

OnWisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS FALL 2023

Losing Is Not an Option

New coach Luke
Fickell brings
uncommon intensity
to Badger football.

**The UW at 175 Years:
See How Well You
Know Your University.**

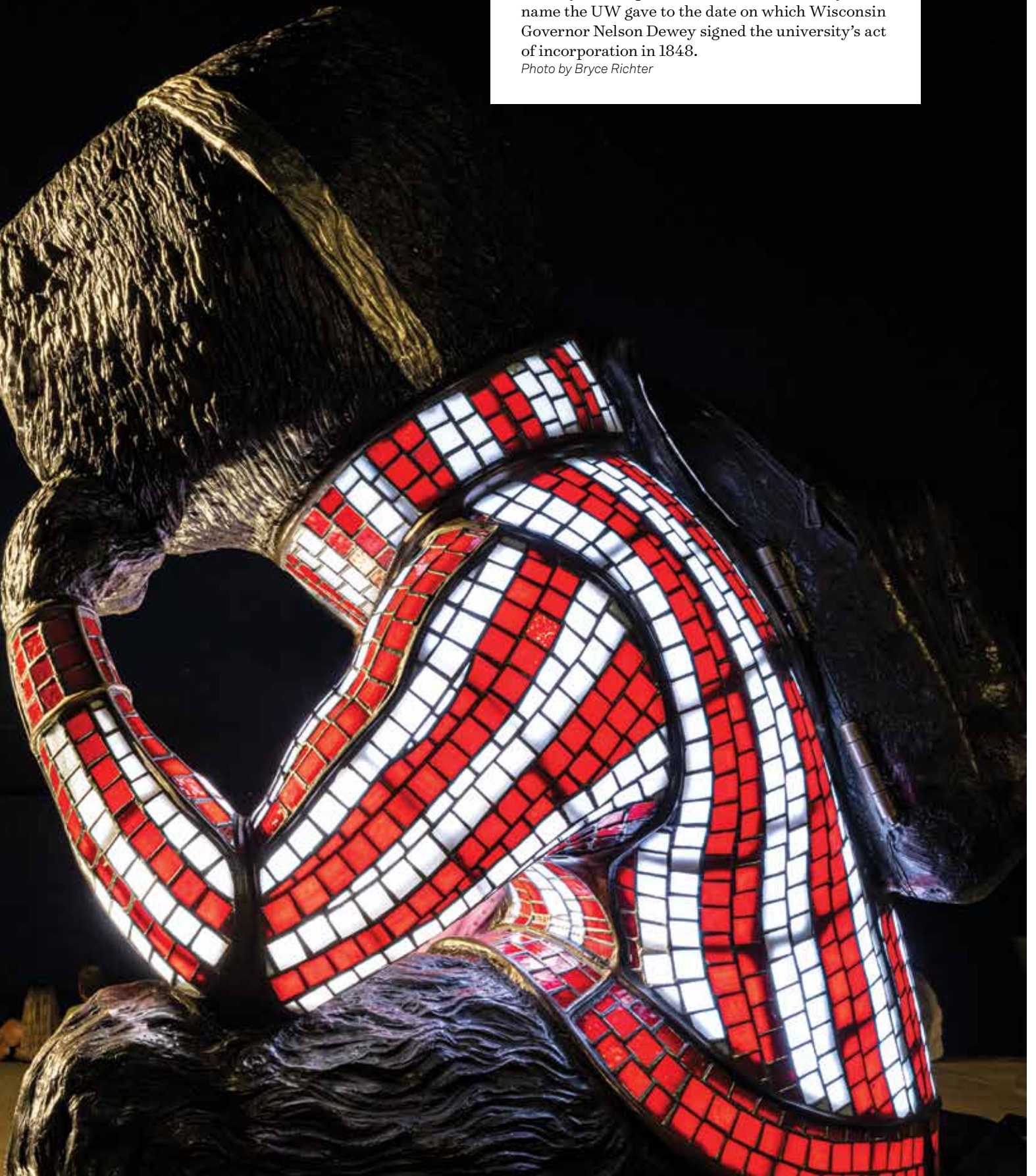




Vision

Best seat in the house — or out of it. The *Well Red* Bucky statue watches fireworks alongside others celebrating the UW's 175th anniversary on July 26. The skyrockets put the launch in Launch Day, the name the UW gave to the date on which Wisconsin Governor Nelson Dewey signed the university's act of incorporation in 1848.

Photo by Bryce Richter



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OnWisconsin

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ALTHEA DOTZOUR

This nuclear engineering grad is an unconventional Miss America. See page 20.



How well do you know your UW-Madison trivia? See page 34.



PHOTO: UW ARCHIVES; ILLUSTRATION: DANIELLE LAMBERSON PHILIPP

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BYRCE RICHTER

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Coach Luke Fickell. Photo by Bryce Richter

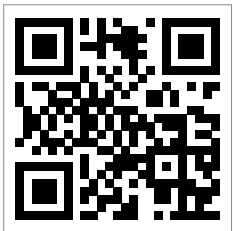
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Summer Issue Hit Home

Thanks for an enlightening Summer 2023 issue! I didn't know one of my favorite writers, Robin Wall Kimmerer ["The Teachings of Plants"], was at the UW when I was there in environmental communications. The story on Nathaniel Chin's Alzheimer's research ["Progress on Alzheimer's Disease"] was personally hopeful and made me proud all over again for the UW. Same, too, goes for the forgiveness research by Bob Enright ["Peace in the Wake of Pain"]. On, Wisconsin!

Madonna Luers MA'82

Mead, Washington

I'm a proud UW alum [living far from the nearest alumni chapters]. I only get back to Madison sporadically, so *On Wisconsin* is my only link to the university. And I must say, it is excellent. It has a pleasant, homey feel to it; the photography is stellar; there always seems to be a bit of nostalgia thrown in (Bygone, "Troia's Steak House"); and there are always interesting articles (such as "Progress on Alzheimer's Disease" and "One Word: Plastics," Summer 2023). Keep up the good work. With me, you have a very happy alum who treasures receiving *On Wisconsin* throughout the year.

Roger J. Olson '57

Mechanicsburg, Pennsylvania

Objection to Cover Photo

The cover photo you used [of Chancellor Jennifer L. Mnookin, Summer 2023] was a pose that you would never show (and have never shown) for a male chancellor. I am glad we have a chancellor who is willing to share her emotions. But we live in a society that takes nurturers less seriously. Women who express their nurturing side at work are more likely to get assigned caretaking roles (birthday cards, making coffee) and are less likely to be given promotions. Don't saddle

our new chancellor with a "nurturing woman" identity. That's not her job. Her job is way more than that. If you would like to support workplaces and workers who are nurturing and safe places for emotions, start with showing men in those roles.

Jen Hadley '94

Madison

"Campus after Dark" Highlights a Gem

What an absolutely luscious article and photos! ["Campus after Dark," Summer 2023]. Thank you for an excellent piece that highlights so many elements of what makes the UW the gem that it is. I'll be using this article in my teaching in the year ahead.

Andrea Poulos

*Madison (English department
ESL teaching faculty)*

Fond Memories of Babcock Ice Cream

Megan Provost's article on Babcock Hall flavors [Tradition, Summer 2023, "Honorary Ice Cream Flavors"] was served with a large scoop of nostalgia. My sophomore year residence was a house on South Breese Terrace. The proximity to fresh ice cream provided an irresistible respite from studying. My flavor of choice was strawberry, and that has remained a constant whenever I return to Madison. To this day, no other ice cream matches the fresh product from Babcock Hall. Sweet UW memories indeed.

Michael Selch '73

Los Angeles

Personally, I miss "Praise to Thee My Almond Mocha."

Jon Schneider '93

Verona, Wisconsin

I loved the sunflower flavor that was like butter pecan but with sunflower seeds, and the banana chocolate fudge was to die for!

Susan Notar '87

Arlington, Virginia

We want to hear from you! Please email your letters to onwisconsin@uwalumni.com or mail to WFAA, On Wisconsin, 1848 University Ave., Madison, WI 53726. You can also post comments online at onwisconsin.uwalumni.com.

Long Live the U Club

I read with interest that the University Club will continue operating its food services [Destination, Summer 2023, "Transforming the University Club"]. I worked in the huge downstairs kitchen from 1982 to 1985 as an assistant manager. I did everything from prep and cooking to account billing. In those days, we ran the main dining room and the Mermaid Room (burger grill) downstairs. There were private meeting rooms where groups could have lunch. We also still had a few residents upstairs!

It was a demanding, full-time job while also taking classes, but I loved it and worked with some terrific folks. So happy to see that the club will be there for years to come.

Udayan Sen '82

Verdun, Quebec, Canada

Online



BADGER BASICS

In honor of UW-Madison's 175th anniversary, we've pulled together a collection of online articles about the things that Badgers love best. Search for "Badger Basics" on our website for a deep dive into all your favorite campus traditions, from the Fifth Quarter to Bascom Hill snowball fights to the UW Marching Band's thrilling rendition of "On, Wisconsin." It's the next best thing to sitting on a Terrace chair in a cardinal-and-white T-shirt with a scoop of your favorite Babcock Dairy flavor.

See onwisconsin.uwalumni.com.



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CHRIS FLINK

Roman Numerals

The university celebrates more than a sesqui, less than a bi.

This academic year, UW–Madison is celebrating its 175th anniversary. The UW was born along with the state itself, or shortly afterward: article 10 of the Wisconsin constitution, ratified on March 13, 1848, calls for the creation of a public university. On July 26, 1848, Governor Nelson Dewey signed the act of incorporation that brought the UW into being.

Sort of. As a matter of law, the UW existed, but it didn't have buildings or blackboards or students or teachers. On February 5, 1849, the university taught its first class, and on September 17, 1851, it opened its first building: North Hall. So the 175th anniversary is an approximation, or maybe a reverberating series of echoes of the state constitution.

That's what campus will be celebrating over the next 11 months. (See 175.wisc.edu for more information.)

In UW materials, you'll hear this called the UW's "demisemiseptcentennial," a Latinized mathematical equation: 175 is a half (demi) of a half (semi) of seven (sept) hundred years (centennial). Latin, because we're a university and we want to impress you with our book-learning.

Of course, you aren't likely to find the word *demisemiseptcentennial* in the writings of Cicero or any other Latin author, in part because the Romans didn't think it was worth celebrating 175 years of anything. (At Cicero's birth, Rome was already 647 years old and preparing to ignore its sesquisescentennial.) If we have to use a pseudo-Latin term for the anniversary, I prefer *dodransbicentennial*, meaning a quarter short of two centuries, or *sesquiseptendecimdecade*, meaning 17 and a half times 10 years. But nobody asked me.

In this issue, *On Wisconsin* pays tribute to the demisemiseptcentennial celebration by quizzing you about the university's 175 years of achievements. Look for that article on page XXXIV.

JOHN ALLEN

Celebrating the
175th Anniversary
of the University of
Wisconsin–Madison

—
175.wisc.edu



WHERE AN IDEA
CAN CHANGE
THE WORLD

OnCampus

News from UW-Madison



ALTHEA DOTZOUR

Mnookin says that diversity is a bedrock value of the university.

Interpreting a Supreme Court Ruling

UW-Madison will adapt its approach to race-conscious admissions.

On June 29, the U.S. Supreme Court ruled that Harvard University and the University of North Carolina, by using an applicant's race as a factor in their admissions processes, were in violation of the Equal Protection Clause of the U.S. Constitution's 14th Amendment.

The court's majority opinion also stated that in admissions decisions, colleges and universities may, in a limited way, consider "an applicant's discussion of how race affected the applicant's life."

As the justices acknowledged, at the heart of the cases before the Supreme Court was disagreement about how to address our nation's history of racism and the legacy of slavery and discrimination that have influenced who can access higher education.

The full implications of the ruling will not be known for some time — not just at UW-Madison but across the country. The UW is awaiting federal guidance to help adapt the institution's admissions processes to comply with the law.

The university has considered the race of applicants as one factor in a holistic admissions process that focuses first and foremost on candidates' academic strength but also considers the range of experiences, talents, and backgrounds they will bring to the institution. Every admitted student at UW-Madison has demonstrated the potential for academic success.

As Chancellor **Jennifer L. Mnookin** said in a message to campus following the ruling, the university "values the ways that diversity in its community strengthens the learning environment for all."

Research shows that diverse teams with different life experiences and identities tend to make stronger decisions. Mnookin also reiterated that diversity is a bedrock value of the university.

"UW-Madison remains committed to creating a community where people of all backgrounds, identities, and beliefs belong and can thrive," she said. "Our excellence in teaching, research, and outreach demands no less."

For more information and updates from UW-Madison related to the Supreme Court ruling, visit go.wisc.edu/scotusdiversity.

KELLY APRIL TYRRELL MS'11

NEW DRUG DELIVERY METHOD

Cancer immunotherapies can sometimes target normal cells in addition to tumors. **Quanyin Hu**, a professor in the UW-Madison School of Pharmacy, and his team have developed a method to get around this problem.

They engineered a protein to target blood cells in tumors and direct them to clot. Once clotting begins, the researchers inject drones in the form of blood platelets engineered with immunotherapeutics on their surfaces. This allows for efficient, targeted drug delivery to the clot-filled tumor.

"Once we have this clot formation at the tumor site, we have this so-called cellular hive that can attract these therapeutic drones," Hu says.

In mice studies, Hu and his colleagues found that the engineered platelets efficiently delivered a common immunotherapy drug known as an immune checkpoint inhibitor to the tumor sites. The checkpoint inhibitors encourage immune cells known as T cells to eradicate cancer cells.

Mice that received the treatment saw their tumors shrink and lived longer than mice that received a traditional immunotherapy treatment. Notably, one-third of the mice that received the treatment became completely tumor free.

A more comprehensive safety evaluation is the next step — in particular, to make sure that the therapy doesn't cause clots in unintended locations.

But the findings open the possibility to more effective and versatile cancer treatments with multiple types of drugs and fewer side effects.

WILL CUSHMAN MS'16



Farewell to the Shell

The UW's longtime sports center has been replaced by modern recreational facilities.

On April 19, 2023, the final bounce of a basketball echoed throughout the arched concrete interior of UW-Madison's Camp Randall Memorial Sports Center. Commonly called the Shell since its opening in 1956, the quaint fitness space became obsolete with the recent openings of the Nicholas Recreation Center and Bakke Recreation & Wellbeing Center.

In the early 1950s, with practice needs outgrowing the Field House and a desire to keep athletic competition in a concentrated area, the UW proposed an eastern appendage to Camp Randall Stadium. Local historical and veterans groups opposed the project.

They cited its partial encroachment on Camp Randall Memorial Park, university-owned land honoring the Civil War soldiers who once marched there. The UW ultimately convinced the legislature and courts to allow construction of the \$1.5 million indoor practice building, dedicating it to “the men of Wisconsin who fought to preserve the Union.”

The *Wisconsin State Journal* called the curved structure, completed in seven massive concrete pours and spanning 400 feet by 200 feet, “one of the trickiest [projects] ever attempted in Madison.” Initially sporting a clay track on the “specially treated” dirt floor, the sports center held its first varsity track meet on February 18, 1956, with a Wisconsin victory over Minnesota and Purdue. Serving athletes from every sport, the space also featured batting cages and a full basketball court.

Historical and veterans groups opposed the Shell when the UW proposed it in the 1950s.

In the 1970s, the Shell added an ice rink and transitioned to all-campus and public use. By the 1980s, it was hosting more than 230,000 visitors per year. The 200-meter track has always remained the indoor home of the Badger men's and women's track and field teams.

In April, UW athletics reacquired the Shell from University Recreation & Wellbeing. Plans include moving its track to the adjacent McClain Center and replacing the building with a modern indoor football practice facility that can compete with those of peer schools. The football team currently practices in the McClain Center, which can't fit a regulation-sized field or accommodate punting practice. The proposed facility, like the Shell before it, aims to give UW athletes the space they need to succeed.

PRESTON SCHMITT '14



ISTOCK

COVID's Toll on Teachers

During the COVID-19 pandemic, schoolteachers and support staff were forced to revamp lesson plans for virtual and hybrid learning environments, all while toggling between remote and in-person duties and supervising at-home learning. These stressors took a toll on school system employees, according to a study from the UW's Center for Healthy Minds.

The study is among the first to collect empirical data on school system employees' mental health during the early stages of the pandemic. In 2020, it enrolled 662 pre-K-12 Wisconsin employees to investigate whether a meditation-based well-being app, the Healthy Minds Program, could reduce distress and increase well-being during the pandemic. The assessments included questions like "How often have you felt that you were on top of things?" and gauged participants' feelings of nervousness and self-worth. Startlingly, about 78 percent reported clinically meaningful levels of anxiety symptoms, and nearly 54 percent reported clinically meaningful depressive symptoms.

