election, Cramer's book diagnosed precisely what polling in key swing states would miss come November — a rural rebuke of the status quo.

"Tapping into emotion is not about an issue or even about partisanship. It's about people's sense of who they are in the world," Cramer says. "I think it came out of the blue to pollsters because they weren't necessarily asking about these latent feelings — people's sense of distribution of resources, or respect, or shared values."

As the polling industry applies lessons from 2016 and looks to regain public trust, UW–Madison is diving directly into the discussion. Earlier this year, the Elections Research Center launched a battleground poll in Wisconsin, Michigan, and Pennsylvania, hoping to identify and quantify trends like the one Cramer discovered.

At stake? An essential tool of democracy.

## WHAT WENT WRONG IN 2016?

On the night of the 2016 election, as surprise results rolled in, the right delighted in what it saw as a massive failure by the polling establishment. The left felt betrayed by it. But both sides have appeared united in their distrust of polling since.

"No one anticipated that 2016 would be so consequential for the polling field," says Courtney Kennedy, director of survey research at the Pew Research Center.

Sensing a pivotal moment for the industry, the American Association for Public Opinion Research (AAPOR) asked a national committee of pollsters to sift through the data and figure out what went wrong. Chaired by Kennedy, the committee began with a controversial question: did the polls really fail?

The answer is complicated.

Collectively, national polls accurately estimated the popular vote. They showed Democratic nominee Hillary Clinton with a three-point lead, and she won it by two points — one of the most precise margins since the advent of modern presidential polling.

Likewise, most state-level polls correctly indicated a competitive race for Electoral College delegates, which would actually determine the outcome. Before the election, RealClearPolitics averaged state polling and reported a nearly even count of delegates. "The polls on average indicated that Trump was one state away from winning the election," stated the postmortem report that AAPOR published in 2017.

What some polls missed was the increase in support for Trump in northern swing states, where he completed an unlikely sweep of Wisconsin, Michigan, and Pennsylvania.

The final Marquette University Law Poll found 46 percent support for Clinton and 40 percent for Trump among likely voters in Wisconsin. Polls told a similar tale in Michigan and Pennsylvania. Polling aggregators and political pundits put the likelihood of a Clinton victory between 70 and 99 percent, viewing those three states as part of her "Blue Wall" of support. Fewer than 80,000 voters combined — less than one percent in each of those states — toppled it.

"Most of the models underestimated the extent to which polling errors were correlated from state to state," wrote Nate Silver, founder of the polling aggregator website FiveThirtyEight, following the election. "If Clinton were going to underperform her polls in Pennsylvania, for instance, she was also likely to do so in demographically similar states such as Wisconsin and Michigan."

The AAPOR committee chased every popular theory for what went wrong with polling in those states — including the "shy Trump voter" effect, the belief that some of his voters were reluctant to reveal their intention. For that one, it found no significant evidence.

The Elections Research Center launched a battleground poll in Wisconsin, Michigan, and Pennsylvania to identify key trends.

What the committee did find was an unprecedented change in voter preference late in the campaign. Roughly 15 percent of voters in Wisconsin, Michigan, and Pennsylvania waited to make a decision until the final week of the race, when most polls were no longer actively in the field.

"Normally, those late deciders aren't much of a factor," Kennedy says. "Historically, they break about evenly between the two major-party candidates, so it kind of washes out. In 2016, in those battleground states, they broke for Trump by wide margins — 15 to 20 percent."

Such a divergence would have been difficult for pollsters to anticipate, but the committee did identify a significant failing. Many polls, especially at the state level, neglected to adjust for an overrepresentation of college graduates in their samples. And those voters turned out strongly for Clinton.

"People with higher levels of formal education tend to be more likely to take polls," Kennedy says. "And we've known this, frankly, for a long time."

In elections past, polls could get away with not weighting for education, assuming they accurately adjusted for more predictive demographics like gender, age, and race. But that's because Democrats successfully courted some white working-class voters. Not long ago, especially among union workers, they were a key constituency of the Democratic base. "And in 2016, Trump turned that on its head," Kennedy says.

In a way, election polling's reckoning was inevitable. Local news organizations have historically led or cosponsored polling efforts. And the quantity and quality of state-level polling has followed the trajectory of declining media budgets.

"It is a persistent frustration within polling and the larger survey research community that the profession is judged based on how these often-underbudgeted state polls perform relative to the election outcome," the AAPOR report concluded. "The industry cannot realistically change how it is judged, but it can make an improvement to the polling landscape."

And UW–Madison answered the call.

## THE BATTLEGROUND POLL

"Wisconsin is the quintessential battleground state," says Barry Burden, director of the UW's Elections Research Center and professor of political science. "Almost magically, the forces that would help Republicans and the forces that would help Democrats seem to be in a perpetual balance."

Most notably, while urban areas like Madison and Milwaukee are turning out strongly for Democrats, rural voters in the northern and western parts of the state are gravitating to Republicans.

And yet, aside from the highly regarded Marquette poll, the state lacks consistent public-opinion surveys to capture such trends.

UW–Madison was uniquely positioned to fill this polling gap. In 2015, the Department of Political Science established the Elections Research Center to centralize the research of more than a dozen faculty members across disciplines.

JEFF MILLER

***Cramer diagnosed what polling in key swing states missed in 2016: a rural rebuke of the status quo.***

Many of the center's experts have earned national reputations, appearing regularly in the *New York Times*, the *Wall Street Journal,* PolitiFact, and other media. Burden alone fields as many as 10 requests from journalists per day, with recent topics ranging from caucus-reporting technology, to diversity on the presidential ticket, to mail-in voting, to the electoral consequences of a pandemic.

The experts are called to testify in court and legislative bodies about their research. The Washington State Senate, for instance, asked Burden to share his findings on the effects of same-day voter registration, which the center had studied in Wisconsin.

To reach the broader public, they post to Twitter during debates, election nights, and other major

JEFF MILLER

political events. "[The work] requires a level of vigilance to keep up with current events," Burden says. "One of the things my colleagues and I can offer is putting these events in context of research and broader patterns."

The Elections Research Center partners with the data company YouGov and media entities to conduct public-opinion surveys. One survey made headlines during the 2018 Senate hearing on sexual assault allegations against Supreme Court nominee Brett Kavanaugh. UW researchers recycled questions from a survey in 1991, when Justice Clarence Thomas faced sexual-misconduct allegations. They found almost no movement in public opinion on whether the respective nominations should go through if the allegations were true, with around 70 percent of respondents in both surveys saying it should not. (However, respondents in 2018 indicated they were much more likely to vote against a senator if he or she supported the nominee.)

Encouraged by past efforts, the center launched the 2020 battleground poll, immediately contributing to the political discussion. Its first poll results in February dispelled a pervasive cable-news narrative. Throughout the 2020 Democratic presidential primary, the networks used exit-polling data to demonstrate that the top motivation for Democratic voters was "electability" — whoever had the best chance to beat Trump.

But Burden wondered whether that was the result of Democratic voters being faced with a false dichotomy: do you care about the issues or beating Trump? When the UW's poll offered more options to respondents, it found that 37 percent predominantly supported a primary candidate because of key issues, 22 percent because of his or her chances to beat Trump, and 20 percent because he or she was the most qualified to be president.

And to no one's surprise: the poll also showed a close race between Trump and several of the then–Democratic candidates in Wisconsin, Pennsylvania, and Michigan. The center plans to conduct several more surveys before November's election.

*Burden says surveys can shed light on an election beyond the question of who voted for whom.*

The battleground poll continues a legacy of elections research at the university, though conditions have vastly changed over the past two decades.

## THE LANDLINE ERA

From 1998 to 2008, UW political scientists ran the Wisconsin Advertising Project, which analyzed presidential and statewide campaign ads aired on TV in more than 200 media markets. It pulled back the curtain on how candidates communicated with voters.

Around the same time, the UW Survey Center administered the Badger Poll to measure statewide public opinion. Cramer, who's now an affiliate of the Elections Research Center, served as the faculty director of the Badger Poll. She started to notice overlapping trends in polling results and her fieldwork. "Many people thought that rural areas of the state didn't get their fair share of state taxpayer dollars," she says.

The Badger Poll's methodology was to sample some 500 Wisconsin residents by randomly selecting households with active landlines. It mailed notices to households, redialed numbers as many as 10 times, and intensively trained interviewers to keep potential respondents on the line. Those efforts helped the Badger Poll, which ran 32 surveys between 2002 and 2011, regularly achieve a response rate of roughly 40 percent.

Now, such a response is a fantasy. If you're willing to answer a call from an unknown number, you're part of the 1 to 2 percent response rate that even high-quality phone surveys strive for today.

For as long as polling has existed, technology has uprooted methodology. And with the public becoming more difficult — and costly — to reach, pollsters are getting creative. The UW's polling partner, YouGov, is an entirely online operation that's finding ways to forgo representative sampling without sacrificing quality.

## THE BRAVE NEW WORLD OF POLLING

By 1936, the *Literary Digest* had accurately predicted the winner of every presidential election of the past 20 years. That year, it embarked on one of the most ambitious polling operations of all time, mailing out mock ballots to 10 million people.

"When the last figure has been totted and checked, if past experience is a criterion, the country will know within a fraction of 1 percent the actual popular vote," the *Digest* declared.

The magazine's straw poll predicted that Franklin D. Roosevelt would lose in a landslide to Alf Landon and win just 43 percent of the vote. He won 61 percent.

That cataclysmic error — the result of selection bias with a disproportionately affluent mailing list as well as a high rate of nonresponses — ushered in the modern era of scientific public-opinion polling. George Gallup and Elmo Roper, with much smaller but more representative samples, both predicted Roosevelt's reelection and went on to found polling enterprises that remain active today. (The *Digest* folded 18 months later.)

For some 50 years, representative sampling easily differentiated the good polls from the bad. But as communications technology has evolved, the craft of high-quality polling has become much more complex. Whenever a new, pricier technology emerges — landlines, cellphones, the internet — polling must adapt to it slowly or risk skewed samples because of lack of widespread access. The internet has posed another problem: while pollsters can access lists of every mailing address or phone number, there's no master list of emails, making it impossible to recruit a representative sample digitally.

Collecting public opinion can serve a critical function of democracy.

The UW's polling uses an opt-in panel of people whom YouGov has recruited online and compensated for participation in other surveys (such as product testing for companies). While it's not representative sampling, YouGov collects a wide range of personal information from its participants, which it uses to accurately weight the sample to the larger population. YouGov's polls have called nearly 90 percent of recent political races correctly, according to FiveThirtyEight.

YouGov has learned to innovatively adjust for variables beyond demographics, including political ideology, volunteerism, and news consumption. Such measures have helped it address polling's familiar foe: the overrepresentation of people with college degrees.

"This is not a fly-by-night internet operation," Burden says. "They are staffed by a lot of academics and political scientists who understand the scientific goals we have."

High-quality polls seem to be navigating this new landscape effectively. The 2017–19 election cycle was one of the most accurate on record for polling, according to FiveThirtyEight, with the lowest average error margins since 2003–04.

So where does that leave us for 2020?

## TRUST POLLING TO DO WHAT?

As I talked to the experts in this story, I started with the same question: "Why is polling important?"

In March, I read Jill Lepore's *New Yorker* article "The Problems Inherent in Political Polling." She argued that polling, like endeavoring to gauge public opinion via social media, is flawed. "Democracy requires participation, deliberation, representation, and leadership — the actual things, not their simulation," she wrote.

I, too, had become a skeptic.

But the experts reminded me that — beyond the horse-race polling numbers that tend to populate the headlines — collecting public opinion can serve a critical function of democracy.

"If you think about a society where there's no polling, the leader of that country can just go out and say, 'Well, I know the public feels this way,' " Kennedy says. "Contrast that with a society where there are a lot of independent pollsters and all of their data converge, so that, 'Oh, actually, the public has this other attitude.' It provides a reality check for people in office."

According to Burden, surveys can shed light on an election beyond the question of who voted for whom. "Public opinion polling asks voters directly, 'What are you thinking? What matters to you? What are your positions on the issues? What would you like to see government do? What is your ideal vision of society?' "

I had also lost sight of the golden rule of polling: that the results represent a snapshot in time, not a prediction. For pollsters, it's a clichéd disclaimer. But for a public and media eager to speculate on who will win, misinterpreting polls as predictions can lead to false expectations and big surprises.

Through high-quality polling, insightful public-opinion analysis, and research-based commentary, UW experts are demonstrating a responsible way forward for our political dialogue. They're uncovering how voters feel, not projecting what they will do. Cramer discovered rural resentment the old-fashioned way: "polling by walking around."

As for the question everyone is asking — "Should I trust the polls after 2016?" — I saved that one for last.

"My response is, 'Trust polling to do what?' " Kennedy says. "Are you asking me if you can trust polling to call the winner in a close election? I would say no. It's not up to that task. But if the question is, 'Can I trust polling to tell me how the public feels about Donald Trump? About [House Speaker] Nancy Pelosi? About health care? About the response to the COVID-19 pandemic?'

"Yes, polling is absolutely up to that challenge." ●

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


*Sloman has always stood out as a character, prompting Joan Baez to anoint him "Ratso" early in his career for his unkempt appearance and manic demeanor.*

WILLIAM BEAUCARDET

# "Ratso" Gets His Due

*Known as a colorful chronicler of counterculture figures, Larry Sloman MS'72 is finding his direction home as a singer-songwriter.*

**BY HUGH HART**

"It was four o'clock on a brandy-soaked October Thursday morning in Greenwich Village as about 20 friends and assorted hangers-on gathered in the shuttered-to-the-public Other End to hear Bob Dylan and his friends pick a few tunes."

So goes the lede in Larry Sloman's 1975 article for *Rolling Stone,* written just three years after he'd graduated from the UW with a master's degree in sociology. Over the ensuing decades, Sloman has continued to chronicle counterculture milestones with uncommon panache as a reporter, ghostwriter, and all-around character. As seen in the Netflix documentary *Rolling Thunder Revue: A Bob Dylan Story by Martin Scorsese*, Sloman, embedded as a reporter on the singer-songwriter's 1975 tour, earned the nickname "Ratso" from Joan Baez because he reminded her of Dustin Hoffman's hustler in *Midnight Cowboy*.

After writing *On the Road with Bob Dylan*, Ratso went on to coauthor bestselling memoirs by Howard Stern and Mike Tyson. Distinguished by his six-inch goatee and raspy New York accent, Sloman occasionally works as an actor and has appeared in such movies as the 2019 indie thriller *Uncut Gems*. Last year, the Queens-born hipster released his debut album, *Stubborn Heart,* at the age of 70.

Looking back on his eclectic body of work, Sloman credits the UW as a formative influence. "Madison was a lot of fun," he says. "I gravitated immediately toward criminology and deviance, which really informed what I do, because everything I've written about is to some extent filled with deviant subject matter."

Supported by a full scholarship, Sloman showed up in Madison in August 1970, the day before Sterling Hall was blown up. "Coming from New York, you think you're at the epicenter of the antiwar movement," Sloman says. "But my first night in Madison, I heard this loud bang and thought it must be a car backfiring. I wake up in the morning and see the paper: the Army Math Research Center had been bombed. That was my introduction to Madison."

A few days later, Sloman talked his way into becoming music editor for the *Daily Cardinal*. He interviewed a wide array of artists, including Liza Minnelli and Merle Haggard.

In late 1972, he and jazz musician Ben Sidran '67 launched the late-night show *The Weekend Starts Now* on Madison's NBC affiliate. The live broadcast featured C-grade horror movies and weekly "sermonettes" delivered at three in the morning by "the Reverend L. J. Sloman."

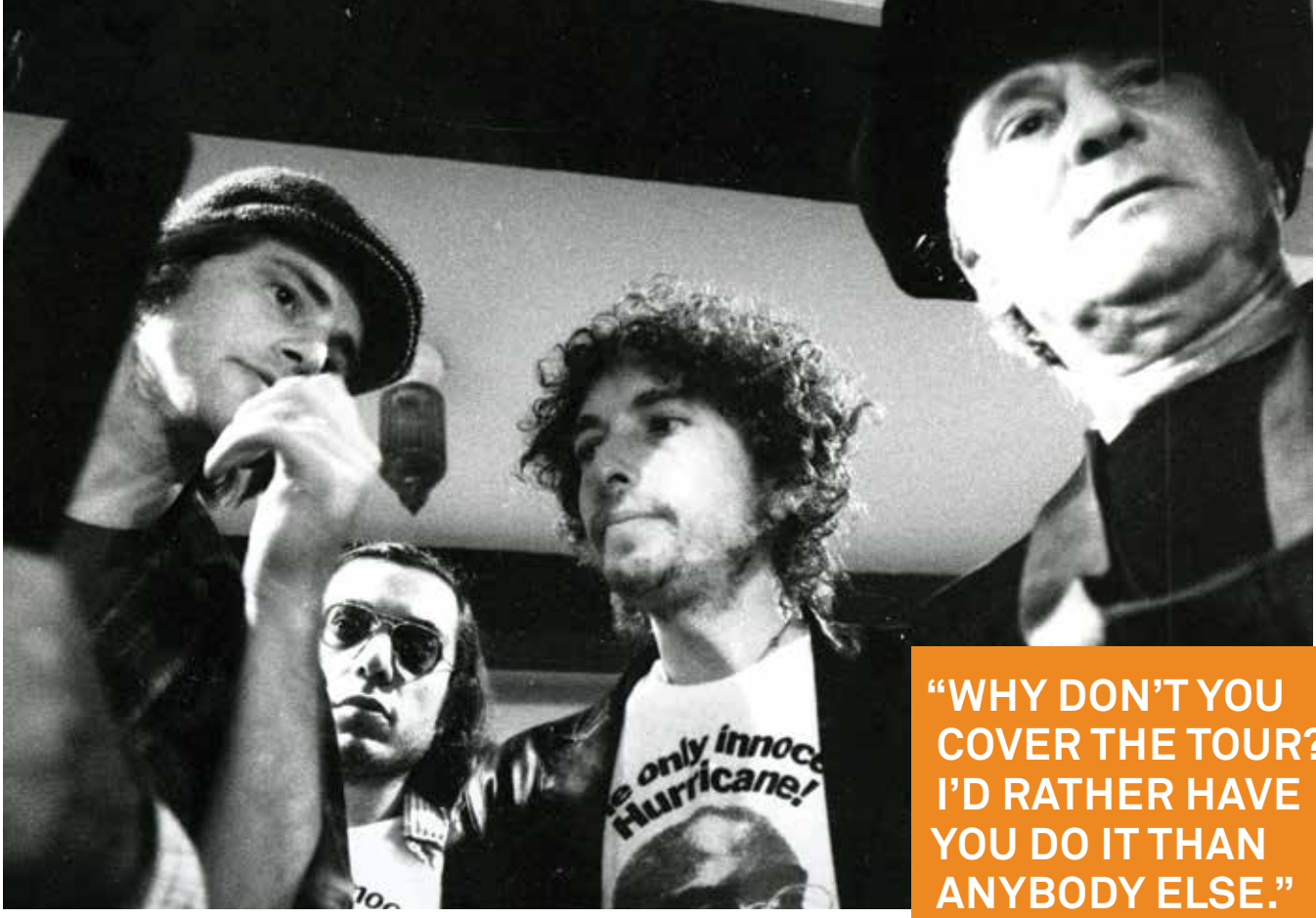
"I wore a straw hat and a clerical collar over a Hawaiian shirt," Sloman says, laughing. "I'd sell condos in the Holy Land, crazy stuff like that."

> "MADISON WAS A LOT OF FUN ... I GRAVITATED IMMEDIATELY TOWARD CRIMINOLOGY AND DEVIANCE."

After earning his master's, Sloman moved back to New York, where he shared an apartment with folksinger Phil Ochs while filing freelance articles for *Rolling Stone*. One afternoon in 1974, he spotted Bob Dylan behind the wheel of a car parked in front of an Elizabeth Arden hair salon. "I go over to him and say, 'Hi Bob, my name's Larry, and I'm a writer for *Rolling Stone*.' Immediately, Dylan's wary, throwing me this attitude, so then I said, 'By the way, I'm Phil Ochs's roommate.' And Dylan just melts."

Dylan warmed to Sloman's subsequent review of *Blood on the Tracks*. One year later, Sloman showed up at an after-hours jam session in Greenwich Village where Dylan and his entourage were testing out songs for the impending Rolling Thunder Revue tour.

As dawn approached, Sloman recalls, "We all got into this cherry-red Cadillac 1973 convertible. Besides the fact that he had numerous drinks, Bob is not a very good driver to begin with, so we're swerving all over the Village. We wind up at the Kettle of Fish [bar], and Bob says to me, 'Why don't you cover the tour? I'd rather have you do it than anybody else.' "




KEN REGAN

**"WHY DON'T YOU COVER THE TOUR? I'D RATHER HAVE YOU DO IT THAN ANYBODY ELSE."**

***Above, left to right: Playwright-actor Sam Shepard, Larry Sloman, Bob Dylan, and cinematographer David Myers confer in 1975 on the Rolling Thunder Revue tour, during which they were filming the movie* Renaldo and Clara.**

Describing his rapport with the famously press-shy Dylan, Sloman says, "I think one of the reasons Bob appreciated me is that I had that New York swagger, that New York attitude. On the tour, I'd tell him, 'Come on man, you're just a Midwest Jew. You're not a real New York Jew like me.' And he loved it!"