"The degree of elevated symptoms of depression, anxiety, and stress we observed is certainly concerning," says **Simon Goldberg PhD'17**, an assistant professor of counseling psychology and a member of the research team. "The good news is that we have a large body of evidence suggesting that a variety of psychological interventions can be helpful in reducing exactly these symptoms. Mindfulness and other forms of meditation are among the approaches shown to reduce this kind of psychological distress."

The research team also examined whether individual characteristics such as family income or type of job affected symptoms. Participants with the lowest family-income levels reported higher stress, a greater likelihood of depressive symptoms, and reduced intentions to continue in the same job in the following school year. This leads to the possibility that increased wages could buffer against stress and depression for workers in positions that are hard to replace.

Research scientist **Matthew Hirshberg MS'14, PhD'17**, who led the study, notes that psychological health among school system employees is essential. "Supporting employee mental health and well-being may be a prerequisite to student and educational-system pandemic recovery efforts," he says.

HEATHER HARRIS '99



BRUCE RICHTER

As demand increases for a UW-Madison education, graduating classes are expanding. In May, the university conferred 7,826 degrees at Camp Randall, constituting the largest commencement ceremony in UW history. Welcome to your first issue of *On Wisconsin*, Class of '23!

The UW's language sciences department is offering its first program in American Sign Language, taught by deaf instructor Taylor Koss. The four-credit course fulfills the university's language requirement, and the fall session filled up only hours after registration opened.



MICHAEL P. KING

Hard to believe, but Babcock ice cream and cheese might get even better. The Babcock Hall Dairy Plant has undergone a major upgrade for the first time since its construction in 1951. It's now joined by a three-story addition for the Center for Dairy Research, a world-class resource for dairy processors and entrepreneurs.

UW Housing has added soft-serve ice cream machines for those who want a break from Babcock. The first machines appeared during spring semester in the Lakeshore and Southeast dining halls. More will follow next year.

175 YEARS OF BADGER BRAGGING RIGHTS

UW-Madison has had an incalculable impact on the world during its century and three-quarters of existence. From creating the nation's first dance-education department to its first graduate program in quantum computing,

the campus has come a long way since Wisconsin's first governor, Nelson Dewey, approved the UW through the incorporation act of July 26, 1848. Here are just a few measures of the university's enduring prestige.

3 Rose Bowl wins (in 10 appearances)

5 Vitamins discovered at the UW

6 First-in-the-nation academic departments created at the UW

143 Undergraduate majors



11 National Medal of Science winners

20 Nobel Prize winners (faculty and alumni)

40 Pulitzer Prize winners

53 NCAA championships

3,400 Approximate number of Peace Corps volunteers since organization's founding in 1961

81 Alumni Olympic medals

4,200 Approximate number of university patents

686,000 Approximate number of degrees awarded in university's history



BRYCE RICHTER

Budget Wins and Losses

State funding for the University of Wisconsin System was reduced \$15.9 million in each of the next two years, and legislators withheld approval of funding for a new College of Engineering building, but UW–Madison leaders are vowing to continue to work with Governor **Tony Evers '73, MS'76, PhD'86** (above) and legislative leaders to ensure the flagship university's budget priorities are met.

The legislature, which is controlled by Republicans, targeted diversity, equity, and inclusion (DEI) programs across UW System, carving out nearly \$32 million in state support over the upcoming biennium and calling for the elimination of 188 positions related to DEI. Evers used his veto pen to restore the positions but was not able to restore the funding.

The positions play a critical role on campus and help students from a wide variety of backgrounds succeed in college, including veterans, students with disabilities, first-generation students, and underrepresented minority students.

The legislative Joint Committee on Finance placed \$32 million into a special appropriation and will consider releasing it for programs aimed at workforce development in high-demand fields, such as engineering, nursing, and computer science. UW System may return to the committee with proposals as early as this fall.

The \$347 million engineering building (with \$150 million coming from UW gifts and grants) was UW System's highest budget priority. It had been included in a slate of projects proposed by Evers.

"This project continues to be a critical priority," Chancellor **Jennifer L. Mnookin** says. "There are many business and industry leaders and legislators on both sides of the aisle who know the importance of the project, not simply for the university but for our state. We will continue to advocate and work with legislative leadership to advance the engineering building in this legislative session so that UW–Madison and the College of Engineering can come a step closer to meeting employer and student demand."

The committee did grant its approval to a project replacing the Camp Randall Sports Center (commonly referred to as the Shell; see page 12). The \$285 million project is funded by a combination of athletic program revenue, segregated revenue from the state, and program revenue supported borrowing. The project includes a new indoor football practice facility, expansion and renovation of the McClain Athletic Facility, and select lower-level spaces in Camp Randall Stadium.

The biennial budget also includes a pay adjustment for state employees, including UW System, of 4 percent in the first year and 2 percent in the second year. At press time, the pay plan still required approval by the Joint Committee on Employment Relations.

GREG BUMP



WHERE THE LAND CAME FROM

In the 1860s, the University of Wisconsin was granted more than 230,000 acres of land to make pursuing an education attainable for the state's working class. This was the mission of land-grant universities, as dictated by the 1862 Morrill Act. While land-grant universities produce important scholarship and research that give back to their states, they can do so because of the wealth and real estate gained from the dispossession of Indigenous peoples.

In total, 1,337,895 acres of land across Wisconsin were taken through treaties with the Menominee, Ojibwe, Dakota, and Ho-Chunk and redistributed through the Morrill Act. Yet many students coming to UW–Madison don't know that part of the story.

Thanks to funding from the National Endowment for the Humanities, a group of UW–Madison faculty, staff, and graduate students will be able to help teach this history by creating educational modules about the expropriation of Indigenous lands.

"There is a huge disconnect if you don't know American Indian history, you don't know the tribal nations of the state, and you don't know how treaties worked," says **Kasey Keeler '05** (above), an assistant professor of civil society and community studies and American Indian studies. "But when you can kind of connect the dots, I think it's really powerful."

Keeler is part of a cross-departmental team that is creating and integrating these educational modules into courses across campus. They hope the curriculum will inspire other land-grant universities to create similar programs for their own campuses.

ELISE MAHON

A Media-History Miracle

The UW's online archive of film and broadcasting publications is a fan's dream come true.

Let's say you have a favorite old movie, and let's say, just for the sake of argument, that it's the criminally underrated music drama *Young Man with a Horn*, starring Kirk Douglas and Doris Day in what some people (well, I) call their finest performances. If you want to read every single article surrounding its 1950 premiere but don't have time to visit archives around the world, you are (I mean, I am) in luck.

UW-Madison's Media History Digital Library is an online compendium of publications that cover the history of film and broadcasting — everything from a star-struck 1915 interview with Charlie Chaplin in *Picture-Play Weekly* to a gossipy look at Marilyn Monroe's career in a 1955 issue of *Modern Screen*. Even someone who's seen *Young Man with a Horn* dozens of times can learn something new, simply by typing "Kirk Douglas + Doris Day + Masterpiece" into the sophisticated search engine at mediahistoryproject.org.

Until the Media History Digital Library came along in 2009, scattered copies of *Photoplay*, *Variety*, and other vintage magazines and trade papers were accessible only in storage rooms or on microfilm, if at all. The project's researchers digitized millions of pages from institutions and private collections and offered them to the public for an unbeatable price: free.

"The magazines were forums where people shared ideas about movies and media, learned about new programs, and debated the future of these forms," says **Eric Hoyt**, director of the Media History Digital Library and the Kahl



By Helen Hendricks



Kirk Douglas, in "Young Man With A Horn," tells Doris Day what his music means to him. Below: Janet Wyatt, Ann Blyth, Joan Evans, Donald Cook in a scene from "Our Very Own."

Before the Media History Digital Library came along, scattered copies of vintage film magazines were accessible only in storage rooms or on microfilm.

Private gifts from the Media History Digital Library Fund and the Kahl Family Media Production Professorship Fund support this project.

Family Professor of Media Production in UW-Madison's Department of Communication Arts. "And today, as we ask ourselves 'What is the future of movie exhibition?' and 'What is the future of broadcasting networks?' we can look at how these same questions were debated decades ago."

As part of the UW's Wisconsin Center for Film and Theater Research, the Media History Digital Library has transformed the study of film and broadcasting. Its materials have been viewed 14 million times — or more like 14.1 million after my immersion in *Young Man with a Horn* references.

Even with my obsessive interest in this movie, I found it hard to stay on task while scrolling through the glamorous old maga-

zines, with their candid photos of Humphrey Bogart and their speculation about Elizabeth Taylor's long-ago love life. But after hours of electronic browsing, I discovered that, unlike their modern-day counterparts, some 1950s critics recognized the greatness of *Young Man with a Horn*.

"Excellent in every way is this film about a jazz musician, Kirk Douglas, and his driving need to play music the way he feels it rather than the way it's written," raved the April 1950 issue of *Screenland*. "Superb acting, backed by equally superb music, make this a 'must see.'"

Thank you, Media History Digital Library, for making one fan's dream come true.

DEAN ROBBINS

SCREENLAND



Devices That Bend with the Body

Today, foldable phones are nothing new. But now, using models that predict how well a flexible electronic device will conform to spherical surfaces, UW–Madison and University of Texas–Austin engineers could usher in a new era in which these bendy devices integrate seamlessly with parts of the human body.

In the future, for example, a flexible bioelectronic artificial retina implanted in a person's eyeball could help restore vision, or a smart contact lens could continuously sense glucose levels in the body.

“With our powerful simulation model, we can now predict the conformability immediately, which dramatically speeds up the design process for flexible electronics,” says **Ying Li**, a UW associate professor of mechanical engineering whose research group developed the computational models.

To perform as expected, bioelectronic devices must make very close contact with living tissue and avoid buckling or creasing. However, researchers have struggled to get flexible electronics to fully conform to surfaces such as spheres — and these surfaces are all over the human body.

The research team systematically investigated how circular polymer sheets and partially cut circular sheets conform on spherical surfaces. Analyzing those results enabled them to derive a ready-to-use formula that reveals the underlying physics and predicts the conformability of flexible electronics.

The researchers also demonstrated a simple and elegant method for greatly enhancing the ability of flexible sheets to conform on spherical surfaces. Inspired by the Japanese art of *kirigami*, in which paper is cut and folded, they made the simplest possible radial cuts in the circular sheet, improving its conformability from 40 percent to more than 90 percent.

“This is the first work to provide a full picture to understand the complex process of how flexible electronics conform to these complicated surfaces,” Li says, adding that it will drive innovation in the field by enabling many other researchers to design improved flexible electronics.

ADAM MALECEK '04

“Wisconsin Badgers just don’t sit on the sidelines. You are expected to be in the arena and to lead. It’s just who you are.”

— Former U.S. attorney general Eric Holder (whose daughter Brooke is a 2020 grad) at UW–Madison’s spring commencement



The mighty UW women’s hockey team attended a June celebration at the White House for college athletes who’d won national championships. The Badgers captured the NCAA title this year — their third in the last five seasons and seventh overall.

The Go Big Read program engages members of the UW community and beyond in a shared, academically focused reading experience. The 2023–24 selection is David McRaney’s *How Minds Change: The Surprising Science of Belief, Opinion, and Persuasion*. “This timely book gives us all an opportunity to challenge our own beliefs and assumptions,” says Chancellor Jennifer L. Mnookin, “and to recognize the importance of empathetic listening.”



Charles Lee Isbell Jr. is UW–Madison’s new provost, the university’s chief academic officer and second-ranking leader under the chancellor. He comes to campus from the Georgia Institute of Technology, where he was the dean of the College of Computing and a renowned researcher in machine learning and artificial intelligence. Isbell will put his stamp on the UW’s mission of teaching, research, and public service.

DEBATABLY THE BEST

You don't hear "Jump Around" blasted at many debate tournaments, but that changed when a team of Badgers won the national championship at the annual Yaatly Online Debate League in Denver in April. Their victory set off a raucous celebration, including the song that rocks Camp Randall Stadium during football games.

Six Badger debaters competed, and in the Grand Final round, **Zach Heintz x'24** and **William Darbyshire '23** bested competitors from three other universities to take home the national championship title.

"It slowly dawned on me over the next 48 hours that I'd actually won the tournament. I didn't quite believe it at first," Darbyshire says. "The same wasn't true for the rest of the UW-Madison team that had watched the finals and the award ceremony; they absolutely exploded into cheering and celebration. I think it's safe to say that if the other universities hadn't heard 'Jump Around' before the tournament, they have now."

The Yaatly Online Debate League hosts a series of events throughout the year, allowing student representatives from universities across the nation to improve their skills. The national championship is the UW's first in decades, according to coach **A. J. Carver**. Heintz and Darbyshire were deemed the most persuasive in the nation, winning with their argument, "We should regret the fear of death."

SETH KRUGER



ALTHEA DOTZOUR

A Stately Circle

On May 4, members of the Ho-Chunk and UW-Madison communities dedicated the Ho-Chunk Clan Circle, a series of sculptures representing the 12 clans of the Ho-Chunk Nation. The space outside the new Bakke Recreation and Wellbeing Center was created in partnership with Ho-Chunk artist Ken Lewis and other Ho-Chunk advisers. "The Ho-Chunk have lived here from time immemorial, and it was in this place that the Ho-Chunk people perfected the skills and technologies that have become the activities we recognize today as archery, canoeing, and snowshoeing, as well as team sports such as lacrosse," said **Carla Vigue**, the UW's tribal relations director.



INTRODUCING BIG LIZARD

Beesiiwo coowuse was a squat, herbivorous relative of modern crocodiles and birds that had a beaklike mouth and roamed the globe between 237 million and 230 million years ago. Its name, pronounced "ah-se-wa' ja' aw-wu sa'," highlights where its fossilized remains were unearthed: "big lizard from the Alcova area" of central Wyoming.

The newly discovered reptile species was named by tribal members in a collaboration between UW-Madison paleontologists and officials of the Northern Arapaho Tribal Historic Preservation Office. *B. coowuse* is the first Western-science species to be named in the language of the Arapaho people.

The North American west is known for its incredible fossil record, and in recent years, UW-Madison paleontologist **David Lovelace PhD'12** and several current and former UW students have developed a partnership with tribal representatives of the Eastern Shoshone and Northern Arapaho on the Wind River Reservation. "UW-Madison students and scientists are all working together to integrate Western science, Native science, and traditional ecological knowledge," Lovelace says.

WILL CUSHMAN MS'16

2@@@

Number of students enrolled in UW-Madison's popular Chican@ and Latin@ studies certificate program. To meet growing demand for courses in Mexican and Latin American history and culture, the UW is launching a Chican@ and Latin@ bachelor's degree this fall. The program encompasses courses in the humanities, social sciences, and community studies, such as Mexican-American Politics and The North American West to 1850.

Pay It Forwards

... and guards and centers. Basketball coach Marisa Moseley hopes to honor her mentors by helping a new generation of players build a winning tradition at the UW.

Marisa Moseley wants you to know she wasn't born to play basketball. Though a basketball scholarship brought her to Boston University, she tried to leave the game behind. After graduation, she worked as a production assistant at ESPN. Today, she's just as happy offering decorating advice.

"I never wanted [basketball] to be who I was," Moseley says. "It's just what I do. When it becomes your only thing, you lose yourself in the process. I have some friends who are like, 'I don't know anything else to do. I wouldn't know what to do with my life if I didn't do this.' That will not be my story."

Coaching the Badger women's basketball team is a big job: the program hasn't appeared in a postseason tournament since 2011. It hasn't gotten past the first round in the NCAA tournament since 1996. Moseley hopes to help the team establish a culture of winning — "building toward banners," is how she puts it — but she makes it clear that winning isn't her obsession. Rather, her purpose is to build up successful people. "The reason I got in and why I still do it is I wanted to pay forward the opportunity that my coach had given me," she says.

After her brief stint at ESPN, Moseley returned to basketball and worked as an assistant coach with jobs at Denver, Minnesota, and Connecticut before landing her first head coaching job at her alma mater. She took over a Terrier program that had been through

five losing seasons. She led Boston to three consecutive winning seasons and a first-place conference finish in 2021. That fall, she joined the Badgers as Barry Alvarez's last hire.

"I like the challenge," she says. "I was really drawn to the people. I spent the majority of time with [incoming athletic director Chris McIntosh '04, MS'19]. I appreciated how he had emotional intelligence, and he wasn't just looking to hire a basketball coach. He was also willing to connect and be a human being first and foremost. That spoke to me, and I felt like this could maybe be a good situation, even though it was going to be hard."

Moseley's Badgers have gone 19–40 and finished 11th and then 10th in the conference. But the team is showing improvement. Last season, the team won six Big Ten games, the

Moseley's goal for the Badger basketball team is "building toward banners," but she measures her success by how well she empowers the women on her teams.

program's highest total in a dozen years. Moseley hopes that improvement will inspire a bandwagon of support.