Following the publication of his Dylan book, Sloman penned a history of marijuana culture called *Reefer Madness,* then cracked open a new chapter of his career by ghostwriting Howard Stern's 1993 memoir, *Private Parts,* and its sequel, *Miss America*.

"Here's a guy who's so brash and confident behind the mic, and such a brilliant interviewer, yet he was really insecure and had a lot of issues," Sloman says. "We included a lot of personal stuff in the second book, like his obsessive-compulsive disorder. Howard is just as much a neurotic Jewish workaholic as I am. And he deserves every ounce of success he's achieved."

Sloman went on to write a Harry Houdini biography before embarking on an especially memorable collaboration with boxer Mike Tyson that yielded the 2013 bestseller *Undisputed Truth*.

"He had such a great story, from rags to riches to rags again," says Sloman. "When Mike was in prison, I mailed him a copy of Nietzsche's autobiography *Ecce Homo*." Years later, Sloman flew to LA and pitched his ghostwriting skills to Tyson, now out of prison. "The meeting's over, I'm halfway out the door, and Mike calls out, 'Ratso, did you send me that Nietzsche book because you thought I was Superman?' I said, 'No Mike, I sent you *Ecce Homo* because it helped me through some tough times, and I thought it might help you.' And he goes, 'Thank you, Ratso!' That's when we bonded."

After spending most of his career telling other people's stories, Sloman found his own voice as an artist a couple of years ago when he started writing songs with Brooklyn musician Vin Cacchione and singing them in the studio.

"My idea was to do a tribute album to myself, featuring my famous friends. Never in a million years did I think that I would be the vehicle for these songs."

Sloman changed his mind after he brought the demo to his friend Hal Willner, whose producing credits include Lou Reed, Tom Waits, and Lenny Bruce.

"I go to Hal's studio and say: 'Tell me if I should be singing this song?' I play it for him. Hal lies back, eyes closed. Song's over, he opens his eyes, leans forward, and goes, 'What are you waiting for?' I took that as a yes."

This year, Sloman has played his singer-songwriter role to the hilt while promoting *Stubborn Heart*. He performed on the Outlaw Country Cruise in the Bahamas alongside Kris Kristofferson and Lucinda Williams. There's more to come, if Sloman has his way.

"It's not like I'm going to be Adele or anything," he muses. "But if I can just keep putting out albums and having fun, I'd love to keep doing it." ●

*Los Angeles writer-musician Hugh Hart '72 has reported on movies and TV for* Fortune *magazine, the* Los Angeles Times, *and* Wired.

COURTESY OF LARRY SLOMAN

*Sloman (left) poses with Emily Jillette, boxer Mike Tyson, and magician Penn Jillette. Sloman collaborated on an autobiography and a memoir with Tyson.*

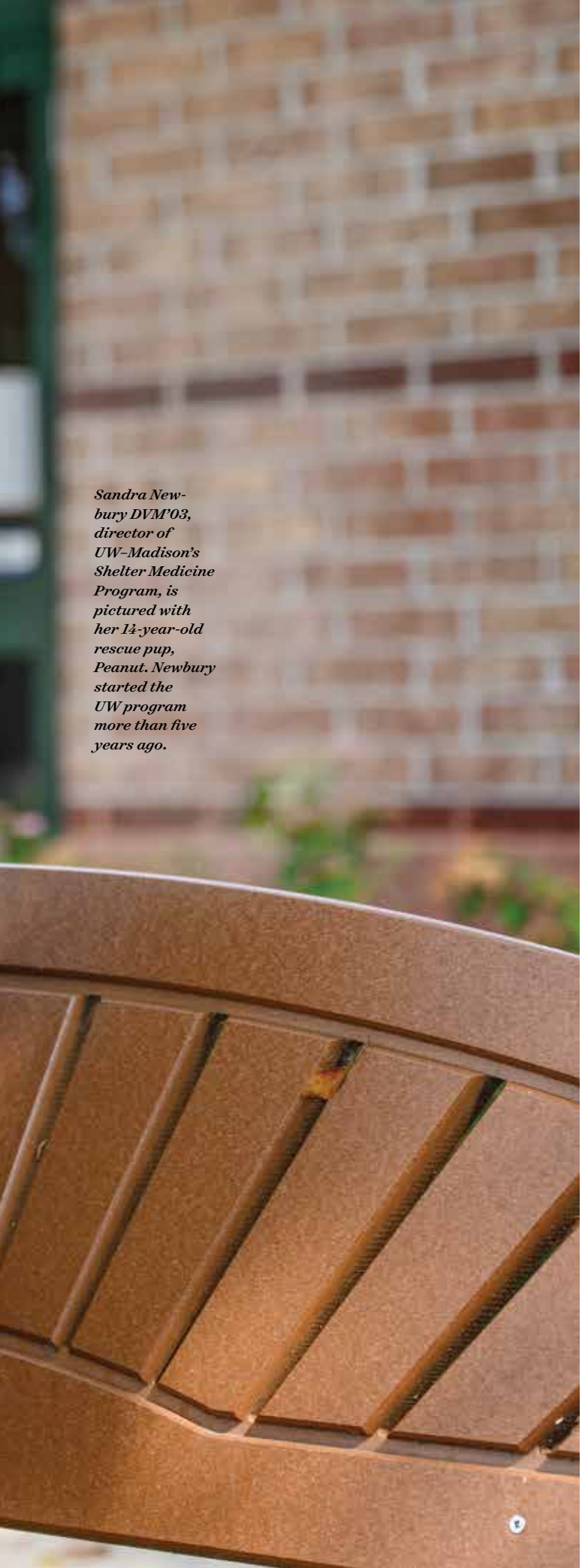
**AFTER SPENDING MOST OF HIS CAREER TELLING OTHER PEOPLE'S STORIES, SLOMAN FOUND HIS OWN VOICE AS AN ARTIST.**

*Sloman's career has spanned reporting, ghostwriting, and acting. In 2019, the Queens-born hipster released his debut album,* **Stubborn Heart,** *at the age of 70.*


WILLIAM BEAUCARDET

**"IF I CAN JUST KEEP PUTTING OUT ALBUMS AND HAVING FUN, I'D LOVE TO KEEP DOING IT."**


ndra Newbury



*Sandra Newbury DVM'03, director of UW–Madison's Shelter Medicine Program, is pictured with her 14-year-old rescue pup, Peanut. Newbury started the UW program more than five years ago.*

# It's about the Animals — and Humans, Too

***UW–Madison's Shelter Medicine Program provides a needed resource for at-risk animals and those who care for them each day.***

**BY STEPHANIE HAWS '15**
**PHOTOS BY BRYCE RICHTER**

I sit next to Sandra Newbury DVM'03 in her silver Subaru hatchback — Peanut, her 14-year-old rescue pup, is in the backseat — as she tells me about her weekend in northern Wisconsin.

"I'm a white-water kayaker, so I go up north almost every weekend," she says, adding that she kayaks elsewhere in winter.

It's a Wednesday morning in October 2019, and we are en route to an animal shelter in Illinois, where Newbury — the director of UW–Madison's Shelter Medicine Program — will meet with a group of fellows who are there to learn how to improve the welfare of shelter animals.

Known as the Northern Tier Fellowship, it's one of several efforts that the program, housed within the UW's School of Veterinary Medicine, carries out for veterinarians and shelter leaders around the world. Started more than five years ago by Newbury, the program is a leader in the relatively new field of shelter medicine, which focuses on caring for animals in need. The program conducts its work through education and outreach-based research — findings based on work with shelters rather than through clinical trials. Each year, this particular fellowship invites shelter directors and managers in northern states to visit shelters that the program has previously worked with to gain exposure to new ideas and practices that help improve animals' lives.

Among the many practices covered during the fellowship, the program staff emphasize an unexpected point: in what can be an emotionally taxing field, human welfare is critical to improving animal care.

### *It's a Balance*

Back in the car that afternoon, Newbury, Peanut, and I return to Madison to meet a second group of fellows at the Dane County shelter. This time, Peanut shares the backseat with three mewing kittens, who are being transferred to help lower the Illinois shelter's cat population. The kittens — whose mother no longer wanted them — will receive the attention they need at the Dane County shelter.

That morning, Newbury demonstrated to fellows how to identify and manage overpopulation; she noticed that the shelter's number of cats was over capacity and made recommendations to lower it, such as starting a cat adoption sale and relocating the kittens to a different shelter.

Now on our drive to Madison, I learn that Newbury isn't only a white-water kayaker — she is also a local circus performer and an aerial dancer, and she has a residency through the Overture Center for the Arts to teach circus arts to children at Madison's Lussier Community Education Center. She decided to give circus performance a try after enrolling her son in classes.

"I'm pretty open about it," she says of her hobbies. "I used to keep it secret, and then I was like, 'I think people should know because everybody knows I work really hard at what I do, and I love what I do as a profession, but I also love these other things that I do.' "

Loving things outside of the profession is important. Although the reasons aren't fully understood yet, veterinarians have high suicide rates. According to a 2019 study from the Centers for Disease Control and Prevention, female veterinarians are 3.5 times as likely and male veterinarians are 2.1 times as likely to die from suicide compared to the general population. Being open about her outside interests, Newbury says, is part of the program's effort to teach veterinarians and shelter staff the value of work–life balance. She leads by example, and sometimes she will build in time for yoga and other activities during the fellowships.

"You can see how sheltering could really be consuming. A lot of the time, especially in shelter medicine, I think, people try to solve the problem," she says, noting that workers will sometimes bring animals home rather than allow themselves distance from work. "What I try to teach, especially my veterinarians, is to balance their lives so that their career in sheltering will be sustainable and that they won't just come in, work in shelters for a year, and be so burned out that they never want to help again."

*Stephanie Koester '11, assistant director of the UW's Shelter Medicine Program, says hello to a kitten at the Dane County Humane Society.*

### *A Need for Structural Change*

Formerly a full-time artist, Newbury was inspired to volunteer for a local shelter after seeing stray cats near her Chicago studio. As she gained more responsibility in the shelter, she saw firsthand veterinarians' limited involvement and was concerned by their lack of knowledge about shelter care.

"At that time, there really weren't veterinarians who were interested in animal shelters," she says. "There was no such thing as shelter medicine."

In addition, veterinarians working in shelters were often criticized for their role in making euthanasia decisions, especially those made to control crowding. No one wants to be called "Dr. Death," and veterinarians would quit after a year, contributing to a shortage of professionals and creating a knowledge gap and missing skill set for animal care and welfare.