"You have to change the community's mind," she says. "You have to get them excited about the people first, and then they will fall in love with the product. I continue to be intentional about connecting with people in the community and having them become fans of these incredible women."

But Moseley won't allow herself to be defined by ticket sales or a win-loss record. She says her coaching philosophy is built on five pillars: a winning mind-set, integrity, selflessness, communication, and legacy. "I love to win," she says. "But I think that we have a really unique opportunity and responsibility as coaches to empower young women to become the best version of themselves. If we do that, when we look back at the end of their four years,

I think that is the true measure of success."

JOHN ALLEN
PHOTO BY
BRYCE RICHTER



Not Your Grandmother's Miss America

Grace Stanke '23 brings Wisconsin nice and nuclear know-how to an American tradition.

Heavy is the head that wears the crown, the graduation cap, and the hard hat — but **Grace Stanke '23** bears them all with admirable ... well, grace. After winning the 2023 Miss America pageant during her senior year at UW-Madison, she took to the skies to fulfill her duties as one of America's most time-honored celebrities.

For Stanke — whose social impact initiative “Clean Energy, Cleaner Future” promotes a transition to zero-carbon energy — this means visiting nuclear facilities, speaking to conferences of industry professionals and engineering students, and encouraging the young scientists who represent the future of the field. It also means skydiving with the U.S. Army, learning CPR from the American Heart Association, rubbing elbows with celebrity chefs, and laying the wreath at Arlington National Cemetery. But for all the time she spends in the air, Stanke has never felt more grounded.

“This experience has taught me a lot about the life I want to live, about what I want in the future,” she says.

Thanks to a title that comes with more than a tiara, this future is well within reach. According to Stanke, the true prizes of the pageant are the scholarships and the professional experience that will serve her well into her career.

“Miss America is a scholarship organization at its core,” Stanke says. “We're creating great women for the world and preparing the world for these great women.”

What is a typical week in the life of Miss America?

I'm on a plane three out of seven days. The other four days, it can be anything from promoting my social impact initiative, to Miss America recruitment, to just representing American culture.

What have you done or tried for the first time as Miss America?

I'm terrified of lobsters. I would much rather fight a shark in the ocean than a lobster — don't ask me why. And I went on a lobster boat with Miss Maine, because that's what Maine is known for. I held a lobster with my bare hands — the dude was alive. I was not a fan, but I made it.

I've been able to go to places that I would've never gone to if it weren't for Miss America, and those have been some of the most special places. One that stands out to me is North Platte, Nebraska, where I heard awesome stories about how they're known for stopping the train that was taking World War II trainees out to their base camps, and they would feed those soldiers, which I think is just beautiful to learn about.

What has your social impact initiative, “Clean Energy, Cleaner Future,” looked like in action?

A lot of what I do is working with the public to correct misconceptions about nuclear energy: talking about what nuclear waste is, how we handle it, and the safety of nuclear energy. My second point is recruiting and getting people

involved in the nuclear industry. The third point of my program is that two-thirds of our workforce in the nuclear industry is retiring in the next 20 to 30 years. That's a huge loss of knowledge that we'll be facing. So how can we continue to adapt workplaces so that employees want to stay there for more than five to six years? How can we make them welcoming and inclusive places? How can we develop a new generation of employees?

Do you find yourself dispelling misconceptions not only about nuclear energy, but also about Miss America?

Oh, yeah. One-hundred percent. As soon as I say I majored in nuclear engineering, that's usually totally unexpected. People kind of do a double take. That's a stereotype Miss America has been battling for decades, because we did start as a swimsuit competition, judging women on their looks. But it has evolved into so much more than that. It's about women embracing who they are, women who aren't afraid to lead, and women who are looking for a higher education.

There are days where I walk out of an event, and I'm like, “Well, that definitely wasn't a traditional ‘Miss America’ thing that I just did.” And that really comes down to the very thing that Miss America embodies: we're embracing women being themselves. It doesn't matter if you're a little bit goofy. I'm a very sarcastic, very comedic person, and sometimes when I give a speech, I'll walk out and be like, “I don't know if I should have made that joke,” or “That's not something that traditionally is done within Miss America,” but maybe it's time that tradition changes.

Stanke is the third Miss Wisconsin to be crowned Miss America.



During your tenure, how have you grown — not as an engineer or a celebrity, but as Grace Stanke?

Being flexible is a really important skill that I've developed throughout college, and especially as Miss America, because quite literally, I live out of two suitcases now. Sometimes when I'm traveling, I've got to figure out how to do a nuclear presentation with what I have in my suitcases. I call and say, "Hey, do you have a teapot and an outlet to plug it into? Can you make a little bit of steam for me?" And then I can talk about how a nuclear power plant works with a little pinwheel that I travel with. It's all about adaptability and being prepared for any scenario.

Besides the crown, the sash, and the pinwheel, what else is in your luggage that wasn't there before Miss America?

I normally travel with steel-toe boots now. A lot of nuclear facilities require them. I also invested in good suitcases. I already wore through my first set. One had a full-blown hole in it, so I went to the Kentucky Derby and was duct-taping my suitcase, praying it made it back to Wausau. And it did. Barely.

Do you get weird looks from TSA when you send the crown through the baggage scanner?

No — okay, a couple of times.

Interview by Megan Provost '20

Photo by Althea Dotzour

“I’M GOING
TO BE
INTENSE”



How head coach Luke Fickell will transform Badger football

BY PRESTON SCHMITT '14

Luke Fickell is, in a word, intense.

Ask any player how he'd describe Coach Fick, and invariably the answer is just that: intense. Talk to the new head coach of Wisconsin football, and you'll quickly get the same impression. Whether it's the unwavering eye contact or the permanent urgency in his voice, he has a way of making everything else in the world but the matter at hand feel small. It's a trait that has helped him become one of the country's most successful college football coaches.

"Losing is not an option," says Wisconsin center Jake Renfro '24, who's followed Fickell from the University of Cincinnati as a transfer player. "If you watch him at practice, especially during the inside run, you'll see that competitive nature come out of him — it's almost like he wants to hop in at noseguard. The fans will see it on Saturdays."

UW athletic director Chris McIntosh '04, MS'19 hired Fickell in November to usher in a new era of Badger football following a three-season slide toward mediocrity. The announcement made a splash nationally, and not simply because Wisconsin landed the 2021 consensus National Coach of the Year who had recently rebuffed prominent offers elsewhere. (ESPN called the hiring "one of the most eye-opening moves" of the year.) It also signaled a major pivot for the program, which has largely sustained success by following Barry Alvarez's coaching playbook and recruiting philosophies since 1990. Even after a disappointing 7–6 record last season, Wisconsin is still one of only nine teams in the country to have won 90 or more games in the last 10 years.

Alvarez retired in 2021 after three decades of serving in the roles of head football coach, athletic director, and, on a few occasions, both. He and his handpicked coaching successors recruited mammoth linemen and brawny running backs to establish an up-the-gut, ground-and-pound style that's become synonymous with Wisconsin football. And while they vow to stick to many of Wisconsin's traditional strengths, Fickell and his coaching staff are installing a new defense and a spread-it-out Air Raid offense. (See sidebar.) Welcome to a new era, indeed.

At his introductory press conference, Fickell said that he only has one goal for this season and for every season: "to play for a championship."

You may be tempted to write that off as cliché coach-speak, but Fickell makes you believe it. Because he's done it before — with a team no one saw coming.

"You're Going to Dislike Me Sometimes"

Fickell arrived at Madison late last year to help the Badgers prepare for their Guaranteed Rate Bowl postseason game. It was technically his Wisconsin coaching debut — a 24–17 win over Oklahoma State — but he allowed interim head coach Jim Leonhard '06 to handle the main duties and finish the year on his own terms.

"The beautiful thing is the culture is deep-rooted here," Fickell says. "That's what I really learned in the first month. I don't need to come in and try to swing a big hammer and say, 'We're going to change the culture.'"

"If you watch him at practice, especially during the inside run, you'll see that competitive nature come out of him," says center Jake Renfro. "It's almost like he wants to hop in at noseguard. The fans will see it on Saturdays."

That's not always the case, Fickell adds. When he started at Cincinnati in 2017, he chose the big hammer. Fickell took over the program from Tommy Tuberville, now a U.S. senator from Alabama. Tuberville resigned from Cincinnati after a tumultuous 4–8 season that saw him tell a heckling fan to "go to hell."

Fickell's first swing of the hammer was "attention training" — the euphemism for a football boot-camp drilled by head strength coach Brady Collins, whom Fickell has brought along to Wisconsin. The goal was to restore attention to detail and reset the program. The players suddenly had a 5 a.m. wake-up call, never knowing what the next outdoor workout in freezing temperatures would entail. They crawled through the snow of late winter and rolled through the mud of early spring. Fickell was sending a clear message of expectations for the program moving forward: mental and physical toughness, intensity, hard work, consistency, perfection.

"He's hard on the players," says Phil Longo, the UW's new offensive coordinator. "He coaches them hard, but he respects them tremendously. He cares about them, and they know that. And that's why they're willing to return the favor. You can get the most out of somebody when they know you care about them."

It's hard to argue with Fickell's form of hard

Expectations for the new-look Badgers are sky-high among fans and pundits.

coaching. The Bearcats transformed from a 4–8 team his first season to winning 11 games in consecutive years. Those were followed by back-to-back undefeated regular seasons in 2020 and 2021, the latter landing Cincinnati in the four-team College Football Playoff — the first team from outside of the five traditional power conferences to ever qualify for the tournament. (Cincinnati has since joined the Big 12 Conference, in part thanks to Fickell’s success.) Fickell became the winningest coach at Cincinnati with a 57–18 record.

“The greatest thing that we had was consistency in our core nucleus of coaches,” Fickell says. “There was never a change in voice, and there was never a change in expectations. Never. Consistency gives you a chance to go from average, to good, to really good, to maybe even great.”

Over six seasons, Fickell developed 19 Bearcats into NFL draft picks. Only one of a record nine Cincinnati players selected in the 2022 NFL Draft was rated higher than a three-star recruit coming out of high school, demonstrating Fickell’s ability to discover and cultivate overlooked talent.

“If you want to be the best version of yourself possible, on the field, off the field, in every aspect of life, you want to be with a guy like Coach Fickell,” says Renfro, a lightly recruited three-star lineman who turned into an all-conference center at Cincinnati. “He brings it out of you. He does what he says he’s going to do, and I respect him for that. Everything that man preaches and teaches comes true.”

For Fickell, the key to recruiting and developing players is building honest relationships from the very first conversation.

“I tell them in recruiting, ‘This is who I am. I’m going to be intense. I’m not going to ever let you relax and rest. I’m going to be on your ass. You’re going to dislike me sometimes. But I promise you I’ve got the best intention.’” Fickell says. “And if you’re honest with them — when your relationship isn’t built on BS and being best buddies in the recruitment process — then they don’t see this big change when they get here. And you hope they feel the authenticity and they can trust you.”

For someone who’s perfected this winning formula, it’s a wonder that Fickell once wrote off head coaching altogether.

A Wrestling Phenom

When Fickell moved to Madison, it marked just the second time in his life that he became a permanent resident anywhere outside of Ohio. The first was his rookie season as an NFL player with the New Orleans Saints.

Before he became a Badger, Fickell was a Buckeye through and through. He was born in Columbus, the oldest of three kids. His mother, Sharon, was a beautician; his father, Pat, worked for the railyard. His father and uncle coached amateur wrestling, which

Fickell has only one goal for this season and for every season: “to play for a championship.”

prompted Fickell to step on the mat at the age of five. By high school, he was a local wrestling phenom. After losing four matches his freshman year, he never lost again — famously reeling off 106 consecutive wins for St. Francis DeSales High School. Several of his opponents forfeited matches for fear of humiliation.

Fickell credits his tunnel-vision approach to life to his wrestling background. A sign of his competitiveness, those four wrestling losses still motivate him today. One was to a wrestler at Perrysburg High. Years later, he was asked to give a speech at the school to local standout football players. He did it, but with one condition: he wouldn’t go inside the school.

In 2011, an Ohio sports columnist asserted that Fickell “would have easily been an NCAA heavy-weight champion and a probable Olympian and gold medal winner.” But there was one obstacle: football.

“Wrestling was the greatest thing for me, but football ended up being really where my heart is,” Fickell says. “I’m just more of a team person.”

Fickell excelled in football as an all-state defensive tackle at DeSales. He enrolled at Ohio State in 1992 and became an ironman on the defensive line, making a then-record 50 consecutive starts and finishing his college career by playing in the 1997 Rose Bowl with a torn pectoral muscle. Even with an immobilized shoulder, he recorded two tackles.

The Saints signed Fickell as an undrafted free agent, but he tore his ACL as a rookie — requiring a second major surgery in the span of several months — and never played again.

Fickell returned to Columbus for rehab, and his old coach John Cooper offered him a graduate assistant position at Ohio State. In 2000, Fickell accepted his first full-time coaching job at Akron as a defensive line coach. He returned to Ohio State in 2002 under Jim Tressel, with whom he immediately won a national championship. He rose from special teams coordinator to linebackers coach to codefensive coordinator over nine seasons with Tressel.

And then “Tattoo-gate” happened.

In December 2010, the NCAA announced that several Ohio State players would be suspended for part of the following season for accepting improper benefits. The violations involved selling memorabilia and signing autographs in exchange for discounted tattoos from a local parlor owner, who was under investigation for federal drug trafficking. Tressel resigned a few months later while facing a suspension for failing to properly disclose knowledge of the violations.

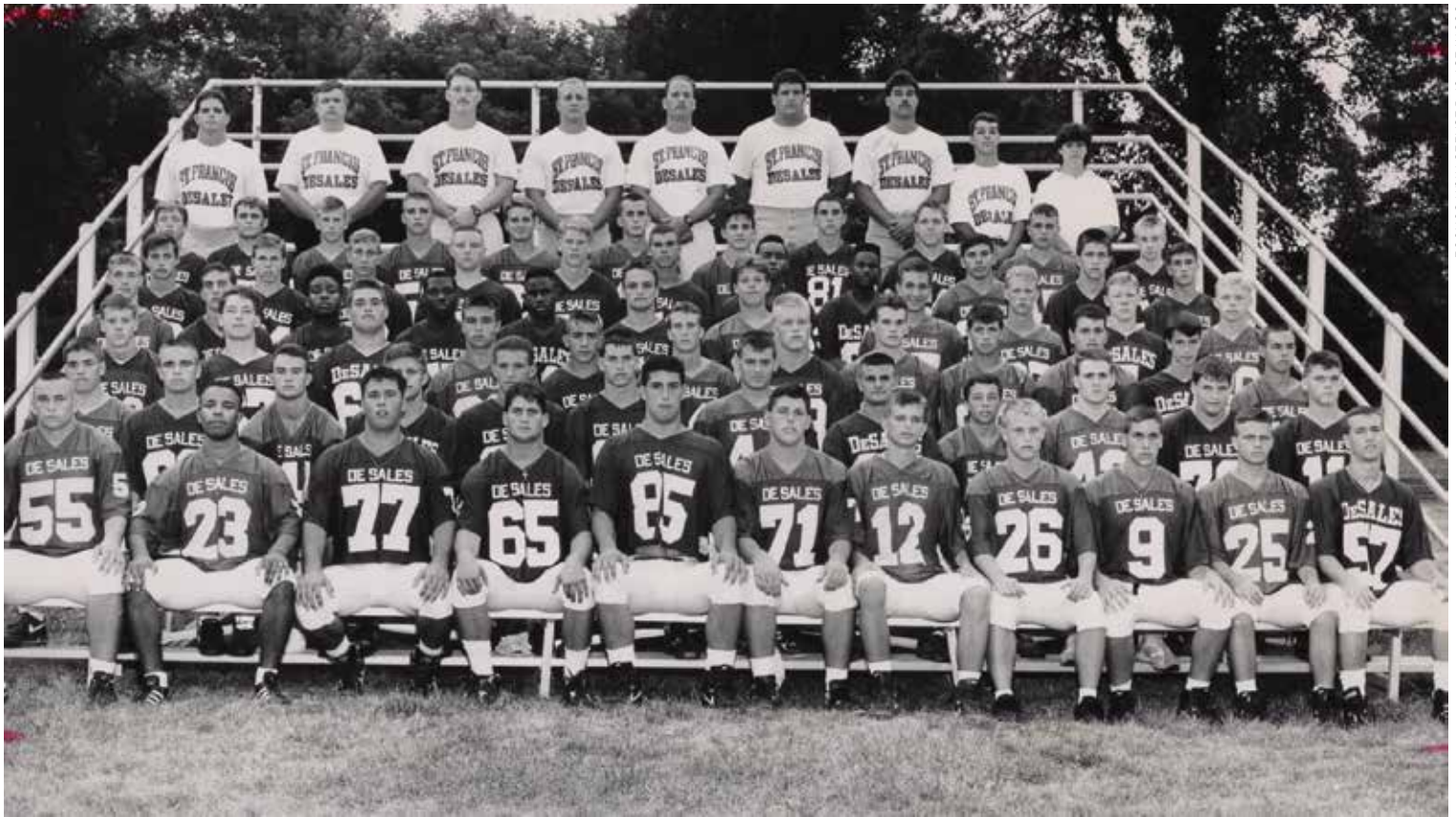
On Memorial Day 2011, Ohio State announced Fickell, then 37, as the interim head coach. By any measure, it was his dream job. But it played out like a nightmare.