Even later on, as Newbury helped build a shelter medicine program at the University of California–Davis in the early 2000s, there was misunderstanding around what program staff meant when advocating for population management.

"People thought that all I wanted to do is euthanize animals," Newbury says. "I got to a point where, when I would give presentations on this, I would say at the beginning, 'If at any point you think I'm saying I want you to euthanize more animals, euthanize animals faster, or anything of the kind, please stop me and raise your hand, because I don't mean that, and I want to try and clarify that right at the time.' "

Starting in her early years of working for a shelter, Newbury sought to counter the spiraling negative trends she was noticing. She created a protocol to make the most of the shelter's limited veterinarian access, providing staff and volunteers with methods to try when a problem arose with one or more animals. If the protocol didn't help an animal, that informed staff members that the animal needed the veterinarian's attention — maximizing the veterinarian's time and helping as many animals as they could, as quickly as possible.

*Shakuntala Makhijani, a 2020–21 Maddie's Shelter Medicine intern, conducts a wellness check on Beau, a Labrador mix.*

"I realized pretty early on that what was needed were these structural changes to animal shelters, instead of just trying to deal with each individual problem — which of course doesn't mean you don't deal with the individual problem. It's just a way of dealing with it more efficiently," she says.

Even with the protocol, Newbury was frustrated by the shelter's problems, such as outbreaks resulting from a veterinarian's distrust of vaccinations in cats. That's when she reached out to the UW's School of Veterinary Medicine, seeking input from Ronald Schultz, now a professor emeritus in the Department of Pathobiological Sciences. "I decided I should go to vet school after all, because there needed to be veterinarians who knew about animal shelters," she says. "I think if I had actually known that I wouldn't be an artist [anymore], I don't think I would've done it — but I'm glad I didn't know, because I'm really happy with what I do."

Following veterinary school, she became the medical director at the Dane County Humane Society before working for UC–Davis, where she helped build the first shelter medicine program at any university. (The director of that program, Kate Hurley, was the first in the world to become a resident in shelter medicine.) Although employed by UC–Davis, Newbury continued living in Madison and teaching at the UW. Meanwhile, a few other universities, such as the University of Florida and Cornell, started their own shelter medicine programs. Then, in 2014, Newbury was invited to apply for a grant that would soon create UW–Madison's Shelter Medicine Program.

### *Limits to Superpowers*

In a highly emotional field in which animals are in need of homes and at risk for health and behavioral problems, it's natural to want to help every animal. However, this feeling can often translate into shelter staff members taking in more animals than they can manage, which may lead to ongoing problems. Today, the UW's Shelter Medicine team provides veterinarians and staff with the guidance they need to increase adoption rates and improve animal care, while also helping them work within limits that set up both shelter animals and workers for success.

The program's staff members teach shelters a series of best practices aimed at upping adoption rates and enhancing animal care, such as giving vaccinations upon intake, decreasing animals' lengths of stay, and increasing shelters' capacities for care. They also recommend making adoption applications and processes more approachable and less discriminatory; giving each animal separate spaces to eat and defecate; and offering preselection, permitting visitors to view animals and apply for adoptions before pets' holding periods are over.

These efforts also mean setting limits, which can be counterintuitive, Newbury says. For instance, the program encourages staff to monitor pet intake and think critically about whether being in a shelter is the best choice for an animal.

*Uri Donnett, the Maddie's Clinical Instructor at the Dane County Humane Society, examines a kitten during a health check.*

"There is recent research to show that, for example, cats are significantly more likely to get back home if you just leave them where they are than if you pick them up and bring them to an animal shelter," she says. "For a really long period of time, people would pick up every cat that was out walking around and bring it to an animal shelter, but national reclaim rates for cats were 1 to 2 percent."

To help shelters implement these practices and function within their limits, the program empowers them to tailor practices to their individual needs. If a shelter does not have a full-time veterinarian, for example, the program works with staff members to enforce protocols that help them work efficiently.

"There are limits to your superpowers, and so you've got to be sure that you're using them effectively," Newbury says. "We talk a lot about making choices for how [shelters are] investing their resources and energy and time."

When consistently executed, these methods help shelters stay in what Newbury calls the "positive cycle." That means shelters adopt out animals more quickly, avoid overpopulating, and increase their capacities for care so staff are able to give more attention to each animal. This compares to a "vicious cycle," in which shelters are not effectively managing these factors, leading to issues such as overpopulation and higher risks of infectious disease and behavioral problems in animals.

This approach helps shelters manage environments where stress levels can run high, as veterinarians and staff are required to make choices that can be matters of life and death for animals.

"Every time we [visit a shelter], it's scary, but we've seen [our practices] work enough times that we believe, and we know, [they'll] work," Newbury says. "Even though it's scary, it's less scary than poor welfare and the chronic effects of poor welfare on the humans, the animals, and the population."

## *A New Support Network*

On the third and final day of the Northern Tier Fellowship, the full group of fellows reconvenes to discuss strategies in a conference room at the DoubleTree Hotel on West Johnson Street in Madison (where Peanut makes the rounds to say hello). Through these conversations, Newbury and her team not only give shelters recommendations for improving animal welfare, but also foster a support network that, not long ago, didn't exist.

They allow time for the group to talk about what they observed the days prior and be candid about the hurdles they face at their own shelters. Some fellows express concerns about bringing the new practices back to teams who are resistant to change.

"I end up saying this once every fellowship: It is important to try what you're trying," Newbury says to the group. "It is also important sometimes to recognize that if a particular [person or organization] cannot be motivated, to not just stay and bang your head against the wall forever. Because your passion and your power are important in the field. If it turns out that you cannot effect change in your own organization, there are other organizations that will welcome you where it wouldn't be so hard."

As the discussion continues, Newbury emphasizes the support the program provides.

"One of our [past veterinarian] fellows once said that, when she was trying to implement a new recommendation at her shelter, she felt like there were 12 [veterinarian fellows and program staff members] standing behind her helping her. And we were just

laughing. We were like, 'There are. We're here,' " Newbury says. "That is a huge reason that we started these fellowships."

During a break, I speak with Marta Pierpoint, who attended the program's inaugural Northern Tier Fellowship and returned as a mentor for its second year. She tells me it's hard to count the number of ways the fellowship has helped her.

"You're not only learning from the experts at the University of Wisconsin. You're learning from your peers, and you're taking away big-picture thoughts, and you're also taking back small things that you can implement," says Pierpoint, who is executive director at the Humane Society of Western Montana.

An attorney by training who practiced law for eight years, Pierpoint served as a longtime volunteer at the shelter before becoming its director. On her first day in the role, however, the shelter received dogs with distemper — something she knew little about at the time. "That is how I was connected with Dr. Newbury, and she was incredibly helpful to our shelter and to me personally in getting through that."

Now, as a mentor, Pierpoint can use the knowledge she's gained from the program to help other shelters in her area, further expanding the support network. And if she has any questions, she knows whom to call.

"I have no hesitation if I have a question — whether it's medical or administrative — I know that I can pick up the phone and call [the program]," she notes. "And that kind of professional support is priceless."

At the conclusion of the fellowship's final day, Newbury says she's "overwhelmed" with happiness knowing that the fellows will leave feeling more knowledgeable and empowered to make change at their shelters.

"[Our work is] about the animals, but these are great people, and they're trying so hard to do these amazing things, and so whatever we can do to support [them] is incredible to me," she tells me. "There is so much emotion surrounding the field of sheltering."

As we sit, surrounded by fellows chatting before heading home, I can't help but notice the camaraderie among the group. It's difficult to believe most of them had just met in the course of the three-day fellowship.

And I'm not the only one who notices.

"I mean, look around, everybody's so happy, they're all talking to each other. It's so nice to see that," Newbury says. "This is a safe place." ●

*Stephanie Haws '15, a staff writer for* On Wisconsin, *wagged her (fictitious) tail at the chance to report this story. For more photos, visit onwisconsin.uwalumni.com.*

***Some members of the UW's Shelter Medicine team pose with Peanut in July. Top row, from left to right: Makhijani, Newbury, and Donnett. Bottom row, from left to right: Elizabeth Roberts, a Maddie's Shelter Medicine Resident; Peanut; and Koester.***

# On Alumni

**Alumni News at Home and Abroad**

## Safer — and More Connected — at Home

*Check out these new ways to engage with campus.*

COURTESY OF AMBER STATZ

***Nurse Amber Statz '16, who helps save COVID-19 patients at Boston's Massachusetts General Hospital, was featured in an "It's What Badgers Do" video.***

In April, the Wisconsin Foundation and Alumni Association (WFAA) solicited photos of Badgers around the world who are doing their part to help during the pandemic. The result, "#ItsWhatBadgersDo" (uwalumni.com/go/IWBD), was featured on social media, in the weekly *Flamingle,* and in other newsletters. You can continue to find shout-outs on social media that recognize other Badger helpers, as well as short videos about individual alumni and pandemic initiatives.

It's just one of the ways that WFAA is reaching Badgers remotely as traditional in-person events are canceled due to the pandemic.

You can also share alumni photos and stories for a "Wish You Were Here" scrapbook that celebrates Badger nostalgia at uwalumni.com/go/scrapbooks. So far, the scrapbooks have highlighted commencement photos and stories; favorite Terrace photos and memories; Homecoming; and top nature spots on campus.

Week in Review, an overview of some of the UW's top stories that are highlighted on the Wisconsin Alumni Association's Instagram (@wisalumni) and Facebook pages each Friday, directs viewers to uwalumni.com for more in-depth coverage. It's a way to help alumni and friends stay informed about the UW at a time when they may be feeling both isolated and busier than ever before.

If you're nostalgic for the Terrace — or you're missing the sight of Bascom Hill — WFAA has the next best thing: Badger backgrounds that bring the campus to you. Visit uwalumni.com/support/virtual-backgrounds to download a UW screensaver or video-call background. So far, the site has logged nearly 22,500 downloads.

And The UW Now livestream panels with university experts have continued to update viewers on topics related to the coronavirus, the UW Marching Band, campus traditions, and other issues. To watch past livestreams, visit go.wisc.edu/waa-youtube.

Even during quarantine, the opportunity to reconnect with some of the best times of your life — and to stay informed, inspired, and involved — is just a few clicks away.

**128**
Number of "likes" for WAA immediately after it joined the WeChat social-messaging platform in July (along with 124 "wow"s)

**2,782**
Number of WAA followers on WeChat as of press time

**6,079**
Number of WAA views on WeChat as of press time


Every year since 2008, the Wisconsin Alumni Association (WAA) has created designs for The Red Shirt™, which serves as official Homecoming garb, and then asked alumni to vote for their favorite design. WAA then sells the T-shirts, with a portion of the proceeds going to student scholarships. This year's edition drew some 6,500 votes. To order the shirt (detail shown above), visit uwalumni.com/shop/theredshirt.

### VIRTUAL SEND-OFF

Wisconsin Alumni Association chapters typically host send-offs for high school graduates who are preparing to become Badgers. This year, due to the pandemic, 28 WAA chapters instead opted to host one virtual send-off for students and their families from around the country.

DR. ROBERT SAN JUAN MS'01, PHD'06

Members of the Alpha Kappa Delta Phi sorority performed at the annual Multicultural Orientation and Reception in 2019.

**Shiloah Coley '20** has a hard time imagining what her time at the university would have been like without the Multicultural Student Center (MSC).

"For Black students and other students of color, it can be really isolating on campus, especially if you might be coming from a background that's much more diverse," says Coley, who interned at the center for three years. "So having a network of people to support you and nurture you can be really vital. ... The MSC played a really crucial role in my ability to blossom on this campus."

Since the center was founded in 1988, it has become an integral part of programming for students of color, says interim director **Ida Balderrama-Trudell MS'09**. "The MSC staff provides experiences and community that contribute significantly to a sense of belonging for students of color and assists in helping them have their unique Wisconsin experience," she adds.

The MSC, which is located in the Red Gym, provides a home for the Black, Latinx, and APIDA (Asian, Pacific Islanders, and Desi American) cultural centers and celebrates heritage months for those groups, as well as planning other events. When people hear the words *multicultural student center,* says Balderrama-Trudell, most of them think of a cultural center space. "And while we are that," she says, "[we focus on] much more than that by providing social-justice education and leadership and involvement both for students internally and for the larger campus as well."

The MSC hosts an annual social-justice leadership retreat, as well as brown bags, workshops, and panels throughout the year. It also offers leadership training to its 65 affiliated student organizations, including groups such as the Wisconsin Black Student Union, the Multicultural Greek Council, and the Filipino American Student Organization. Currently, the center is partnering with University Health Services to provide support spaces for students of color in response to the local and national climate and Black Lives Matter movement.

The COVID-19 pandemic has forced the MSC to shift a lot of its programming online, and staff members have relied on social media to promote initiatives, highlight relevant events in the Madison community, and remind students to take care of themselves during troubled times. At press time, Balderrama-Trudell expected that the MSC would hold its annual welcome and orientation events for students of color this fall, along with celebrating Latinx Heritage Month in mid-September, in a format that allows for COVID-19 safety measures.

Whether the center offers in-person or virtual experiences, there's little doubt that it will continue to change students' lives. As **Michael Penn II '15** wrote in a Facebook review in 2017, "I'm almost two years out of school, and I'm still welcomed whenever I'm back around. The [MSC] is a safe haven. I'm forever grateful for it."

**NIKI DENISON**

## 50s–70s

Wisconsin state senator **Fred Risser x'50,** the longest-serving state legislator in U.S. history, is retiring at the end of his term at age 93. He was first elected to the Wisconsin Assembly in 1956 and to the state Senate in 1962, and he's the last surviving World War II veteran in both the state's and nation's legislatures. Risser, who never missed a legislative roll call, has served as both the Senate minority leader and as Senate president. Among his many accomplishments, he is the main author of Wisconsin's Clean Indoor Act, he drafted the Capitol Master Plan, and he made it possible for those over the age of 60 to audit courses at the UW at no cost.

Former Oakland A's owner **Lew Wolff '57** sat down with former MLB commissioner **Bud (Allan) Selig '56** at Netflix headquarters in Los Gatos, California, in February to talk about Selig's new book, *For the Good of the Game*. Money raised from the event, which was sponsored in part by Wolff, was donated to student scholarships for a Jewish K–8 school in California. This past April was also the 50th anniversary of the Brewers' arrival in Milwaukee; Selig played an integral role in acquiring the team.

**J. Arden Trine '59, MBA'60** of Madison has deeply embedded Badger love within his family. His four daughters, six grandchildren, and sons- and daughter-in-law are all devoted fans, writes daughter **Mari Trine '87.** Mari's sister **Malani Trine MS'94, PhD'00** is also a grad. Arden, a retired UW–Oshkosh professor, is heavily involved in the UW's Participatory Learning and Teaching Organization and has attended Grandparents University® four times. "I submit not too humbly that the UW administrators have been perpetrating a hoax on Badger fans for the past 82 years: they misplaced Bucky! But I have found him," Mari writes. "He is J. Arden Trine, my loving father."

**"There is magic all around, but you have to believe in it; you have to lean into it. It's there. You just have to see it."**

**Liz (Mary Elizabeth) Miller Dawes '85**, in a TEDx Talk in January

In February, **Jeanne Gelner Blievernicht MS'65** was inducted into Valparaiso University's Athletic Hall of Fame. She participated in the Intercollegiate Tennis Championship, reaching the doubles semifinals from 1959 to 1961 and the singles quarterfinals in 1960 and semifinals in 1961. She competed in many other tournaments, such as the Midwest Collegiate Badminton Tournament — which she won. Gelner Blievernicht later went on to a high school officiating career and was an inaugural member of the U.S. Lacrosse Michigan Chapter Hall of Fame. Now retired, she lives in Southfield, Michigan, with her husband, **David Blievernicht MS'64, PhD'71.**

**Jim Ciha '78** of Grand Junction, Colorado, must not be afraid of heights. In August of last year, he completed his 25th "14er," a hike on a peak of 14,000 feet or higher, in Colorado. This particular hike was atop Mount Princeton, which has an elevation of 14,197 feet. The state has more than 50 14ers, "and that means many more adventures for [me] in the future," Ciha writes.

The Connecticut Department of Energy and Environmental Protection (DEEP) is filled with Badgers: **Michael Geigert '78** works within DEEP's planning and standards, Bureau of Air Management; **Bill Foreman MS'99** in its fisheries program, Bureau of Natural Resources; and **Liz Hotaling McAuliffe '88** in its Office of Legal Counsel.

**BOOK NEWS?**
See page 60.

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

## 80s

**Joseph Williams MA'80** has taken the helm as director of the Seattle office at the U.S. Department of Energy's Pacific Northwest National Laboratory, which — with a focus on earth sciences, chemistry, and data analytics — aims to enhance the nation's energy resiliency and security. The office houses more than 130 researchers and support staff. Williams was previously the sector lead of Information and Communications Technology (ICT) for Washington state's governor and was ICT's director of economic development.

**Keith Williams '81,** a professor at Concordia University in Saint Paul, Minnesota, has been awarded the university's highest honor for faculty and staff: the Poehler Lectureship. Williams's career began as a high school art teacher, and he later obtained a faculty position at Muskingum College before joining Concordia University nearly 30 years ago. He has chaired the university's art department for more than 20 years and has served on the board of the National Council on Education for the Ceramic Arts — including a term as president.

**Liz Cunningham Henry '83, MBA'96** and Joe Henry of J. Henry & Sons appeared in the *Chicago Tribune* last year for the award-winning bourbon made on their 2,000-acre Wisconsin farm. The bourbon utilizes deep red corn kernels developed at the UW in 1939, and, according to the publication, J. Henry & Sons is the only bourbon maker in the world using this variety. The couple's sons are **Joseph Henry '14** and **Jack (John) Henry '19.**

Although it hadn't originally been her plan to become

a cheesemaker, **Pam Umstadt Hodgson '84** of Plymouth, Wisconsin, is one of two women in the nation with the title of master cheesemaker and works for Sartori Company. "I loved how cheesemaking engages all of your intellect, and your body, too," she told the *Wall Street Journal* in January. "It can be quite physical work at times."

In 2013, **Liz (Mary Elizabeth) Miller Dawes '85** and **(Robert) Scott Dawes '84** of Sandringham, Australia, cofounded the Robert Connor Dawes Foundation in memory of their son, who aspired to row in college. The foundation supports research and care for pediatric brain cancer, and early this year, it sponsored its fifth annual "Connor's ERG Challenge" — its biggest to date, with 12 U.S. and Australian rowing teams participating and raising more than $70,000. Liz also recently gave a TEDx Talk about her foundation work and daily life. "There is magic all around, but you have to believe in it; you have to lean into it," she said. "It's there. You just have to see it."

**Robert Gabbay PhD'85** is now the chief scientific and medical officer at the American Diabetes Association. His research focuses on innovative models of diabetes care in an effort to improve outcomes and patient experiences. Prior to starting in his new role, Gabbay was the chief medical officer and senior vice president at Joslin Diabetes Center and associate professor at Harvard Medical School.

In January, **Laurie Jinkins '85, MA'87** was sworn in as speaker of the Washington State House of Representatives. She is both its first woman and first lesbian speaker. Jinkins has served in the house since 2011, and in that time has chaired the House Civil Rights and Judiciary Committee and served on the Health Care and

## REWARDS REVOLUTION

CHRIS SCHROLL

A few months into the COVID-19 pandemic, a mother emailed Fetch Rewards to say thank you.

Pregnant with her fourth child, on bed rest, and unable to work because of the pandemic, she wrote that the points she'd earned through the mobile rewards app were enough to help her and her family get by during tough times and purchase what she needed for her new baby daughter.

"Things like that let you know you're making a positive impact," says **Tyler Kennedy '13** (at left), vice president of operations for the company. "It's more than saving a few bucks on groceries. It's helping people in a time of need."

The Fetch Rewards concept is simple: shoppers scan store receipts, earn points on participating products, and redeem those points for gift cards.

CEO **Wes Schroll x'15** (above right) got the idea for the app as a sophomore, when he moved into his first apartment and started shopping for his own groceries. He wondered why stores were asking him to sign up for frequent-shopper programs instead of the brands he was far more loyal to. He approached Kennedy about designing a brand-loyalty app for a Wisconsin School of Business assignment. They then traveled the country, winning enough money in business-plan competitions to start developing their product.

They continue to seek easy ways for consumers to save on everyday purchases, build relationships with their favorite brands, and have a little fun. (Users might receive a special Mother's Day message, for example, or see a shower of digital confetti to celebrate savings.)

Schroll is the ideas guy, closing sales and looking ahead to the next big thing; Kennedy brings those ideas to life, managing the staff and the processes. "We've been working together for almost eight years now, and it's been awesome to see our partnership strengthen over time," Schroll says.

The company grew from two employees to 165 spread out across locations in Chicago, New York, San Francisco, and the Madison headquarters.

Today, upward of three million shoppers per month access rewards from more than 325 brands in dozens of categories — from health and wellness to beauty products to food and beverages — and Fetch is continually teaming up with new partners. In the coming year, planned upgrades to the app include expanding where and how shoppers can save and a feature that helps track spending habits.

"No amount of savings is too little," Schroll says. "Everything adds up and can make a difference."