“A Lifetime of Experiences and Mistakes”

Throughout Fickell’s first year as a head coach, the

See this article at onwisconsin.uwalumni.com to learn about Coach Fickell’s defensive plan, which allows for more speed and pass coverage.





football often felt secondary. He had to navigate suspensions of key players, his star quarterback's sudden withdrawal from the university, ongoing NCAA investigations, and speculation of future sanctions.

Ohio State started the year 6–3 before losing its final four games. Despite earning a bid to the Gator Bowl, Fickell describes the season as a failure.

“We did beat Wisconsin,” he says with an ever-so-slight grin. “But that might have been the only joyful thing I can remember.”

Fickell's hiring made a splash, given that he was the National Coach of the Year and had recently rebuffed prominent offers elsewhere.

Fickell was told a few days before the last game of the season that he wouldn't be retained as head coach. Fearing that the news might affect his team's performance, he didn't tell his players or even his wife, Amy, until after the game.

In hindsight, Fickell views that difficult time as the best thing that could have happened to his career. “It was a lifetime of experiences and mistakes in eight months,” he says. “I learned an inordinate number of leadership lessons.”

When Ohio State hired Urban Meyer as its new head coach for the 2012 season, Fickell decided to return to his previous role with the program as defensive coordinator and linebackers coach — a humble move in a profession filled with ego and ambition.

*“Passion is what makes us who we are”:
Fickell (first row, center, #85) as an all-state high school defensive tackle.*

“My career has always been about my family and what's best for them,” says Fickell, who has six children ages 8 to 21. “And they were in a really good place, being close to extended family and a great community. Your ability to be humbled gives you a chance to be focused on the kids and what you need to do to continue to grow.”

For the next five years, Fickell rarely thought about head coaching. As an assistant under Meyer, he was reenergized by the details of defensive planning and the closer relationship with players. Together they led the Buckeyes to an undefeated season in 2012 and a national championship in 2014.

“One of the greatest things I've ever done was keep Luke Fickell,” Meyer later said.

And then the itch finally returned. Fickell started to read more about leadership. He drafted a head-coaching plan. And in spring 2016, he listened to offers with an open mind for the first time in years.

“I'm always about passion,” Fickell says. “I'm not one of those guys who say, ‘Chase your dreams.’ Everybody has dreams. You wake up in the morning, and they come and go. But passion is what makes us who we are. I felt my passion starting to shift again into developing a bigger picture, a program, a culture, an environment.”

And so Fickell followed his passion 100 miles southwest to Cincinnati. Six years later, it brought him to Madison.

Why Wisconsin?

Fickell had been known as the coach who stayed at both Ohio State and Cincinnati. With his stock

skyrocketing in recent years, he turned down high-profile opportunities at West Virginia and Michigan State.

Fickell's modesty traces all the way back to Akron, which offered him a promotion to defensive coordinator after his first year of coaching. He turned it down, not believing it was the best move for the team. Fickell has always tried to put "the kids" first — meaning, to him, the six at home and the 120 in the locker room. It's a lesson from childhood.

"My parents made sacrifices to give us opportunities. We didn't have a lot," he says. "My dad had a chance to leave to keep his job, or he'd get laid off. And he chose not to pick up and move the family. That left the greatest mark. It taught me to not just jump and run at every other opportunity."

So Fickell did not take the career move to Wisconsin lightly. In fact, he had to leave behind his oldest son, Landon, a redshirt sophomore on the Cincinnati football team.

"It's still one of the more difficult things," Fickell says. "But I try to look at it as an opportunity for all of us to grow. And it's an opportunity for him to spread his wings without his family looking right over top of him."

And why Madison? It was the right place at the right time.

"This is a place we feel like the family can thrive," he says. "You add that to an incredible culture, a historic football program, and being in the Big Ten, and it just all added up."

One of Fickell's first duties was convincing current players to keep their commitment to Wisconsin despite the coaching turnover. He repeated the message he told his son at Cincinnati: "You chose this place for a reason" — not just for the coach, but for the culture and teammates. It's a message that resonated, including for star Badger running backs Braelon Allen x'25 and Chez Mellusi x'24, offensive lineman Jack Nelson x'24, receiver Chimere Dike x'23, and linebacker Maema Njongmeta '23, MBAX'24, who are all returning this season.

Longo, the veteran offensive guru whom Fickell initially tried to hire at Cincinnati, has successfully used the transfer portal to fill holes in the roster and prep the dynamic Air Raid offense. New faces include starting quarterback Tanner Mordecai MSx'24 and receivers Bryson Green x'25 and C. J. Williams x'26.

Expectations for the new-look Badgers are sky-high among fans and pundits. Inside the Camp Randall locker room, they're even higher. Fickell demands it.

"He wants the team to be physically tough, mentally tough, with great attitude and effort all the time," Longo says. "A lot of people talk about those things, but he coaches it, he preaches it, and we practice it." ●

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

BIG TEN, MEET THE AIR RAID OFFENSE

Coach Luke Fickell has brought on former North Carolina offensive coordinator Phil Longo to transform the Wisconsin offense with the Air Raid system. More of a philosophy than a playbook, it empowers players to use their instincts to attack whatever a defense is showing them.

Before the snap, often at a dizzying no-huddle pace, the Air Raid stretches the defense horizontally with the quarterback spaced out of a shotgun behind the center, flanked sideline to sideline by four receivers. After the snap, it stretches the defense vertically with the receivers carrying out a simple mandate: "chasing grass."

"We give the players a lot of flexibility with regard to where they break routes off," Longo says. "We're not going to draw a post route in a playbook. We don't have a playbook. And this is why — the post route could be run at four different angles [depending on how the defense is positioned]. We're going to run where the grass is, not where the defenders are."

The same approach applies to the run game. "You line seven guys up over here on the right, we'll go run to the left. It's not that complicated," Longo says.

A misconception of Longo's Air Raid is that it prioritizes the passing game. He likes to point to North Carolina's 2020 season. When Wake Forest stacked defenders at the line to shut down the run game, Longo's Tarheels threw for 550 yards and scored 59 points. Three games later, Miami dropped more players back in coverage to slow North Carolina's passing game. The Tarheels offense ran for 554 yards and scored 62 points.

"We have to have the ability to take what they give us every week," says Longo, who's also coached high-powered offenses at Ole Miss and Sam Houston State. "Balance to us has nothing to do with how many runs and how many passes. It has everything to do with being able to spread the ball so the defense has to defend the entire field and all of your skill players."

Longo first studied the Air Raid offense on a VCR when its founding fathers, Hal Mumme and Mike Leach, ran the concept at Kentucky in the late 1990s. As a true believer and early adopter, Longo befriended Leach and gained one of college football's most colorful characters as a mentor. Leach died last December, just days after Longo broke the news to him about Wisconsin's job offer.

"He wasn't an overly emotional guy," Longo says. "So when I told him that I took the job with Coach Fickell at Wisconsin, I was a little surprised at how fired up he was. I said to him, 'We're going to the Big Ten, and we're bringing the Air Raid.' "

— P. S.

Courses on the Cutting Edge

An innovative curriculum is preparing UW students for a rapidly changing world.

**BY JESSICA STEINHOFF '01
ILLUSTRATIONS BY OLIVIA FIELDS**





In 1998, as a UW–Madison freshman, I dreamed of writing for the *Onion*, the satirical newspaper founded on campus. It was a print publication back then, when jobs like app developer didn’t exist, so I majored in print journalism. By the time I graduated, print was evaporating, but I transitioned into digital storytelling and landed jobs at the *Onion* and other publications as they became multimedia companies. UW–Madison had prepared me to pivot.

Courses on innovation helped me become a future-focused thinker who adapts to changing conditions. They help many other Badgers do the same, according to Greg Downey, associate dean for social sciences in the College of Letters & Science.

“Today’s students will live in a world affected by new innovations that shape the way they live and the kinds of problems they need to solve,” he says. “An urban planner

might need to design a city that’s filled with e-bikes and sensors and that’s undergoing a major transition to renewable energy.”

These advances will produce jobs most of us can’t imagine yet, but UW students can prepare themselves by studying cutting-edge ideas, of-the-moment issues, and the patterns that tend to surround innovation and change. Here’s an inside look at 10 classrooms where they’re doing just that.



Revolutionary Discoveries

What lies beyond the Milky Way is becoming clearer thanks to NASA's powerful James Webb Space Telescope and satellites like Kepler, which found more than 2,600 faraway planets between 2009 and 2013. Students in **Astronomy 140: Earth 2.0 — The Exoplanet Revolution** explore these discoveries and more.

"A primary goal of this research is discovering planets that might be friendly to life as we know it, and we've found a number of excellent candidates," says Professor Bob Mathieu. "The Holy Grail would be the discovery of life elsewhere."

Scientists are searching for evidence of the gases life-forms produce, which can collect in an exoplanet's atmosphere. Students join the search in Astronomy 140.

"We want the students, most of whom don't seek science careers, to experience scientific discovery," says Mathieu. "We divide the class into teams and give each a real Kepler light curve for an unnamed star. First, they have to determine if the star has an exoplanet. If so, they calculate its mass, density, orbit, and composition and hypothesize its origin story."

Mathieu gets excited each time students make their own discoveries about these exoplanets.

"My usual answer to their questions is, 'Wow, that's a really interesting finding,' and then I walk around the room with a smile," he says.

In the genetics department, a different revolution is driving discovery. Identifying an organism's unique DNA pattern, a process known as whole genome sequencing, has become fast and inexpensive in recent years, fueling an innovation explosion in the biotechnology sector. Students in **Genetics 548: The Genomic Revolution** learn how this process works and explore its opportunities and challenges.

In the realm of human health, the genetic study of human disease used to be restricted to single-gene disorders like cystic fibrosis, says Professor Bret Payseur, one of the course's instructors.

"Genomics now lets us study diseases caused by multiple genes and mutations."

Digital Dilemmas

Innovation's consequences tend to emerge over time. Examples abound in digital spaces, where conspiracy theories and abusive rhetoric can spread like wildfire. These problems are the focus of **Life Sciences Communication 340: Misinformation, Fake News, and Correcting False Beliefs about Science**.

Assistant Professor Sedona Chinn says many students take this course to help a loved one let go of misinformed beliefs. It's tougher than it sounds because of how the mind works.

"When you hear false information, you tend to remember it even if you don't believe it, and it can subconsciously affect your attitudes," Chinn says.

She stresses that everyone is vulnerable to

misinformation, even people with sharp reasoning skills. This is especially true when the misinformation concerns something we find frustrating, distressing, or confusing.

“Science misinformation is often presented in clear, concise stories that suggest a cause-effect relationship that doesn’t exist,” Chinn says. “You may buy it because it meets a psychological need or reflects your existing beliefs.”

For example, many people struggle to accept that some problems have no clear cause or solution. To minimize discomfort, they may unwittingly embrace a piece of misinformation. If you tell them it’s untrue, they may cling to the falsehood since it comforts them.

Chinn says confrontational myth-busting approaches tend to backfire, even when they’re rooted in good intentions.

“If a family member posts information on social media and you tell them it’s untrue, they’re likely to feel humiliated and defensive,” she explains.

Chinn also encourages students to consider how they’ll counter misinformation in the professional world.

“Many students in this course are interested in science, technology, engineering, and math, so addressing misconceptions about their industries may be part of their job,” she says.

Students take an even closer look at the mental health impact of digital spaces in **Psychology 532: Psychological Effects of the Internet**. The first step is examining “moral panics” over past inventions. This includes *Scientific American*’s 1859 claim that chess “robs the mind of valuable time that might be devoted to nobler acquirements, while at the same time it affords no benefit whatever to the body.”

“Sounds a bit like the fears over video games, doesn’t it?” quips Professor Morton Gernsbacher, who developed the course in 2014. In 2023, she makes sure it covers ChatGPT, the generative AI tool that started the “Will chatbots take my job?” panic of late 2022.

Gernsbacher hopes that students finish the course with a balanced view of the internet’s psychological effects.

“Like all previous inventions, there are more and less beneficial aspects of the internet,” she says. “It’s important to avoid moral panic and use critical thinking to evaluate the claims.”

To help students cultivate critical thinking skills, Gernsbacher highlights evidence that’s slightly counterintuitive: that fewer teens are bullied online than in person, and that psychotherapy can be just as effective in a Zoom room as it is in an office suite.

In **General Business 745: Robotic Process Automation**, students learn about the upside of bots. Cody Baldwin, director of the master’s in business analytics program in the Wisconsin School of Business, explores how software bots can save businesses time and money.

Even a small retailer has lots of processes, from shipping orders to answering customer inquiries. Having software bots automate parts of these processes can increase efficiency while making human workers’ tasks more varied and engaging.

Using bots in this way isn’t new, according to Baldwin, but it has become much easier in recent years.

“Robotic process automation used to require considerable programming skills,” he says. “Now, if you can use Microsoft Word, you can use these tools.”

The course also covers a common automation barrier: fears of job loss. Showing employees how automation can be used to eliminate boring tasks rather than entire jobs can address this issue, Baldwin says.

“When employees can focus on more interesting tasks, it can limit turnover, which is incredibly expensive for companies,” he adds.

Evolving Realities

Some of the thorniest questions about digital spaces involve power imbalances. **Library and Information Studies 500: Code and Power** grapples with several of them, daring students to consider how the internet caters to some people and leaves others behind. For example, people of color have been marginalized in crucial conversations about the internet’s accessibility, function, and ultimate purpose, says the Information School’s Dorothea Salo MA’96, MA’05, one of the course’s instructors.

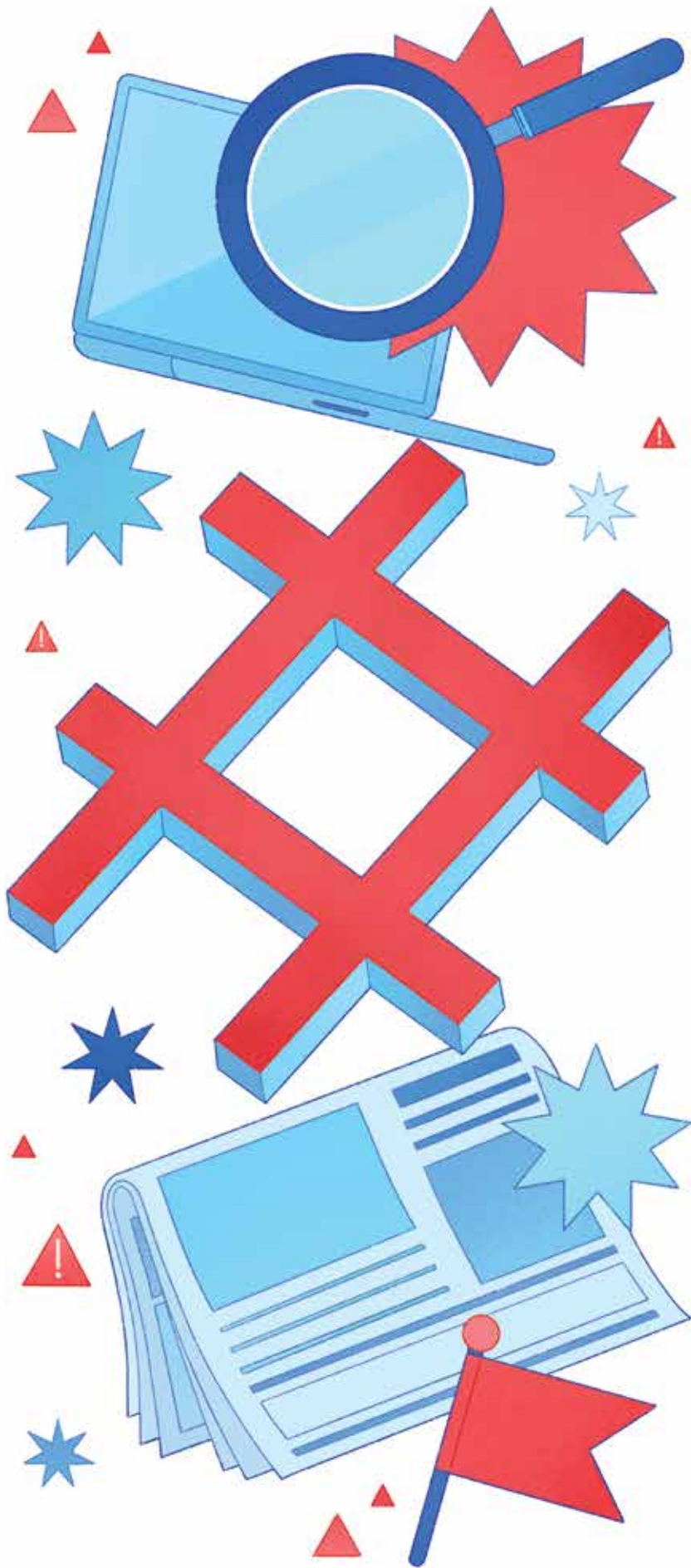
“If we want a better world, we have to take stock of what coding did to this one, with unflinching honesty,” she says.