WENDY HATHAWAY '04

# Recognition *Stefanie Spear*


ALEXA SCHINDEL

## PLASTICS POLLUTION

During her senior year, **Stefanie Spear '90** was aghast at the amount of trash generated by the Memorial Union. The English major and a student photographer followed garbage trucks to the landfill to capture images of the mounds of refuse. Spear then documented her findings in an environmental newsletter, *Affinity,* that she circulated on campus.

Three decades later, she's taken her advocacy to new depths. In January, she took part in the north Pacific Ocean leg of eXXpedition, a two-year sailing voyage by a team of women researchers attempting to bring attention to oceanic plastic pollution. Spear sailed 960 nautical miles from Panama to the Galapagos Islands.

She was one of 300 women chosen from more than 10,000 applicants for the trip. Many were "citizen scientists," members of the general public who collect data to augment scientific research.

"We hope to make the unseen seen," says Spear, the founder of EcoWatch, one of the nation's largest environmental news sites. "You can look across an ocean that looks beautiful, but there are microplastics out there. It's everywhere, and it's a huge issue."

Plastic, which is the most common debris found in the world's oceans, harms sea life when creatures ingest the particles. Aboard a 73-foot boat, Spear helped take readings of the concentration and global distribution of microplastics on the ocean surface and underwater. "You can be 500 miles from shore," she says, "and you'll find plastic fragments. It's shocking.

"One of my goals is to bring the message home," adds Spear. "I'm working with local high school students to get them engaged in the plastic-pollution fight. One of the ways we're doing that is to explain to them the three levers of change: consumer behavior, corporate responsibility, and policy."

She also operates Stellar Consulting, which works with people and organizations that push for social change. Activists have heralded the banning of some single-use plastic items — such as grocery bags and drinking straws — in communities across the United States. But the challenges remain formidable. Near Spear's suburban Cleveland home, 22 million pounds of plastic have been dumped into the Great Lakes, according to the Great Lakes Restoration Initiative. While she is sometimes pessimistic about the problem, Spear says she can't imagine giving up.

"The trip was life-changing in the sense of connecting to the planet, connecting to people, and connecting to a cause that really matters," she says.

ANDREW FAUGHT

Wellness Committee and the Appropriations Committee. Her brother **Todd Jinkins '96,** a smokejumper firefighter who was the cover subject of *On Wisconsin*'s Winter 2016 issue, was unable to attend her swearing in because he'd been called to help fight the Australia wildfires.

## 90s

**Robert Behnke '90,** a graduate of the UW's Farm and Industry Short Course (FISC), was honored at the course's alumni reunion earlier this year with the 2020 Friend of FISC Award. The award recognized his contributions to both FISC and the Wisconsin Agricultural and Life Sciences Alumni Association. A dairy farmer in Brooklyn, Wisconsin, Behnke has also been recognized by the Holstein Association USA with a Herd of Excellence award, and he's been a leader in milk production across the world.

Inspired to give back during the pandemic, the founder and CEO of private aviation company Wheels Up, **Kenny Dichter '90,** recently partnered with Seattle Seahawks quarterback **Russell Wilson x'12** and his wife, Ciara, on a "Meals Up" initiative to donate 10 million meals to Feeding America. Wilson is a brand ambassador for Wheels Up, as is fellow Badger **J. J. Watt x'12.** "We're excited about the potential of being able to give back and everybody coming together to make a difference," Wilson said on CNBC in March.

The Wisconsin Hospital Association has welcomed **Mark Grapentine '90, JD'97** as its new vice president of communications. He spent the previous 16 years at the Wisconsin Medical Society, most recently as its senior vice president for government relations. In between earning his degrees, Grapentine — a political science and journalism double major

— was a sports reporter and news anchor in Madison. He also spent five years working in the Wisconsin state capitol as chief of staff to former state senator Peggy Rosenzweig, as a policy adviser to former governor **Tommy Thompson '63, JD'66,** and as a legislative assistant to then–state representative Scott Walker.

**Gwyn Beattie PhD'91,** the Robert Earle Buchanan Distinguished Professor of Bacteriology for Research and Nomenclature at Iowa State University, is serving as the interim chair of its Department of Plant Pathology and Microbiology. Beattie, who joined the university in 1995, is a pioneer in the field of phytobiome science and studies the ecology and genomics of plant-associated bacteria. She has earned the Iowa Board of Regents Award for Faculty Excellence and works in multiple leadership positions, such as chair of the public policy board for the American Phytopathological Society.

The American Association of Nurse Practitioners has named **Alyce Goodman-Abraham '92** the Nurse Practitioner of the Year for the state of Kentucky. Goodman-Abraham specializes in women's health and urogynecology at the University of Louisville Physicians.

The *Daily Record* named **Martha James-Hassan '93,** an assistant professor in the School of Education and Urban Studies at Morgan State University in Baltimore, a recipient of its 2020 "Maryland's Top 100 Women" award. James-Hassan chairs the policy committee for the Baltimore City Board of School Commissioners and is president of the Maryland Association of Boards of Education. Her research focuses on best practices for cultural fluency, behavior management, leadership development, and professional learning. In 2009, she also became an Ironman triathlete.

**Derek Schmidt '95** of Dubuque, Iowa, has taken the reins as chief financial officer and chief operating officer at Flexsteel Industries, a manufacturer of upholstered and wooden furniture that distributes throughout the U.S. and Canada. New to the company, Schmidt brings more than 25 years of experience to the roles. He most recently served as the senior vice president and chief financial officer for Crescent Electric Supply Company.

**"I learned how to prepare a role, both musically and dramatically, but I think more importantly, my teachers got me to really love opera passionately."**

**Brenda Rae '05**, speaking with Wisconsin Public Radio about her UW experience

Congratulations, **Brenda Williams MA'95,** for earning the 2020 Lifetime Achievement Award from the Wisconsin chapter of the American Society of Landscape Architects (ASLA). Williams, a principal with architecture firm Quinn Evans, focuses on historic landscapes, advocating for the conservation and stewardship of culturally significant sites. She has collaborated with the National Park Service and the Smithsonian Institution, cochairs the ASLA Leadership Group of the Historic Preservation Professional Practice Network, and has earned additional accolades such as the national ASLA Honor Award and an ASLA National Merit Award.

Worcester (Massachusetts) Polytechnic Institute (WPI) has promoted **Tanja Dominko PhD'96** to professor of biology and biotechnology. Dominko, who previously earned the Slovenian Ambassador of Science Award and whose work has been funded by entities such as the National Institutes of Health and the Department of Defense, also holds a doctorate in veterinary medicine and a master's degree in reproduction and obstetrics from the veterinary school at the University of Ljubljana in Slovenia. Prior to joining the WPI faculty in 2006, she worked at Advanced Cell Technology.

Founder **Tara Hallam Ingalls '97** is celebrating 20 years of business at Madison-based Tingalls Graphic Design. For the fifth consecutive year, her company also earned *InBusiness* magazine's Executive Choice Award for best website-development company.

Last year, **Nancy O'Neale '97** founded Detroit Business Hub Group (DBHG), a business consulting company for which she now serves as president. DBHG helps nurture new businesses, especially those owned by minorities. She is also the executive director of the Women Who Inspire nonprofit, where she helps women start their own businesses, and is author of *Fire Your Job! Be Your Own Boss!* With a decade of sales experience, O'Neale is a member of the National Association of Women Business Owners.

Fresh Scoop, a podcast of the Morris Animal Foundation, recently hosted **Jessica Czederpiltz Quimby '97, DVM'03** to discuss chronic kidney disease in cats. Quimby is an associate professor in the Department of Veterinary Clinical Sciences at Ohio State University, and part of her research examines cats' aging kidneys to better understand what might make them inclined to disease. The Morris Animal Foundation supports studies that seek solutions for severe health problems in animals.

Shanghai Public Health Clinical Center has used continuous temperature sensors

**COVID-19**
Because of circumstances surrounding the novel-coronavirus pandemic, we recognize that some of this alumni news may have changed since it was submitted to us. We apologize if we have not been able to capture the most recent events.

from VivaLNK, a health care solutions company founded by CEO **Jiang Li PhD'98** that is located in both the U.S. and China. Used to help fight the spread of coronavirus, the sensor is directly applied to patients to continuously monitor their changes in body temperature. The tool allows health care workers to monitor temperatures remotely, lowering risk of patient-to-caregiver transmission of the virus.

**Heather Figi '99** of Eugene, Oregon, is presumably plenty busy as a registered nurse, but her story doesn't stop there. In 2014, the former music major founded the Music for Young Violinists project, which offers articles, tutorial videos, and an online store that features some of her own compositions and arrangements.

## 00s

Urban designer **Tom Rogers '01** has been promoted to principal at SmithGroup, an architectural firm with locations throughout the U.S. and in Shanghai. Based in Madison, the former landscape-architecture major creates opportunities in unexpected spots. The firm has designed places such as the Detroit Riverwalk and the Milwaukee Harbor District.

**Emilie Amundson '02** was recently appointed to the cabinet of Wisconsin governor **Tony Evers '73, MS'76, PhD'86,** serving as secretary of the Department of Children and Families. She previously was chief of staff at the Wisconsin Department of Public Instruction, where she has also worked as the director of literacy and mathematics and as the English language arts consultant. Prior to that, she was an English instructor and school founder in New York City.

Opera singer **Brenda Rae (Klinkert) '04** recently performed the role of Poppea in Handel's *Agrippina* at the Metropolitan Opera in New York City. When asked by Wisconsin Public Radio in February what abilities she developed at the UW, she referenced her experience studying abroad in Italy as well as the opportunity to perform in three leading roles as an undergraduate. "I learned how to prepare a role, both musically and dramatically, but I think more importantly, my teachers got me to really love opera passionately," she said.

A Badger air high-five goes to **Julie Eddy Van de Kamp '07,** who was named a 2020 Top Woman to Watch in Transportation by the Women in Trucking Association, a nonprofit that strives to empower women in the industry. Van de Kamp is vice president of customer experience at U.S. Xpress, where she has worked for more than a decade. Since joining the company, she has embodied its customer-first mind-set.

In April, **David Scharfman '08** appeared on ABC's *Shark Tank* for Specialty Cheese Company's Just the Cheese product, a snack bar inspired by the cheese that melts off a grilled cheese sandwich and into the pan. The televised appearance was a memorable one, and not solely because of his Styrofoam-cheese top hat, tie, and orange suit. He turned down offers from sharks Kevin O'Leary, Lori Greiner, and Mark Cuban. "I'm feeling a little disappointed," he said on the show of not securing a deal. "My wife, my family, everyone who pours their heart and soul into making such a great product — I'm disappointed for them that I couldn't bring home a deal, but I hope they're proud of me anyway." Scharfman's parents run the Reeseville, Wisconsin–based Specialty Cheese Company, and he and his wife, Connie, run the Just the Cheese brand.