Though Code and Power can get dark, it’s not a doom-and-gloom fest. Salo won’t allow it. She asks students to consider what an ideal online gathering space might look like. She also has each student research and celebrate a tech figure who has been marginalized due to race, culture, gender, or sexual orientation. As Salo puts it: “Celebration is powerful, joy is powerful, and expanding our universe of amazing people is powerful.”

Exploring tech’s risks is also integral to **Computer Science and Design Studies 579: Virtual Reality**. According to Associate Professor Kevin Ponto ’04, who created the course, mulling innovation’s consequences is just as important as innovating.

“Back in the 1960s, as the first virtual reality headset was being developed, the inventor was already writing articles about the technology’s potential dangers,” he says.

The course delves into virtual reality’s history, which includes Plato’s theories and Queen Victoria’s fascination with stereoscopic 3-D photos. In-class demos offer a taste of tools such as the Unity game engine, which many students use to build experiences for their design projects.



“Some students re-create extreme experiences such as flying in a wingsuit, while others try to create an experience that is calm and relaxing,” Ponto says. “Some use virtual reality to study human behavior, while others use it to help the virtual participant embody something that isn’t human. We aim to be flexible enough to support whatever students can dream up.”

Climate Considerations

Pondering how people might travel in the future is a key component of **Urban and Regional Planning 551: Climate Action Planning — Sustainable Transportation**. Designing transportation systems that can withstand flooding, extreme heat, and other climate-related challenges is one piece of the puzzle. Getting people to use them is another, and that involves studying travel behavior, says Professor Carey McAndrews.

“There are all sorts of factors that affect our decisions about travel, not only as individuals but as families, organizations, and communities,” she explains. “Even if people are committed to reducing emissions, expecting them to change how they move through the world is a big ask.”

Finding ways to anticipate people’s choices about travel helps planners build transportation systems that can accommodate them. But finding ways to promote climate-friendly behaviors is more challenging.

“Our vision for the total student experience involves nurturing relentless curiosity, intellectual confidence, empathy and humility, and purposeful action.”

“To me, this is the cutting edge of planning,” McAndrews says. “There’s a tendency to think of travelers as cyclists or public-transit riders but not whole humans. If we consider the whole person and what motivates them, we’re more likely to succeed at behavior change.”

Economic tools such as parking pricing can help people choose bikes and buses, as can modifying built environments to make foot travel safer and faster. Regulations can also promote efficient travel and racial equity simultaneously. For example, if zoning codes deter food deserts, fewer crosstown grocery runs are needed. This reduces emissions and saves time, which may enable people to make other climate-friendly choices such as walking to work.

Learning how food-system infrastructure can help the planet is a vital component of **Environmental Studies 600: Scaling Back Food Excess**. Students partner with organizations such as Madison Area Food Pantry Gardens for hands-on learning and share research findings with the Wisconsin Food Access Project, whose interactive

map helps consumers locate food pantries, community fridges, and other projects that connect excess food with people who need it.

Keeping excess food out of landfills curbs greenhouse gas emissions that contribute to climate change. Plus, resources used to produce the food — water, farmland, fossil fuels, and more — aren't squandered. Recognizing the value of these resources is an essential part of fighting climate change, according to instructor Delaney Gobster '19, MS'23.

"The price of food doesn't reflect the true cost of overusing land and water, or the value of the people who produce it," she explains. "One reason is that consumers have lost touch with where their food comes from and the environmental effects of its production. Rebuilding that relationship can help us see food's real value and make better choices."

The environment is also a crucial consideration in addressing pandemics, according to Professor Randy Stoecker, who teaches **Community and Environmental Sociology 375: Community Response to Pandemic**. COVID-19 may be one of many 21st-century pandemics if humans keep encroaching upon natural areas and altering the earth's climate.

Then there's the issue of social climate. Unique, community-level responses to the early days of the crisis inspired Stoecker to create the course. He recalls how grassroots mutual-aid efforts established a climate of goodwill in a divisive time marked by outcries about masking and vaccination.

In one section of the course, Stoecker's students consider how mutual aid, such as grassroots networks that connect people requesting a resource with neighbors volunteering to provide that resource, can strengthen community mental health and promote civil discourse. Interdisciplinary

Cutting-edge courses help to prepare students for whatever the future brings — and also help them play key roles in creating that future, says Vice Provost John Zumbrunnen.

readings and candid class discussion reveal how COVID-era mutual-aid projects have helped many Americans find meaning in suffering and connect with people they might never have met otherwise.

The course encourages students to look below the surface of major social upheavals when assessing their impact.

"That's my job as a sociologist," Stoecker says. "There's so much more going on below the surface than above it."

The Discovery Process

UW-Madison's approach to learning will shape the future, says Vice Provost for Teaching and Learning John Zumbrunnen.

"Our vision for the total student experience involves nurturing relentless curiosity, intellectual confidence, empathy and humility, and purposeful action," he says. "Cutting-edge courses encourage this kind of growth, which helps to prepare students for whatever the future brings — and also helps them play key roles in creating that future."

The goal, Zumbrunnen says, is not only to teach UW students about new discoveries, but also to make them a part of the discovery process.

"We hope they will develop an enduring interest in asking questions, working toward answers, and learning from the people they serve." ●

Jessica Steinhoff '01 is a Madison-based author, therapist, and futurist.



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NONTRIVIAL PURSUITS:

A UW QUIZ IN SIX PARTS

For 175 years, UW–Madison and its grads have had a hand in all sorts of achievements — from the minor to the earthshaking.

Question: which state turned the game Trivial Pursuit into a wedge issue in the early 1980s?

Answer: Wisconsin, of course.

Fans of metatrivia — who like to parse the factoids surrounding a game about factoids — know that Trivial Pursuit was created by a couple of Canadians, Scott Abbott and Chris Haney.

This is not their story.

Rather, this is a story about the game's pieces, those little circular cannisters that players had to fill with ... wedges? Pie pieces? Pizza slices? Cheese triangles? At any rate, the plastic thingy in which players put other plastic thingies.

When Abbott and Haney invented Trivial Pursuit, they quickly discovered they needed a company to make game pieces. In 1983, they turned to Northern Plastics of Elroy, Wisconsin. Northern Plastics did thermoforming; it created plastic items in various shapes and sizes. That is, it made thingies.

Trivial Pursuit was a cultural phenomenon, and between 1983 and 1985, Northern Plastics turned out 30 million game sets. And if you know of Elroy's connection to it — well, good for you. You know your metatrivia.

"Interesting," you say. "Is there more to this story?"

No.

Just as brevity is the soul of wit, non sequitur is the essence of trivia. Drop a fact and walk away.

Still, it's no great surprise that a plastic thermoforming company would be located in Wisconsin. UW–Madison created the world's first plastics courses in 1946, when Ron Daggett '38, MS'39 joined the faculty at the College of Engineering. The UW helped make Wisconsin a plastic mecca — the state's plastics industry is one of the largest in the nation.

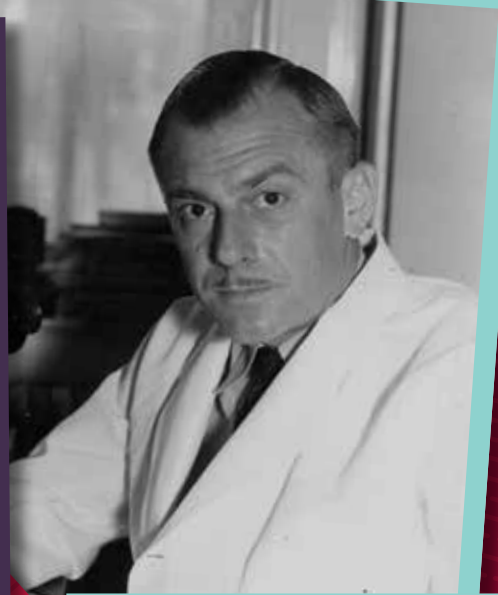
Both Wisconsin and the UW were born in 1848, and so this year, both are celebrating their 175th anniversary. Over that century and three-quarters, the state and its flagship university have worked together to play an outsized role in the world. Many of the objects, products, and practices that you think you know have ties to the UW.

Doubt it? Well, try to answer these questions, and you'll get a sense of the UW's nontrivial pursuits. To ensure non-violation of trademark, we are not presenting this information as a game, but in honor of the thermoformers of Northern Plastics, we have organized our trivia quiz in six wedge-able categories: Medicine, Technology, Business, Arts & Literature, Science, and History.

MEDICINE

- 1 Every newborn is scored for appearance, pulse, grimace, activity, and respiration. What's this score called? (Misleading hint: it isn't an acronym.)
- 2 The most common procedure used to treat skin cancer is named for a UW grad. What's the procedure?
- 3 UW microbiologist Elizabeth McCoy '25, MS'26, PhD'29 improved on Alexander Fleming's process to enable the mass production of what wonder drug?
- 4 The UW Solution doesn't solve a conventional problem — what's it for?
- 5 Helen Dickie '35, MD'37 would not breathe easy until she had done all she could to eliminate what lung disease?
- 6 Psychology professor Joseph Jastrow studied optical illusions — his most famous is an illustration that combines which two animals?
- 7 In 1971, Raymond Damadian '56 published a paper showing that he could find tumors using what process?
- 8 Psychologist Abraham Maslow '30, MA'31, PhD'34 wrote that people have a hierarchy of needs — what shape is associated with his hierarchy?

See answers on pages 38–39.



TECHNOLOGY

- 9 Michael Dhuey '80 put music in your pocket. What did he help invent?
- 10 Be honest: do you know what William Bleckwenn 1917 and Professor William Lorenz were trying to create when they experimented with sodium amytal? What was it?
- 11 Dam it, Jim, he's an engineer, not a geographer! When John Savage 1903 designed the Hoover Dam to block the Colorado River, in what state did he leave it?
- 12 Jack St. Claire Kilby MS'50 created the miniaturized electronic circuit that made what math-teacher-terrifying product possible?
- 13 Professor Farrington Daniels was a chemist, but he eventually saw the light. He became the nation's leading advocate for what kind of energy?
- 14 A dead cow and spoiled clover were the origin of what substance named for the UW's patent agency? (It's both a drug and a deadly poison.)
- 15 Hey, sports fans, what structure is associated with architect David Geiger MS'60?
- 16 Decades before Google, Bing, and SYSTRAN came along, Warren Weaver 1916, 1917, PhD1921 wrote a memo detailing how computers could be used to do what?

See answers on pages 39–40.



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BUSINESS

- 17 According to the lore of one of the firm's founding families, UW-Madison's Picnic Point played a key role in the 1901 establishment of what Wisconsin classic company?
- 18 Although he spent 24 years as a federal employee, he owned a company that seemed to violate article I, section 8 of the U.S. Constitution by issuing its own "cash." Who is he?
- 19 Believe it or not, Stephen Taber III '49 was an expert in artificial insemination and an apiologist, meaning he worked with what species?
- 20 After helping out in his father's La Crosse plumbing shop, Rueben 1910 came to Madison to earn an engineering degree. He returned home to help Dad create what global heating and air conditioning empire?
- 21 All the top-rated shows on TV and radio have this UW grad to thank for their success — who was he?
- 22 The Wisconsin dairy industry owes a debt to Alice Evans MS1910 for proving that what process would destroy brucellosis germs and make milk safe to drink?
- 23 Jay Lush PhD1922 was called the "father of modern scientific animal breeding," and he was awarded the Wolf Prize. But he didn't father any animals or study wolves. Rather, he studied pigs, cattle, goats, sheep, poultry, and what agricultural insect?
- 24 Engineering professor Charles Frederick "Battery" Burgess 1895, MS1898 invented several kinds of dry-cell batteries — thus the nickname. They were so advanced that scientists loved them — including Dr. Emmett Brown, who used them in what historic film series?

See answers on pages 40-41.

ARTS AND LITERATURE

- 25 Oh, deer! What's the title of Marjorie Kinnan Rawlings 1918's most famous book?
- 26 The movie *Zero Hour!* starred what former Badger football player?
- 27 D'ya know who hosted the public-radio show *Whad'Ya Know?* Name him!
- 28 Zona Gale 1895, MLitt1899 was the first woman to win a Pulitzer Prize in what category?
- 29 Steve Levitan '84 served as executive producer for all 11 years of this Emmy-winning sitcom's run on ABC. The program's working title was *My American Family*. What was its actual title?
- 30 When UW professor Nellie McKay coedited the first *Norton Anthology of African American Literature*, what type of poetry was the first section devoted to?
- 31 Jane Brody MS'63 — who spent 46 years as a columnist for the *New York Times* and whom *Time* magazine described as "the High Priestess of Health" — has written several best-selling books in what category?
- 32 Lorraine Hansberry x'52 is known as the author of the play *A Raisin in the Sun*. But she also wrote *The Arrival of Mr. Todog*, a parody of what other play?

See answers on page 41.



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SCIENCE

- 33 Gordon Woods MS'82, PhD'83 helped create Idaho Gem, the first clone of its species. Idaho Gem wasn't a potato — what was it?
- 34 Sulamith Goldhaber PhD'51 and her husband, Gerson PhD'51, were noted for their discoveries with respect to what quirky subatomic particles?
- 35 Elmer Kraemer 1918, PhD1924 helped to invent what synthetic fiber (which is almost certainly not named after a ticket stub for a transatlantic steamship)?
- 36 Hubert Mack Thaxton MA'36, PhD'38 had a distinguished career creating particle accelerators, jet aircraft, television antennas, and more. He was also among the first Black people to earn a doctorate in physics — how many came before him?
- 37 During World War II, UW physics grad Joseph Laws McKibben PhD'40 had a blast working on what project?
- 38 Mary Kenneth Keller PhD'65 was the first woman (and second American) to earn a doctorate in computer science. But what was her day job?
- 39 The “jansky,” named for Karl Jansky 1927, MA'36, is a metric unit measuring spectral flux density. What field of study uses the jansky?
- 40 During World War II, Major Charles Woodworth PhD'30, an entomologist, commanded the U.S. Army's fighting 33rd. What enemy did the fighting 33rd fight?

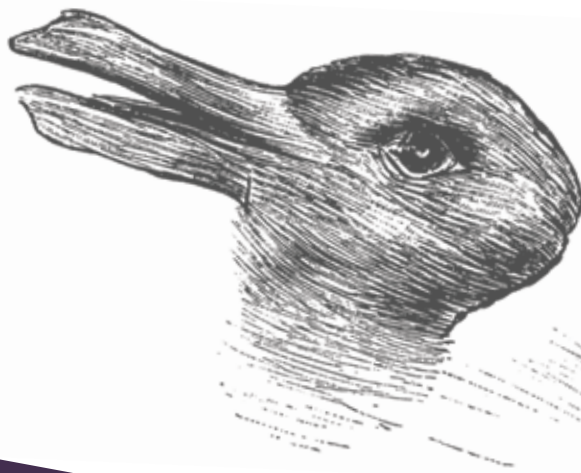
See answers on page 42.

HISTORY

- 41 Before he became the first Japanese-Canadian-American to win a seat in the U.S. Senate, S. I. Hayakawa PhD'35 was noted for his work in what academic field?
- 42 John Davis MA'34 and Mabel Smythe-Haith PhD'42 did the homework that helped lead the Supreme Court to a unanimous decision in which landmark 1953 case?
- 43 Ineva Baldwin MA'28 was the UW's assistant dean of women, but during World War II, she served her country. No woman held a higher rank than she did in which branch of the armed services?
- 44 This namesake for a county on Wisconsin's northern border refused the Democratic nomination for president in 1896 — who was he?
- 45 Rasmus Anderson, UW professor from 1867 to 1883, led the effort to make October 9 a holiday honoring what person?
- 46 Vel Phillips LLB'51 owns a lot of firsts: first Black woman to graduate from UW Law School, first Black judge appointed in Wisconsin. In what city was she the first woman (and first Black person) elected to the common council?
- 47 Wiley Rutledge 1914 was the ninth and final judge appointed to the U.S. Supreme Court by which president? (He appointed more judges than anyone since George Washington.)
- 48 Kate Hamilton Pier LLB1887 was the first woman to do what in Fond du Lac County?

See answers on page 43.

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MEDICINE

1 It's an **Apgar score**, named for Virginia Apgar, who trained in anesthesiology at the UW Hospital in the 1930s. Apgar noted that, while much medical care was improving, the death rates for babies less than a day old hadn't budged. She came up with a quick assessment that doctors could give newborns: five characteristics that illustrated health immediately at birth. The Apgar score caught on around the world, and to help remember the characteristics, doctors attached them to the letters in Apgar's name, thus creating a "backronym" — an abbreviation retroactively assigned to a word. APGAR is now a medical term in English, French, Spanish, Portuguese, German, and Czech.

2 The **Mohs surgery**, developed in 1938 by Frederic Mohs, is still considered the best method for treating certain skin cancers. When it's done correctly, the cure rate is about 95 percent.

3 **Penicillin** was Elizabeth McCoy's drug of choice. The microbiologist was one of the UW's first female professors, and she developed the antibiotic oligomycin. (It's okay if you've never

heard of oligomycin — it's chiefly used in research.) During World War II, she joined in a UW project to increase the production of penicillin, which was then rare but much needed for the war effort. She discovered a strain of *Penicillium* that would speedily produce great amounts of the wonder drug. By March 1945, the United States made penicillin available for civilian use.

4 The UW Solution, or Viaspan, is used to store **human organs for transplant**. It's considered the gold standard for organ preservation.

5 Helen Dickie fought the battle against **tuberculosis**. Dickie was among the first women to serve on the faculty of the UW's Medical School, and she was an expert in lung ailments. She also helped identify the cause of "farmer's lung" — moldy hay.

6 Joseph Jastrow's most famous illusion is the **duck-rabbit**: it can be seen as a duck facing left or a rabbit facing right, with its ears tipped back. Jastrow was on the UW's faculty from 1888 to 1927, and he conducted wide-ranging research — into

parapsychology and psychic phenomena (which he debunked), hypnosis, and unconscious movement. He also discovered that people who had become blind after age six were still able to see in their dreams.

7 Raymond Damadian '56 discovered that he could use **magnetic resonance** to identify tumors, and he was one of the inventors of the magnetic resonance imaging (MRI) machine.

8 Abraham Maslow's hierarchy of needs is often called Maslow's **Pyramid**. At its bottom are a person's most basic requirements — food, water, air, light — and needs become more abstract as the pyramid rises: safety, belonging and love, esteem, cognitive stimulation, aesthetics, self-actualization, and transcendence.

TECHNOLOGY

9 Michael Dhuey helped to invent the **iPod** in 2001. *Design News* twice nominated him for Engineer of the Year for his work on the iPod and on video conferencing products.

10 William Bleckwenn and William Lorenz, both neurologists and psychiatrists, experimented with substances that might be used as a **truth serum**. They helped establish the field of psychopharmacology: the use of drugs to treat psychiatric disorders.

11 John Savage helped build lots of dams: Shasta, Parker, Grand Coulee. But the best known is the Hoover Dam (called the Boulder Dam by the Roosevelt administration, which didn't like Herbert Hoover). It blocks the Colorado River on the border between **Nevada and Arizona**.

12 Jack St. Clair Kilby's discoveries and inventions helped make Texas Instruments the leader in **pocket calculators**. They made other things, too, but it's calculators that frightened math teachers, who suspected that students wouldn't learn arithmetic if a machine could add for them.

13 Farrington Daniels was an expert in and advocate for **solar energy**. Daniels was a chemist, with a special concern for the ways that heat and energy transfer. In the 1950s, he came to feel that solar power offered a cheap, widely available supply of energy. He led the UW's Solar Energy Laboratory, and in 1964, he published the book *Direct Use of the Sun's Energy*, which became a mass-market paperback in 1974, two years after Daniels's death, during the oil crisis of the 1970s.



14 **Warfarin** is a blood thinner that can be used as a lifesaving drug or as a rat poison. Its key chemical is dicoumarol, which Karl Paul Link '22, MS'23, PhD'25 isolated from spoiled sweet clover. A farmer named Ed Carlson in Saint Croix County brought the clover to Link's attention when several of his cows died of internal hemorrhage after eating it. (Actually, Carlson brought 100 pounds of clover, a dead cow, and a bucket of blood to Link's attention, but Link didn't seem to resent it.) Link patented warfarin through WARF — the Wisconsin Alumni Research Foundation. Poison was its primary use — its medicinal properties were discovered later.

15 David Geiger is known for **domes** — especially large domed structures that use air-supported fabric roof systems. Geiger designed several domed stadiums, including the Pontiac Silverdome in Detroit, the Hubert H. Humphrey Metrodome in Minneapolis, and the RCA Dome in Indianapolis.

16 Warren Weaver was a machine-learning pioneer: in 1949, he wrote one of the first memos suggesting that computers could be used to **translate** from one language to another. Weaver was a civil engineer, and during World War II, he lent his skills to the U.S. government to work on designing electronic calculating machines and to do code-breaking. It was the latter work that inspired him to think of different languages as mere codes, which a computer could be used to decipher.

BUSINESS

17 According to the Davidson family, **Harley-Davidson Motorcycles** began with the help of \$500 in venture capital supplied by Arthur, Walter, and William Davidson's "honey uncle," who owned a bee farm on Lake Mendota. That farm was part of the land that the UW eventually acquired in 1945 and is now known as Picnic Point.

18 **Herb Kohl '56** was heir to the Kohl's retail empire — and was elected to the U.S. Senate four times. Kohl's Cash, however, is not legal tender, even in Wisconsin.

19 Stephen Taber III came up with a method for artificially inseminating **honeybees**. It cannot have been comfortable for anyone involved.

20 Reuben 1910 was Reuben **Trane**, and the radiator company he helped his father grow is now a worldwide leader in heating, ventilation, and air conditioning. It's hard to stop a Trane.



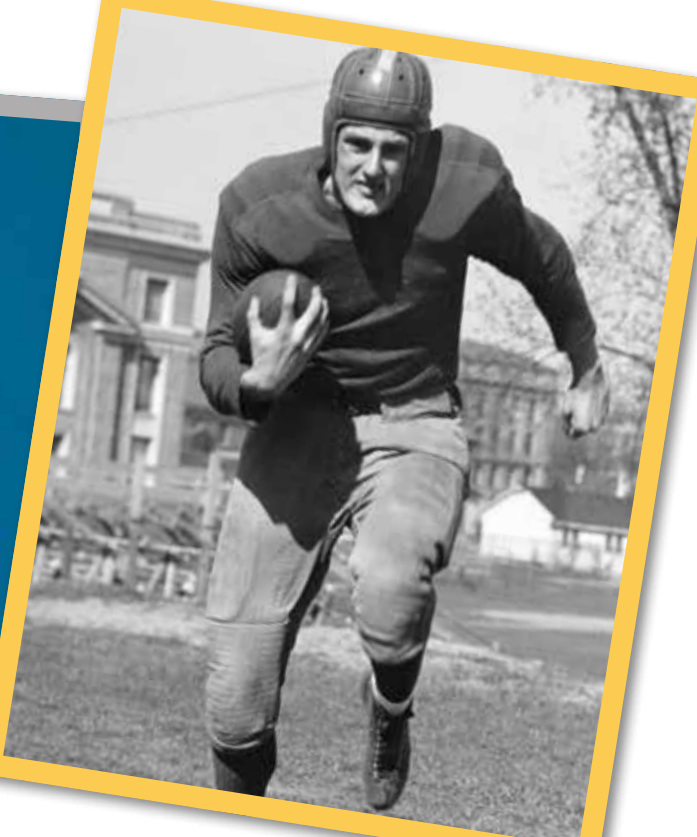
21 All the top-rated shows in television and radio have one thing in common: ratings, and ratings are the creation of **A. C. Nielsen 1918**. Nielsen studied electrical engineering at the UW, but his great contribution was in applying statistical methods to marketing. His rating system — and the Nielsen Company, led by Nielsen and then his son, A. C. Nielsen Jr. '41 — dominated broadcast media for generations.

22 Alice Evans advocated for **pasteurizing** milk to prevent the spread of brucellosis — sometimes called Malta fever or Gibraltar fever or Crimean fever. Fever is bad enough, but brucellosis also causes malaise, anorexia, arthritis, liver inflammation, and a variety of other yucky things.

23 Among the many animals Jay Lush bred was the **honeybee**. According to the USDA, commercial honey producers in the state made 2.97 million pounds of honey in 2022, up about a million pounds from 2021.

24 Charles Frederick Burgess's batteries make a cameo in ***Back to the Future Part II***, employed by time-traveling Emmett "Doc" Brown (and Marty McFly). Burgess not only launched his own battery company, but he was also a consultant with the French Battery Company, which eventually became Rayovac, which later became Spectrum Brands.

26



ARTS AND LITERATURE

25 Marjorie Kinnan Rawlings's most famous book was ***The Yearling***, the story of a boy in rural Florida who adopts a deer. Published in 1938, it won the 1939 Pulitzer Prize, and MGM made it into a movie in 1946.

26 ***Zero Hour!*** starred **Elroy Hirsch x'45**, who earned the nickname "Crazylegs" while playing for the Badger football team. He went pro with the Chicago Rockets and the Los Angeles Rams, and he later served as the UW's director of athletics. But between football and administration, he had a short career in the movies, starring in such pictures as *Crazylegs* (the story of his life), *Unchained* (a prison flick), and *Zero Hour!*, an airplane disaster movie that inspired fellow Badgers Jim Abrahams x'66 and David '70 and Jerry '72 Zucker to make *Airplane!* in 1980.

27 The longtime host of radio's *Whad'Ya Know* was **Michael "the Sage of Wisconsin" Feldman '70**. *Whad'Ya Know* ran from 1985 to 2016. The show also became a podcast.

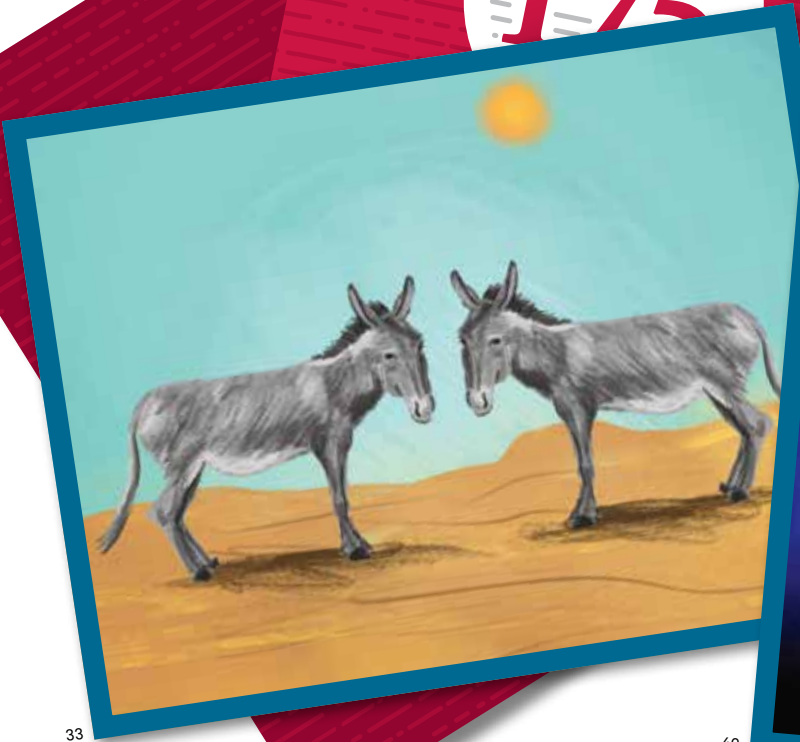
28 Zona Gale was the first woman to win the Pulitzer for **drama** for her play *Miss Lulu Bett*. Gale wrote a dozen novels and had seven plays staged, but it was *Miss Lulu Bett* (first a novel, then a play) that made her famous. It's the story of a woman who learns to break out of her stifling family and live independently.

29 Steve Levitan's ***Modern Family*** racked up 22 Emmy awards as it followed the adventures of the Pritchett family from 2009 to 2020. You might say *Modern Family* is the story of people who break out from stifling independence and learn to live as a family.

30 The first section of the first edition of the *Norton Anthology of African American Literature* — edited by Nellie McKay and Henry Gates — contains **spirituals**. The first poem is "Were you there when they crucified my Lord?"

31 Jane Brody has published several bestselling **cookbooks**, including *Jane Brody's Good Food Cookbook*, *Jane Brody's Good Food Gourmet*, *Jane Brody's Good Seafood Cookbook*, and *Jane Brody's Nutrition Book*. Her books are easy to alphabetize.

32 Lorraine Hansberry's *Arrival of Mr. Todog* is a parody of ***Waiting for Godot***. (Note that Todog is Godot spelled backward.) It remained unpublished at her death in 1965.



33



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SCIENCE

33 Idaho Gem was the world’s first cloned **mule** — in fact, the first cloned member of the equine family. You may wonder why anyone would clone a mule, but remember that mules are typically infertile. If you want to expand your mule herd, you might have to get creative.

34 The Goldhabers were noted for their work with **quarks** — in particular, mesons.

35 Elmer Kraemer helped to invent **nylon**, which is probably not named for a New York to London (NY-Lon) luggage tag, though that’s a fun story. Kraemer worked at DuPont, based in Delaware — it didn’t have a facility in London, or in New York. Nylon was more likely named to sound like *rayon*, another synthetic fiber, which had been invented in Germany some decades earlier. The luggage story may arise from the fact that the first women’s stockings made from nylon were shown at the 1939 World’s Fair, which was in New York.

36 Hubert Mack Thaxton was the fourth Black person to earn a doctorate in physics, so **three** came before him. He was an expert in a wide variety of fields, but he’s especially noteworthy for his studies of particle accelerators.

37 During World War II, the U.S. government recruited scientists from across the country to work on the **Manhattan Project** — including

Joseph Laws McKibben. McKibben’s claim to fame is that he flipped the switch that set off the world’s first atomic bomb, the Trinity test in New Mexico. Other Badgers who worked on the Manhattan Project include alumni Joan Hinton PhD’44 and David Frisch PhDx’44 and faculty Eugene Wigner, a physicist; Farrington Daniels, from chemistry; mathematician Stanislaw Ulman; and a young physicist named Richard Feynman, who had only just accepted a position at the UW when the government called him to service. He never actually worked on campus. But he did win a Nobel Prize, so we like him anyway.

38 Mary Kenneth Keller was better known as Sister Mary Kenneth Keller — her day job was **nun**. She also taught computer science at Clarke College (now Clarke University) in Dubuque, Iowa.

39 The “jansky” (symbol Jy) is used in astronomy — or more particularly **radio astronomy**. It’s equal to 10^{-26} watts per square meter per Hertz. In 1933, Karl Jansky announced that he could use a radio antenna to detect radiation coming from stars — he called the radiation “star noise.”

40 Major Charles Woodworth led the Army’s 33rd Mosquito Control Unit. The battle against **mosquitoes** was fierce and left Woodworth permanently injured — he suffered lung damage, which eventually took his life in 1966.



175



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HISTORY

41 S. I. Hayakawa was a noted **linguist**. He was born in Vancouver, British Columbia, received his doctorate in English at the UW, and published the book *Language in Thought and Action*, an important work in the field of semantics (the study of meaning). *Language in Thought and Action* was a hit (a Book of the Month Club selection) and went through five editions in three decades. Hayakawa became president of San Francisco State University and was elected to the Senate from California in 1976.

42 When ***Brown v. Board of Education*** went to the Supreme Court, the NAACP's lead attorney, Thurgood Marshall, had John Davis and Mabel Smythe-Haith work on research, with Davis leading the effort. The court ruled unanimously in favor of Marshall's argument, that school segregation was unconstitutional.

43 Early in World War II, no woman in the **U.S. Coast Guard** held a higher rank than Lieutenant Commander Ineva Baldwin. You may wonder how this happens in Madison, which has relatively little coast to guard. But the UW helped train SPARS (the women's auxiliary for the Coast Guard). She and her husband, Ira, were involved in the U.S. biological weapons effort. Ira was a bacteriologist, and Ineva was a botanist.

44 **William Freeman Vilas 1858** was the namesake of Vilas County. He served in the administration of Grover Cleveland as postmaster general and then as secretary of the interior. In 1896, he was a favorite for the Democratic nomination for president, but he didn't like the party's free-silver

position. He declined to be considered for the nomination, and William Jennings Bryan went on to lose to William McKinley. It was, perhaps, the high-water mark for America's political Williams.