## 10s

Researcher **Sarah Ives '12** of San Francisco is working to develop a universal flu vaccine that would help fight against the seasonal flu as well as pandemic strains. Ives, who is director of contract research at Distributed Bio, was featured in Netflix's *Pandemic: How to Prevent an Outbreak*, which was released in late January. The docuseries helped bring Ives's work to light globally, and since the COVID-19 outbreak, the company has also launched efforts to create a treatment.

**Bess (Elizabeth) Donoghue '14,** manager at Frank PR NYC — an agency with clients such as Netflix, MGM, and the Academy of Motion Picture Arts and Sciences — had quite a year. She was an associate producer for the film *Lavender*, which premiered at the 2019 Sundance Film Festival. She also launched the Northwoods Film Festival, held in Woodruff, Wisconsin, in August of last year. While on campus, Donoghue reported for the *Badger Herald* and worked for the Wisconsin Union Directorate Film Committee as well as the Revelry Music and Arts Festival.

Kudos, **Kiana Murphy '15,** who was one of 10 scholars selected by the Woodrow Wilson National Fellowship Foundation as a Woodrow Wilson Dissertation Fellow in Women's Studies this year. The fellowship, which provides recipients with a stipend to apply toward research-related expenses, supports promising doctoral candidates whose work addresses women's and gender issues. Murphy, a PhD candidate in English at the University of Pennsylvania, studies the figure of the Black girl in Black women's writing and art. She joins cohorts of previous fellows, some of whom have gone on to earn the Pulitzer Prize or become a MacArthur, Guggenheim, or Fulbright Fellow.

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

**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.**

When cofounders **Kelly Montgomery MS'16, Jaye Gardiner PhD'17,** and **Khoa Tran PhD'18** created JKX Comics while students at the UW, they did so with the goal of using comics to increase scientific literacy among the general public. Although translating science into a comic can be a challenge, it doesn't deter the group. "It's never going to be perfect," Tran told *Science News* in June. "But we really want to instill that curiosity in people to then learn more and further investigate the topic." JKX Comics' most recent work, *Gilbert's Glitch Switch*, was released in March, and 11 more are available online for free.

**Shawn Michels '18** of Oconomowoc, Wisconsin, is marketing Steady Shot, a device he conceptualized for an entrepreneurship class during his junior year at the UW. Michels, who was diagnosed with Type 1 diabetes at age 16, developed lipohypertrophy — a lump under the skin that results from an accumulation of fat at the site of insulin injections — because he could not sufficiently reach or rotate between different injection sites. Steady Shot is a piece of plastic that fits over the needle to help users effectively inject in a wider variety of areas. "I believe in what I'm doing, and I think I've got a real potential to impact a lot of people's lives here," Michels told the *Capital Times* in February.

**Muaaz Shakeel '19** of McFarland, Wisconsin, has nearly 240,000 subscribers to his YouTube channel. He provides gamers with insights into how to make their own YouTube videos. In February, he also became the social media manager for Pipeline, a start-up that helps clients turn streaming into a career.

*Class Notes/Diversions editor Stephanie Haws '15 has lost track of what day it is.*

# Contribution *Social Work Patron*


JASON LEE

## FULFILLING A PROMISE

When **Joel Berman** lost his wife, **Sandra Rosenbaum '72, MS '76,** in 2017, he knew exactly how to honor her memory. A UW–Madison social work alumna, she had encouraged Berman to support scholarships for social work majors, because she knew that many of them had to abandon their graduate studies due to lack of funds.

Berman fulfilled that promise by starting a scholarship fund, but Rosenbaum had no idea just how far he would go to fulfill her dream. Berman went on to amplify his original gift to a transformative commitment of $25 million, prompting UW–Madison to name its School of Social Work in her honor: the Sandra Rosenbaum School of Social Work.

The gift, the largest in the school's history, is another way for Berman, the founder and former CEO of Iatric Systems, a health care technology company, to honor his love for Rosenbaum.

"I felt I wanted to do more," says Berman, who also serves on the College of Letters & Science Board of Visitors. "It makes me feel good to say to the world, 'I love my wife,' and I wanted her name to be associated with a place she loved."

Rosenbaum was inspired by her mother, **Harriet '48,** a New York social worker who spent her career helping teenage girls in the Long Island area. Although Sandra worked in the field for only a short time, those years remained a key part of her life.

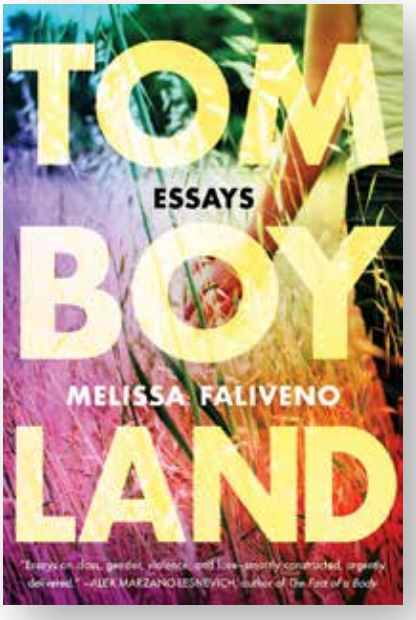
"Sandy used to love coming back to Madison to visit the Terrace, eat some Babcock ice cream, and drive the loop around campus over and over," Berman says. "It was literally like sacred ground to her."

Berman's attachment to the school is strong. He makes a point of reading every student-essay application to the Harriet Rosenbaum Scholarship, and he enjoys meeting the winners each year. He relishes the opportunity to help make a difference for future generations of social workers. "The values of helping people, which meant so very much to my wife, will be forwarded by this gift," says Berman.

**Stephanie Robert,** director of the Sandra Rosenbaum School of Social Work (shown above with Berman and a photo of Rosenbaum), adds, "With this exciting announcement, the school becomes one of the few named schools of social work in the country."

The gift will endow faculty positions, bolster scholarships, assist PhD students, and benefit many other areas. It will also allow the school to further diversify its student body, support an inclusive environment, and expand its work around issues of racial and social justice.

NIKI DENISON



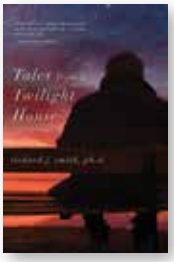

## THE BOUNDARIES OF PERSONHOOD


MAGGIE WALSH

Released in August, *Tomboyland: Essays* by **Melissa Faliveno '06** (left) of Brooklyn, New York, shares a personal narrative while taking an intricate look at identity. Opening with a scene from June 1984, when an F5 tornado tragically tore through Barneveld, Wisconsin — just miles away from Mount Horeb, where the author grew up — Faliveno delves into the ways her Midwest upbringing shaped and complicated her self-image. She ponders how where we are raised defines us — even long after we've left — and questions the meaning of girlhood, womanhood, queerness, and class.

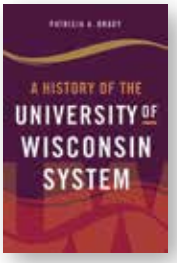
*Tomboyland* is a publication of Topple Books, Amazon Publishing's imprint with **Joey Soloway '87.** Soloway, who is the creator of the television series *Transparent*, writes in the book's introduction, "Melissa explores the boundaries of land, safety, intimacy, and personhood, asking who we might all choose to be if we knew we'd be received with love and acceptance. This is a book for those among us who can't be defined and those who don't want to be."

In June, *Tomboyland* was included in *Oprah Magazine*'s list of LGBTQ books that are "changing the literary landscape" this year, and it also appeared in *Esquire*. *Publishers Weekly* called it a "winning debut collection" while *Kirkus Reviews* said the book is "an expressive voice evolving deliberately, resisting having to be one thing or the other."

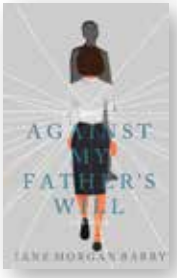


**Richard Smith MS'62, PhD'67,** professor emeritus in the UW's Department of Curriculum and Instruction, has authored *Tales from a Twilight House*. In this collection of poems and short stories, Smith, a resident of Bradenton, Florida, shares the benefits of living in what he calls a "twilight house," or a continuing-care retirement community.


Following the Sandy Hook Elementary School shooting in 2012, **Sharon Cohen '71** of Newtown, Connecticut, says she sees how the tragedy continues to affect the greater community. She has coauthored *Disaster Mental Health Community Planning: A Manual for Trauma-Informed Collaboration*, which provides mental-health advocates with a guide for developing disaster plans that prioritize long-term emotional well-being.




*A History of the University of Wisconsin System* by **Patricia Brady '72, JD'76** takes a detailed look at the origins of the UW System through the present day, drawing upon decades of previously unpublished sources. Brady, a Madison resident, served as the UW System's chief legal officer from 2002 to 2010.





In her memoir, *Against My Father's Will*, **Jane McCall Barry PhD'76** of Gloucester, Massachusetts, recounts her efforts to affirm herself by breaking away from traditional gender roles — which entailed painful conflict with her father. Following his death, Barry faced the emotional pain of rejection while staying true to her principles.

*Café Culture: For Lovers of Coffee and Good Design* by **Robert Schneider '81, MS'85** of Hopkins, Minnesota, gives readers a worldwide view of cafés and coffee shops, showcasing 37 spaces in 28 cities. The curated collection of photography and succinct text intertwines coffee and design, showcasing modern architecture while highlighting the stories of each establishment.

**Tim Bakken MS'82, JD'85,** a professor of law at the U.S. Military Academy at West Point, has released *The Cost of Loyalty*. The book takes a "courageous and damning look" at the nation's armed forces. Bakken, one of few federal employees to win a whistleblowing case against the U.S. military, argues that its culture has produced failure in every war since World War II.

Submit your book news at **uwalumni.com/go/bookshelf** and visit **goodreads.com/wisalumni** to find more works by Badger alumni and faculty.

Inspired by a true event, *The Assignment* by **Liza Goldberg Wiemer '86** of Milwaukee demonstrates the dangerous effects of discrimination and anti-Semitism. When a favorite teacher instructs students to argue in favor of the Nazis' plan to exterminate the Jews, classmates Logan and Cade are horrified. They decide to take a stand.

**Judith Gwinn Adrian PhD'93** of McFarland, Wisconsin, wrote from the perspective of her late sister Nancy in *Nancer the Dancer: Myositis and Me*. The book recounts Nancy's 20-year fight with dermatomyositis, a rare autoimmune disease that she named "Reuben" to separate it from herself. "[Nancy] was just a uniquely special person; she had more texture and pizzazz than a lot of people," Adrian said in an interview with Ravenswood Productions in Madison.

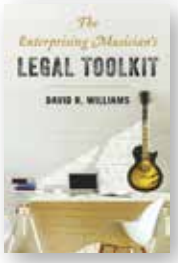
*The Enterprising Musician's Legal Toolkit* by **David Williams DMA'95** provides a step-by-step guide for those working to launch a creative enterprise. Williams, a lawyer, musician, and artist-rights advocate, uses accessible language to help musicians navigate business and legal jargon.

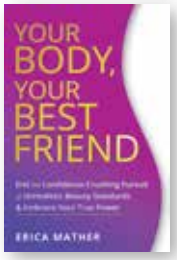
**Erica Mather '97** provides an "in-your-face" guide for readers to break free from negative body image and become their authentic selves in *Your Body, Your Best Friend: End the Confidence-Crushing Pursuit of Unrealistic Beauty Standards and Embrace Your True Power*. Mather intertwines practices with her personal experiences to help readers apply the lessons to their lives.

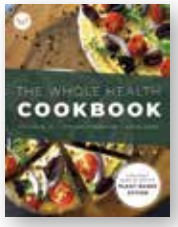
UW nutritional sciences alumnus **Cole Adam '09** of Denver has coauthored *The Whole Health Cookbook*, which contains more than 70 healthy, plant-based recipes that range from simple to more elaborate options. It also shares cooking strategies and wellness tips, and it answers some of the most commonly asked nutrition questions.

In *Mixed-Race in the US and UK: Comparing the Past, Present, and Future*, coauthor **Jennifer Sims PhD'14** of Huntsville, Alabama, discusses the racial-formation theory to examine the social construction of being mixed-race in both countries. Aimed at an audience of academics and students, the book reveals similarities and differences between the nations, putting them in historical context.








## A GLIMPSE INTO LGBTQ EAST AFRICA


CELIA TALBOT TOBIN


COLEEN JOSE

*This Is How the Heart Beats: LGBTQ East Africa* by acclaimed photographer **Jake Naughton '10** (top right) and award-winning foreign correspondent **Jacob Kushner '10** (bottom right) is part of a photobook series on LGBTQ communities around the globe. It introduces readers to East Africans through a collection of portraits.

The book concentrates on the lives of a persecuted group: same-sex relations are illegal in more than 30 African countries. Uganda introduced a law in 2014 that would further criminalize same-sex relationships, making them punishable by death in some cases. There were calls to introduce a similar bill in 2019. The photobook captures the stories of subjects who have fled their homeland for the United States to escape discrimination. Amid a time of unpredictability surrounding refugee rights, it sheds light on the risks that members of the LGBTQ community in East Africa face. The book's publisher, the New Press, writes, "*This Is How the Heart Beats* is a record of LGBTQ forced migration unlike any other, following this community from its darkest moments to an uncertain future."

Naughton, whose work focuses on present-day queer identity, has been published by the *New York Times*, *TIME*, the *Washington Post*, and more, and Kushner has appeared in publications such as the *New Yorker*, the *Atlantic*, and the *Guardian*. Their book includes essays by activists Ruth Muganzi and Cynthia Ndikumana.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It's safe to say **Jim Lovell x'50** is unique among former UW students. Who else has flown four space missions, two of them to the moon? After making history with Gemini 7 and 12, he and two crewmates became the first astronauts to orbit the moon with Apollo 8 in 1968. That would have been enough to make his name, but Lovell's most astonishing feat was yet to come.

In 1970, the Apollo 13 mission was 55 hours into its journey to the moon when commander Lovell radioed Mission Control with these immortal words: "Houston, we've had a problem." A tank had exploded, causing a sudden drop in oxygen and power. Almost 200,000 miles from Earth, Lovell, Fred Haise, and Jack Swigert kept their cool to pull off one of the most daring recoveries in the annals of aviation. You can read about it in Lovell's book, *Apollo 13*, or watch the Tom Hanks movie of the same name.

For a living legend, Lovell is remarkably approachable. On the 50th anniversary of Apollo 13, the 92-year-old hero discusses a life's journey that included two crucial years at the UW.

***Why were you attracted to flying?***

I grew up in Milwaukee in the 1930s, and all guys at that time were interested in airplanes. In high school, I read a pamphlet about reaching extreme altitudes using liquid-oxygen-type rockets. In my senior year, a friend and I built a powder rocket that went about 60 feet and blew up!

***What brought you to the University of Wisconsin?***

When I was in high school, the Navy offered two years at any college you wanted to go to, as long as you studied engineering. After that they would send you down to Pensacola for flight training. So that's how I started at the University of Wisconsin. I enjoyed my time at the university quite a bit, and the training I got there and at the Naval Academy gave me the skills to work in the space program.


*With Apollo 13, Lovell pulled off one of the most daring recoveries in the annals of aviation.*

***What was it like seeing Earth from outer space?***

Earth got very small, and I could put my thumb up and hide it completely. It gave me the thought that that was my home back there, and I hope I get back. Because it was really just a small dot in space.

***How did you feel when the oxygen tank exploded in the middle of the Apollo 13 mission?***

It didn't take long to figure out that landing on the moon was off. And when I saw the oxygen escaping from the rear end of my spacecraft, I realized that the command module was essentially dying, and we had to use the lunar module to get home. Amazingly, the explosion occurred at just the right time to allow a safe recovery. If it had occurred once we were in lunar orbit, or on the lunar surface, we would never have left the moon.

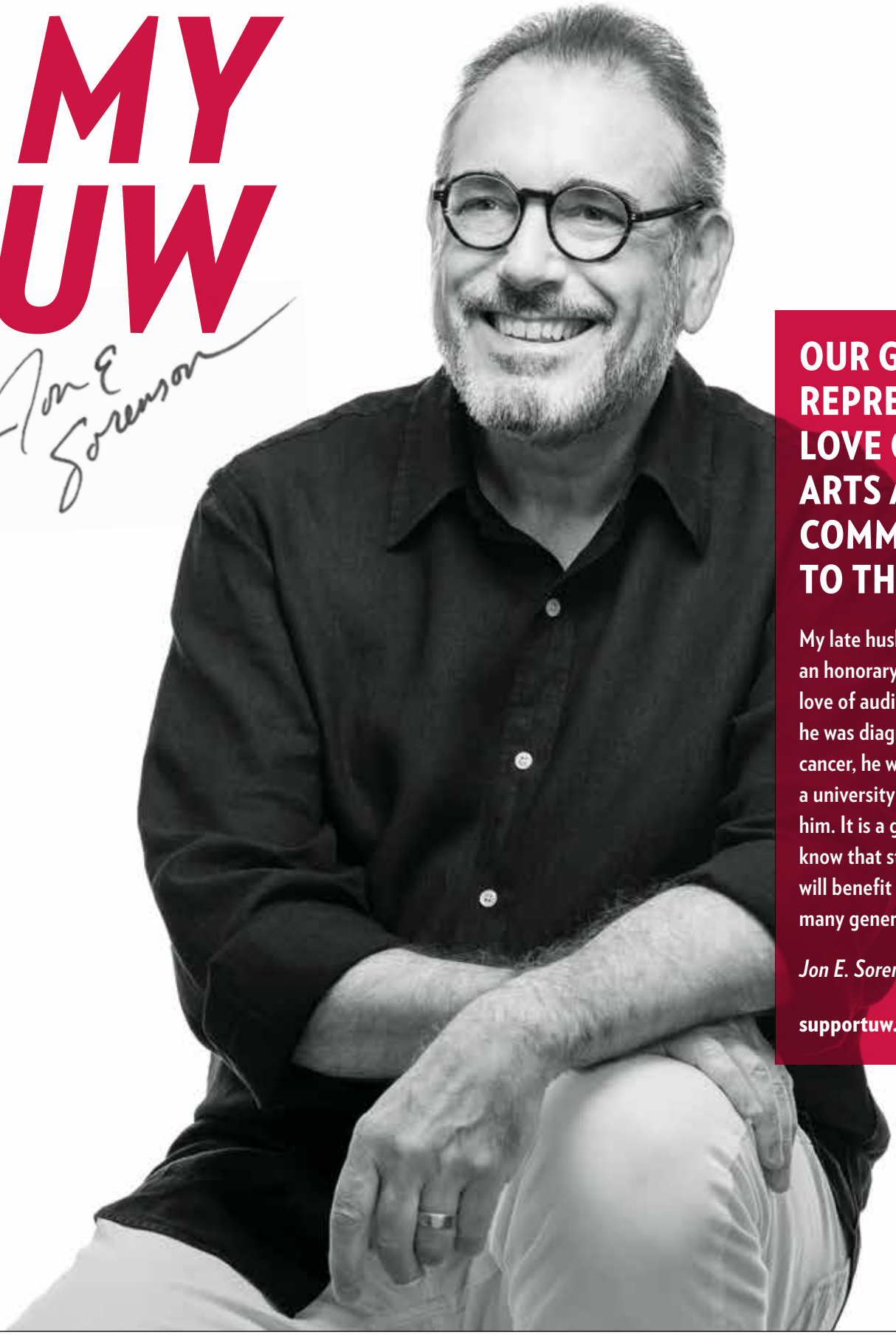
***How did you keep your cool during the crisis?***

You just have to take a positive attitude and not give up. Between the crew and Mission Control, we tried to solve one problem at a time. It was a big sigh of relief when we finally splashed down and saw the water go over the window.

*Interview by Dean Robbins*
*Photo courtesy of NASA*

# MY UW

Jon E Sorenson



## OUR GIFTS REPRESENT OUR LOVE OF THE ARTS AND OUR COMMITMENT TO THE UW.

My late husband, David, became an honorary Badger through his love of auditing classes. When he was diagnosed with terminal cancer, he wanted to give back to a university that had embraced him. It is a great pleasure to know that students and faculty will benefit from our gifts for many generations to come.

*Jon E. Sorenson '85*

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JEFF MILLER (4)

Ian's endeared itself to the city with good food and a slice of Madison's values. During the Black Lives Matter protests in 2020, the shop provided pizza to marchers, even though demonstrations caused the restaurant to close.

Founded on Frances Street 19 years ago this Halloween, Ian's Pizza has become synonymous with Madison and the UW. Established by Ian Gurfield and Lexy Frautschy '05, the by-the-slice shop has added franchises on State Street, on Madison's east side, and in Denver, Seattle, and Milwaukee.

The essence of Ian's is the variety of toppings available by the slice. According to marketer Zach Chapman, mac-and-cheese remains Ian's most popular type, followed by Smokey the Bandit, a barbecued chicken and bacon pizza.


COVID-19 has made life difficult. Much of the business at the Frances Street location comes from students, but the UW sent students home in March. "Fortunately, pizza is a good delivery business," says Chapman.


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