45 Rasmus Anderson, the child of Norwegian immigrants, was the moving force behind creating **Leif Erikson Day**. October 9 doesn't have any particular significance, and no one knows what date Erikson's ship arrived in North America. The holiday is most often celebrated by the characters on the cartoon *SpongeBob SquarePants*.

46 In 1956, Vel Phillips became the first woman and first Black person elected to the common council of **Milwaukee**. She was an advocate for fair housing and became a judge in Milwaukee. And she was also a mentor to Henry Aaron when he played for the Milwaukee Braves.

47 Wiley Rutledge 1914 was the last Supreme Court judge nominated by **Franklin Roosevelt**. He was only 48 when he joined the court in 1943, but he died of a stroke in 1949.

48 Kate Hamilton Pier was the first woman to **vote** in Fond du Lac County. She went to law school at the UW chiefly because she didn't want her daughter to go to Madison unaccompanied — which, if you think about it, suggests she didn't have much confidence in at least one woman's rights. Apparently she had a change of heart, and she spent much of the rest of her life trying to expand suffrage. ●

John Allen is associate publisher of On Wisconsin.



Reclaiming Recycling

UW research may solve the plastics problem that menaces the planet.

BY SANDRA KNISELY BARNIDGE '09, MA'13

It's lunchtime in Madison.

You head down to State Street for takeout and buy a sandwich wrapped in a plastic film, along with a salad in a hard plastic tray. When you finish, you look around for somewhere to dispose of your packaging. You spot a pair of bins, one for trash, one for recycling.

Which bin should you use? What will happen to each of your items after you make your choice? Researchers at the UW have some advice about what to do today — and a strong vision for how we'll handle plastic waste differently in the near future.

Thanks to a new, multi-institution plastic upcycling center housed on campus, UW experts are poised not only to revolutionize our ability to recycle plastics, but also to launch a major new economic opportunity for Wisconsin's \$2.3 billion plastics-packaging industry.

Launched in 2020 with a \$10 million grant from the U.S. Department of Energy, the Chemical Upcycling of Waste Plastics (CUWP) center is spearheaded by George Huber PhD'05, UW-Madison's Richard L. Antoine Professor in Chemical and Biological Engineering. CUWP encompasses projects by some 29 principal investigators spread across six universities, and it includes 24 plastics-industry partners, many of them based in Wisconsin. Huber has also received a \$1 million gift from Ross '67 and Michele '68 Annable to further support CUWP's research efforts in plastic recycling.

"A lot of innovation has happened in the state of Wisconsin about how to better package material," Huber says. "There are 43,000 people employed in the plastics industry, and we're the eighth state in the nation in terms of ... [plastics] employment."

And now, thanks to research at CUWP, Wisconsin knowledge will soon extend around the world.

The Plastic Film

Most of the plastics in Wisconsin-made packaging come from materials produced from crude oil and natural gas in factories along the Gulf Coast. The virgin resins are shipped via truck and rail to Wisconsin plants, which manufacture them into packaging and put them together with food and other products.

There's a misconception in many communities that recycling plants can handle these thin, flexible films, such as the wrapping around your sandwich. But right now that isn't the case; the films merely clog up machines or are too dirty to be processed. Films that arrive at recycling centers ultimately end up in an incinerator or landfill.

"Essentially, we always designed these materials for a landfill," says Kevin Nelson '79, a senior fellow at Amcor, a global packaging company with manufacturing plants in Wisconsin and one of CUWP's key industry partners. In the 2000s, Amcor engineers began to explore more sustainable options for producing mixed-material packaging, including adding post-consumer recycled plastic, but quickly ran into challenges.

"With much of what we make, we have to worry about food-law compliance," says Nelson. "There aren't many recycled materials that fulfill the food safety obligations that are imposed by the Food and Drug Administration. So it's easy to say, hey, we're going to put recycled materials into our products, but when we're selling for food use, it can be really, really difficult."

Enter CUWP. One of its major projects is the development of a new process called Solvent-Targeted Recovery and Precipitation (STRAP) that turns flexible plastics, like plastic films and grocery bags, into pellets that can be easily repurposed into new goods with the same quality as virgin plastics. It works, essentially, like this: the flexible plastics are shredded, sent to a tank to be dissolved into a slurry, separated from any contaminants, precipitated back into solid pellets, and then sold to converters to make new products.

In 2019, then-UW engineering undergraduate Jesse Banick '19 embarked on an independent-study project under Huber's guidance shortly after completing an internship at Amcor. Banick's project studied solvent-based plastic recycling, and the Amcor engineers he kept in touch with were intrigued by the UW experiments he described. Banick went to work for Amcor full-time after graduation, and Nelson and others from the company stayed connected with Huber just as CUWP was getting off the ground. Amcor was already preparing to offer recyclable or reusable options for all of its products by 2025, but the long-term possibilities of STRAP could make recycling possible even for customers who can't afford or don't choose sustainable packages.

Every step of the STRAP process has required extensive research led by Huber and Hunt-Hougen Associate Professor Reid Van Lehn, with the ultimate goal of building new STRAP-enabled recycling plants in Wisconsin that will produce feedstock materials for the state's plastic-packaging producers. The first pilot facilities will be built near Green Bay, and eventually, STRAP facilities will simultaneously reduce the packaging industry's need for virgin resins produced from oil and create a new material resource to sell.

Researchers say it's still critical to recycle plastic, even though China announced in 2018 that it would no longer accept imported plastic waste, sending shockwaves through environmental circles.

“We are still far away from closing the loop and arriving at a full circular economy for plastics, but we are certainly moving in the right direction,” says Tim Osswald, the Kuo K. and Cindy F. Wang Professor in the Department of Mechanical Engineering, who is one of CUWP’s lead researchers on the science and logistics of plastics waste. “This next step in sustainability is of extreme importance.”

For now, though, the plastic wrap around your sandwich should go in the trash bin so that it will end up in a landfill, where long-term it might become lunch in its own right for the kind of microbial communities studied by assistant professor of bacteriology Erica L-W Majumder. She looks at ways to encourage bacteria and fungi to break down plastics, both in the lab and in the environment.

Majumder was an expert in heavy-metal contamination before turning her attention to plastics. “It keeps me up at night,” she says of the proliferation of

“Seventy percent of the value in your [household] recycle bin right now is the plastic. That’s a complete change from five years ago, where that plastic was practically worth nothing, and the metal was the valuable part.”

plastics in landfills and the environment more generally. “You have plastic contamination everywhere, but you don’t usually have very high concentrations of plastic in any one place. So it’s very difficult to degrade that, and the microorganisms themselves aren’t acting on a quick enough time scale.”

One of Majumder’s recent projects was to sample the layers of a landfill in Dane County. “We were looking for the microbial communities growing on plastics, and we’ve been trying to figure out what is preventing them from decomposing plastic and what we could do to encourage them to decompose plastics in the landfill,” she says.

Her team found that mixes of different microbes are needed to metabolize with the various soil chemistries produced by plastic materials. “We don’t think there’s a super microbe out there that can eat every single type of plastic,” she says.

Her work now is to bioengineer microbes to enhance their natural capabilities for decomposing plastics. And while those engineered microorganisms can’t go out into the wild, they could eventually help break down plastics in waste plants and other controlled environments.

Equally important to the challenge of decomposing plastics, says Majumder, is to rethink our approach to producing new materials in the first

place. “The materials of the future need to be designed with the end of the life of the material in mind,” she says. “We don’t want to just design the material for the function that we’re going to use it for, but also so it could be easily biodegraded or easily recycled or easily reused. We should really be thinking strategically about what the materials are [from the beginning].”

The Plastic Tray

Since the early 1990s, a high volume of U.S. plastic waste has been shipped overseas — specifically to China, Thailand, and Vietnam — to be recycled or dumped. In 2018, China announced it would no longer accept imported plastic waste, sending shockwaves through environmental circles. Some, like Greenpeace, began to (inaccurately) spread the word that plastic recycling wasn’t possible — or worthwhile — in the United States.

Yet for UW plastics researchers, the change in policy is a reason to celebrate rather than panic. “We shouldn’t be shipping waste around,” says Huber. “Every state should figure out what they’re going to do with the waste they generate. Wisconsin should try to develop our own industry, especially because the plastic industry is so important. How can we use our capital costs as efficiently as possible to design technology to better recycle or better use our resources?”

That’s one of the questions that drives Victor Zavala, the Baldwin-DaPra Professor in Chemical and Biological Engineering, who analyzes the life cycle of plastic at a systems level. His lab, which runs massive computer simulations, has found that scaling up plastics recycling can be economically viable — and, more importantly, play a role in social and environmental justice.

“The plastic pollution issue creates not only environmental degradation locally, but also creates informal economies for collecting plastic waste around the world,” Zavala says. He offers an example from his native country of Mexico, where people known as waste pickers collect plastic from landfills under dangerous, exploitative conditions to sell to multinational corporations as stock materials for recycling.

“I’m trying to raise awareness through my work on all these hidden problems that are being created indirectly by the plastics industry and also make a case for how new technologies could actually help us solve these societal problems,” Zavala says. Strengthening the recycling industry in the United States, he says, “is also a way to help formalize the waste-collection problem in Mexico, which could have consequences for quality of life there.”

Why not simply ban plastic entirely, as some cities are now trying to do with plastic grocery bags and single-use plastics in restaurants? Every action matters, but the massive scale of plastic use

makes it functionally impossible to ban altogether, Huber says. The United States uses 37 million tons of plastic each year, which roughly equates to 200 pounds of plastic per person. Alternatives work in some instances, but materials like glass, metal, and cardboard can't replace plastic entirely, especially when it comes to safe food packaging and shipping.

In large part, solving the problem of plastic waste comes down to creating better economic and social incentives for corporations to implement new and existing technologies to improve sustainability, says Zavala.

"The chemical industry sees the urgent need to actually get it done. The societal awareness of plastic waste has increased dramatically, to the point that now people are finally taking these technologies seriously and making them happen," he says. "It is a combined synergy of technology and policy and economics. It's not just that the technology will solve the problem. It has to be the whole community."

Wisconsin Distinguished Professor Emeritus Craig Benson, an expert in geoengineering and waste management systems at CUWP, says the last five years have been transformative in terms of public enthusiasm for plastics recycling. "Seventy percent of the value in your [household] recycle bin right now is the plastic," he says. "That's a complete change from five years ago, where that plastic was practically worth nothing, and the metal was the valuable part."

Whatever You Do, Just Don't Litter

At the same time that economic incentives for corporations to get involved with plastics recycling are increasing, Benson has noticed a worrying uptick in littering, which is the worst possible choice for dealing with waste.

"Litter is really a major problem in the United States," he says. "There are many folks who are very self-conscious about their behavior with waste and recycling. But there's a much broader cross-section of our society that does not give that too much effort or consideration. What incentives can we put in place that will encourage people to think twice when they're done with a plastic material in daily life?"

One place to start might be to remind people that plastics do, in fact, break down over time in the environment — but that breakdown isn't a good thing if it happens in the open environment rather than in a controlled setting. A cup-sized piece of plastic is relatively easy to pick up and put in a waste bin. However, if that cup erodes into tiny pieces, those microplastics become functionally impossible to remove from soil and waterways. Eventually, tiny plastic particles can even end up circulating in the air.

"The bigger the piece of plastic, the less of an environmental problem it is because it's pretty inert,



and [for the most part] nothing can swallow it," says Majumder. "So the remediation method just becomes picking it up. But the smaller the pieces get, the more toxic they become, and the harder they become to remove from the environment."

As for your lunch packaging? The UW researchers have a clear answer: recycle what you can, because it's definitely worth doing so from an environmental, economic, and social-justice perspective. And for those plastics that aren't yet recyclable, be sure to put them in a waste basket.

"They should go in a landfill, and there's nothing wrong with that," Benson says of nonrecyclable plastics. "Our modern landfills are very sophisticated environmental containment systems. They have a remarkable record of environmental performance."

More broadly, though, your lunch packaging is part of a bigger, ongoing societal challenge to rethink our collective relationship with the environment and material consumption.

"If we're going to solve our sustainability problems, it is super important that we understand that we are all part of the problem, and that we're also all part of the solution," says Zavala.

Nelson, the Amcor engineer, says it comes down to individuals throwing away materials so that they don't leak into the environment. "It's on all of us to do a little bit, and at some point it's just making the choice of the recycle bin or the trash bin. Do you care enough to pick the right bin?" ●

Sandra K. Barnidge '09, MA'13 is a freelance writer in Alabama who cares very, very deeply about picking the right bin.



A forward-looking approach: The Chazen lobby, with Sower in the Field to the right.

A MUSEUM'S GREATEST HITS

A critical look at the Chazen's most significant works of art.

BY PAUL KOSIDOWSKI MA'86

There are 24,299 pieces in the collection of the Chazen Museum of Art. The oldest object is a relief fragment from the tomb of Ptahhotep II at Saqqara, which is about 4,300 years old. One of the newest is *Distorted Nude Photogravure #4*, a 2021 image by David Lynch (yes, the *Twin Peaks* David Lynch).

As with most museums, only a fraction of the collection is in the public galleries at one time. Even with 1,000 pieces on display, it's a lot to take in. If you limited your interaction with each one to a one-minute perusal and a meditative "Hmmm, interesting," you'd be wandering the galleries for nearly 17 hours — not including bathroom breaks and a trip to the gift shop.

If wandering is your thing, go for it. This isn't the Louvre, where you have to elbow your way through the crowds to glimpse the *Mona Lisa*. It's a manageable collection, great for an afternoon meander or a more focused visit on a lunch break. But it still presents a somewhat daunting question: what are the highlights, the must-sees, the handful of pieces that are guaranteed to stick with you after your visit?

To find out, I spent time with the people responsible for assembling, organizing, and displaying the collection. Their suggestions are a great starting point for any visit to the museum or its excellent website (chazen.wisc.edu), where you can see images of every item in the collection. Their choices also speak to the Chazen's big picture: where it's been, where it's going, and how it fits into the university and Madison communities.

A Spectrum of Civilizations

To get a nutshell idea of the Chazen's scope and mission, just step inside the Mead Witter Lobby and look around — all around. The soaring, three-story space is architecturally clean but aglow with the sheen of cappuccino-colored marble. Look up the monumental staircase on one side of the room, and you'll see the entrance to the galleries. Opposite that, behind a two-story sheet of glass, is the adjoining Elvehjem Building, the original UW art center

that opened in 1970.

Hovering over that staircase is Jean Dubuffet's massive *Danse Élanée* (1971), which blazes in primary colors and bold geometry against the interior's golden walls. Next to you, on ground level, is Mary Sibande's monumental bronze sculpture *Sower in the Field* (2015), one of the first pieces acquired under the museum's Contemporary African Art Initiative.

The newcomers to the atrium — moved here from the Elvehjem Building during a renovation — are harder to spot. Down the hallway toward the elevator, a wall display highlights Greek pottery from the sixth century BCE.

This is the Chazen today: ancient, modern, contemporary. Painting, sculpture, decorative arts. Abstract and figurative. A spectrum of civilizations — the museum covers a lot of cultural and aesthetic territory.

That's no surprise considering the Chazen's mission. "It's an academic museum *and* it's a civic museum," says director Amy Gilman. "Because of our physical location, we are right on the border between the campus and the city. In fact, we face both directions, and I like to lean into that."

Sower in the Field is at the center of that intersection, representing the Chazen's forward-looking approach to African art. "The traditional way of seeing African art is that it's fixed in time — the time when the country was colonized," explains Gilman. "Of course, that's not accurate. There's a vital contemporary art scene across the continent. The Sibande is an important part of diversifying our collection and developing a strength in contemporary African art."

And that feeds into programs at the university. "The UW has a long history of African studies in many different departments," she says. "It's a great way for us to connect different parts of the university to each other and to the Chazen."

But how do *you* connect to the Chazen? Here's a curated introduction to some of the museum's most significant pieces.

Tangible and Timeless

Iskwaaj Nibi (The Last Waterhole: Creating a New World) is a luminous 2018 painting by the Ojibwe artist Rabbett Before Horses Strickland. Inspired by the mythological paintings of Peter Paul Rubens and Sandro Botticelli, Strickland uses a radiant palette and bustling compositions to illustrate the origin stories and lore of the Anishinaabe people of the upper Midwest.

Like the Renaissance art that informs it, Strickland's work is epic in scope but filled with enigmatic details that are potently symbolic. Human figures, spiritual beings, and an assortment of carefully rendered flowers and wildlife share a mythological space that is both tangible and timeless. Wisconsin Public Radio commissioned the painting in conjunction with a documentary about the artist and donated it to the museum last year.

A Massive Altarpiece

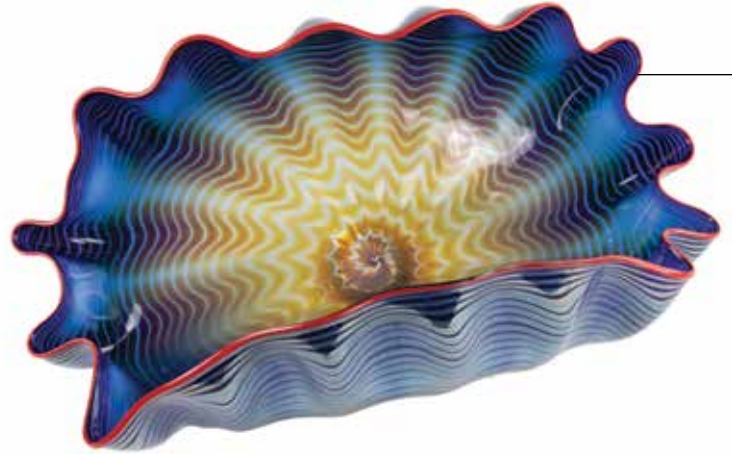
As an admirer of Botticelli, Strickland would undoubtedly be drawn to Giorgio Vasari's *Adoration of the Shepherds*. Vasari literally wrote the book on Botticelli, or at least included him in a chapter of his iconic collection, *The Lives of the Artists*. He wrote gossipy biographies of hundreds of Italian artists: "Every art history student reads them," says chief curator Katherine Alcauskas with a grin, "and they are really catty." He was also a practicing painter and architect (and therefore maybe not the most objective biographer).

Adoration of the Shepherds is a massive altarpiece originally painted for the church of Santo Stefano in Pane in Florence, Italy, in 1570–71. The record of its ownership is a long and serpentine tale, which includes Chicago financier Charles Yerkes, a major force behind Chicago's Columbian Exposition of 1893, but it eventually came to UW–Madison in 1923. It was the collection centerpiece when the Elvehjem Art Center opened and was recently moved to a specially designed room at the Chazen, no easy undertaking for a work almost 11 feet high and painted on a nearly two-inch-thick wood panel. "Often when big altarpieces came to America by ship," says Alcauskas, "they would plane down the panel to make it thinner and lighter. Not this one."

The move into its new room was almost as complicated. "It had been in the same location at the Elvehjem since it opened," says Gilman. "We had to figure out how to get it off the wall because no one who hung it was still around."

But it was worth it. Alcauskas calls the painting an exemplar of its Renaissance era. "It's in the mannerist style," she says. "The palette is in pinks and greens rather than reds and blues, and the figures are contorted in stylized gestures to showcase the artist's skill in painting the human figure."

In its new Chazen home, the painting is surrounded by rich blue walls and is flanked by a pair



Blue Persian with Red Lip Wrap
Dale Chihuly (American, b. 1941)

*The undulating surface transforms
Chihuly's spiral of color.*

Adoration of the Shepherds
Giorgio Vasari (Italian, 1511–74)

*Stylized gestures showcase Vasari's
skill in painting the human figure.*

Standing Woman (Femme debout),
both the studies and the finished work
Pablo Picasso (Spanish, 1881–1973)

A journey from idea to execution.





L'Amante
Beth Cavener (American, b. 1972)

*Exploring the animalistic nature
deep inside us.*



Danse Élance
Jean Dubuffet (French, 1901–85)

*Primary colors and bold geometry
blaze in the Chazen's lobby.*

of less monumental works by 17th-century artists that depict a similar scene — the adoration of Jesus following his birth. These paintings are darker, their tableaux less animated, and they highlight the distinctive colors and style of Vasari's work.

Bad Bunny

Centuries — and worlds — away from the solemn reverence of the Vasari is Beth Cavener's playfully sinister sculpture, *L'Amante* (2012). Given pride of place in the center of a large contemporary gallery, it's one of the most popular pieces in the collection. "Cavener sculpts animals, but they are modeled on people she knows," Alcauskas explains. "She's exploring the animalistic nature deep inside us: our fight or flight response and our primal nature."

There's no fight or flight in *L'Amante*, however. Cavener's rabbit poses languorously and somewhat defiantly, as if it's daring you to challenge its dark supremacy. Look closely, and you'll see the sculpture is covered in faint tattoos, reminiscent of those found on Yakuza foot soldiers. You don't want to mess with this bunny.

Organic and Otherworldly

If Cavener has you a little chilled, bask in the glow of Dale Chihuly MS'67's *Blue Persian with Red Lip Wrap* (1999). Chihuly is one of the most recognizable sculptors in the world, and his glass pieces are permanently installed in dozens of public spaces and museums, including his 140-foot *Mendota Wall* in the north lobby of the UW's Kohl Center. His presence at UW–Madison is appropriate: he studied on campus with Harvey Littleton, the first person in America to teach studio glassblowing in a classroom setting.

Part of his "Persian" series, this piece shows Chihuly's ongoing fascination with the properties of glass. "It's from a period in which he started experimenting with gravity and the almost accidental way that nature can form the pieces," explains Alcauskas. "Here, he's borrowing techniques from several cultures and time periods, mixing old and new. He's blowing glass into a mold as they did in the Roman



Iskwaaj Nibi (The Last Waterhole: Creating a New World)

Rabbett Before Horses Strickland (American, Ojibwe)

A radiant palette illustrates the lore of the Anishinaabe people.

Empire in the first century CE. The red tint around the rim demonstrates the use of caning, also a technique practiced in the ancient Roman Empire.”

It isn’t one of Chihuly’s spectacular chandeliers, but the smaller scale allows you to absorb the variety of details: the way the undulating surface transforms the spiral of color, and the way cool geometry and supple contours combine in a single object that is both organic and otherworldly.

Inside Picasso’s Head

Form is also of the essence in the modernist sculptures in the Terese and Alvin S. Lane Collection, including works by masters such as Louise Nevelson, Alexander Calder, and David Smith. But the real treat in this collection is the display of small sculptures alongside the sketches that informed them. Alvin Lane ’40 was interested in what he called the “tangible evidence of creativity” — the signs of the artist’s imagination at work.

The journey from idea to execution is wonderfully displayed in three pieces by Pablo Picasso, including two studies and the finished work *Standing Woman (Femme debout)* (1961). Side by side, you’ll see a sketch on a sheet of paper, a cardboard model that expands on it, and the final product — a full figure crafted from a sheet of steel.

“The three objects really demonstrate the way that one artist approaches the creative process,”

says Alcauskas, emphasizing how pieces like these are important to the Chazen as a teaching museum, where students can chart the evolution of an artist’s work. “You can see how he has changed the way the arms project out and how he finessed the exact angle of some of the elements to make a kind of Cubist face.”

Examining the pieces side by side, you can see Picasso’s attention to detail and, in a way, spend time inside his head while he crafts his work.

Seeing the World Differently

Of course, every piece in the museum’s collection offers a similar glimpse into the artist’s process. Why this color here? Why crop the photo there? Why this curve or that hard edge? These few pieces are just a start, but they offer an entryway to the Chazen’s value and richness.

“Visual art is a great way of making you see familiar things in unfamiliar ways,” says Gilman, summing up the significance of the collection, “and then seeing the world differently.”

That’s true whether we’re students, seeking to develop our own way of seeing and creating, or just admiring observers who want to surround ourselves with beauty. ●

Paul Kosidowski MA’86 is a Milwaukee-based writer and arts critic. He spent many a pleasant afternoon wandering the Elvehjem Museum during his student years.

On Alumni

News from Home and Abroad

A Commemorative Homecoming

This year's festivities will mark the UW's 175th anniversary.



ANDY MANIS

Badger fans enjoy fireworks during the 2022 Homecoming celebration.

The Wisconsin Alumni Association (WAA) will incorporate a special 175th-anniversary focus into its Homecoming events this year to celebrate the university's birthday. Festivities will highlight how the UW has benefited Wisconsin and the world for one and three-quarters centuries by providing students with a world-class education.

Traditional events will include the Homecoming Block Party on Friday, Oct. 6, which will expand from its usual location of Alumni Park and One Alumni Place to Library Mall for a "bigger and better" celebration. The party will feature the popular silent disco with multiple alumni DJs and family-friendly activities such as face-painting and a collaboration with Allen Centennial Garden to create flower crowns.

There will be opportunities to test your UW knowledge with trivia contests, and a virtual scavenger hunt is planned for Wednesday, Oct. 4. A traditional parade, presented by the Wisconsin Union and the Wisconsin Homecoming Committee, is scheduled for Friday from 6 to 7 p.m. That will be followed by a pep rally that includes a short program featuring Chancellor **Jennifer L. Mnookin**, the Marching Band, Bucky, and the Spirit Squad. Fireworks over Lake Mendota will conclude the evening.

The beloved Multicultural Homecoming Yard Show will grace the Wisconsin Union's Shannon Hall on Friday from 8 to 10 p.m., thanks to a partnership with the Office of Fraternity and Sorority Life and the Wisconsin Homecoming Committee. And the Multicultural Homecoming tailgate and game watch, planned in collaboration with the Division of Diversity, Equity, & Educational Achievement, is scheduled for Saturday, Oct. 7, when Wisconsin takes on Rutgers. Alumni will gather in the Pyle Center and on the picturesque One Alumni Place rooftop.

Plans also include a board of visitors meeting and lunch with the chancellor, followed by a celebratory 175th anniversary event.

"We hope you can join in the fun," says WAA chief alumni officer and executive director **Sarah Schutt**.

Keep an eye out for more information at uwalumni.com/homecoming, and go, Badgers!

NIKI DENISON



HONOR OUTSTANDING BADGERS

UW-Madison alumni are known for their dedication to giving back and their remarkable achievements across a wide range of endeavors. To highlight UW graduates' dedication to the Wisconsin Idea of improving the world around them, the Wisconsin Foundation and Alumni Association annually recognizes alumni who demonstrate the ideals of progress, discovery, service, and leadership.

If you know of any UW-Madison alumni whose exceptional achievements deserve public recognition, please nominate them for one of the following awards.

The **Forward Award** recognizes early career and community achievement and honors alumni rising stars within 15 years of graduation.

The **Luminary Award** honors alumni who serve as aspirational examples for others through significant achievement at least 15 years after graduation.

The **Distinguished Alumni Award**, WFAA's highest honor, recognizes exemplary achievements over the course of a graduate's career or lifetime. Past recipients include former baseball commissioner **Bud Selig '56**; American Indian advocate **Ada Deer '57**; Nobel laureate **William Campbell MS'54, PhD'57**; and the founder of medical software giant Epic Systems, **Judith Faulkner MS'67**.

Visit uwalumni.com/awards to nominate extraordinary alumni for a 2024 Forward, Luminary, or Distinguished Alumni Award. **The deadline is January 5, 2024.**

339

Distinguished Alumni Awards granted by WAA since 1936 (previously known as Distinguished Service and Alumnus of the Year Awards)

148

Forward Awards granted since 2008 (previously Forward under 40 Award)

7

Luminary Awards granted (2023 is inaugural year)



Twenty-Five Years of “Jump Around”

The synchronized dance break during Wisconsin football games is a cherished ritual. Here’s why.

Every Badger fan knows those four squealing notes that open House of Pain’s hit “Jump Around.” The ’90s song has become synonymous with Wisconsin football over the last 25 years, its opening horn signaling to the Camp Randall crowd to jump in unison between the third and fourth quarters.

“Pack it up, pack it in, let me begin,” the lyrics start. And 80,000 fans in red and white spring into action, generating an earthquake that shakes the press box above. (Literally, the event registers on the Richter scale.)

Officially, Badgers have been jumping around since October 10, 1998, when the song first rang from the loudspeakers at the Homecoming game against Purdue. When the ESPN2 broadcast returned from commercial break for the fourth quarter, you could faintly hear the “Jump Around” horn in the background as announcer Joel Meyers said, with notable understatement, “The upper deck has been known to sway on occasion.”

The song selection was not a coincidence. UW athletics marketing intern **Ryan Sondrup ’99**, an injured tight end on the football team, was looking for ways to enhance the fan experience. He decided to

test out some songs at Wando’s, where his teammate **Erik Waisanen ’00** was bartending. They fed the jukebox and noticed a change of energy when “Jump Around” came on. Sondrup passed the suggestion along to **Kevin Kluender**, who coordinated Game Day entertainment.

A few days later, “Jump Around” debuted during a dramatic 31–24 win against Drew Brees and the Boilermakers. The tune has rocked Camp Randall every game since — except for one.

During renovations to Camp Randall in 2003, Athletic Director **Pat Richter ’64, JD’71** became concerned about the physical impact of “Jump Around.” He pulled the song from the playlist in the home opener against Akron. When the time for “Jump Around” came and went, the stunned student section booed. The university was flooded with angry letters and calls; student government even drafted a resolution condemning the decision.

Chancellor **John Wiley MS’65, PhD’68** commissioned a safety engineering study, which quickly reaffirmed past findings that, despite the swaying of the upper deck, there was no structural risk. At the next game, the fans once again obeyed the song’s command: “So get out your seat and jump around.”

Last November, House of Pain lead singer Everlast experienced Wisconsin’s “Jump Around” tradition in person for the first time. Right before those four squealing notes hit, he told the Camp Randall crowd: “Thank you for keeping the song alive.”

PRESTON SCHMITT ’14

UW leaders were once concerned about the physical impact of “Jump Around.”

60s–70s

William Fagerstrom '61, PhD'72 of Glen Mills, Pennsylvania, has retired as an adjunct professor in mechanical engineering at the University of Delaware, where he taught for more than 25 years. He first retired from the chemical company DuPont in 1991 after a career consulting in machine dynamics before returning to academia. We wish him a restful (second) retirement!

For his contributions to water quality research in Wisconsin and beyond, the late **Byron Shaw '65, MS'66, PhD'69** was inducted into the Wisconsin Conservation Hall of Fame. In 1968, Shaw joined the faculty at UW–Stevens Point's College of Natural Resources, where he established the Environmental Task Force Laboratory (now the Water and Environmental Analysis Lab). His contributions to the field of water quality and soil science include some of the first research in the nation to confirm groundwater contamination from agricultural pesticides and the first discoveries of acid rain and snow in Wisconsin.

If we could scent this entry, we would: after retiring from careers in research and higher education, **Charles '70, MS'74** and **Carol '72 Stiff** became the owners of Bald Butte Lavender Farm in Colton, Washington. They grow more than a dozen varieties of English, intermediate, and Spanish lavender.

Music to our ears: **Peter Tiboris '70, MS'74** is celebrating 40 years of MidAmerica Productions concerts at Carnegie Hall. Tiboris founded the production company in 1984 after organizing and conducting a concert at New York City's Lincoln Center for the Performing Arts. Since then, MidAmerica Productions has brought together conductors and musicians from the United States and abroad to perform in

Carnegie Hall and other prestigious venues throughout the country and around the world.

Alan Kjelland '72 of Waupaca, Wisconsin, is the cofounder of Mobility 4 Vets, a nonprofit organization that refurbishes mobility equipment, such as wheelchairs, scooters, and walkers, and sells them at affordable prices to veterans and others facing mobility challenges. Kjelland retired from Alliant Energy in 2005 after 28 years with the company.

After 44 years in art education, **David Exner '76** has retired. Exner began his career in the Peace Corps and worked in Wisconsin and Minnesota before arriving at West Chicago Community High School, where he taught for the past 34 years.

Gary Karner MS'78, PhD'84 of Durango, Colorado, received the 2023 Richard A. Rasmussen Lifetime Achievement Award from the National Association of Division III Athletic Administrators. Karner retired as the longest-serving commissioner of the Wisconsin Intercollegiate Athletic Conference (WIAC) in August 2020 after 24 years with the organization. During his tenure, he formed WIAC by merging the men's and women's conferences and saw the organization capture 76 NCAA Division III National Championships. Karner was inducted into the WIAC Hall of Fame in 2022.

John Rumpf '79 of Milwaukee has retired after nearly 24 years with the financial services firm Baird. Rumpf was most recently Baird's director of corporate communications and continues to consult on their communications and public relations.

80s

The American Association of School Administrators (AASA) presented **Chris Borreca MS'83** of Houston with its 2023 Friend of AASA award,

which recognizes noneducators who have helped the organization with professional development and advocacy for public education. Borreca is a former teacher and school administrator and is a founding partner of Thompson and Horton LLP, where he works with his school clients on special education and general school law.

Tom Hazen '88, MBA'95 of Saint Paul recently retired from a career in information technology at General Mills, but he's not slowing down anytime soon. Hazen is a senior lead instructor and mentor at Xtreme Xperience, a high-performance driving company, and has driven exotic supercars at tracks around the country since 2015.

More than 30 years after they hiked to class on Bascom Hill, four Badgers reunited at the bottom of the Grand Canyon. **Doug Houser '89** of Mound, Minnesota; **Will Pritchard '90** of Indianapolis; **Matt Risken '90** of Eden Prairie, Minnesota; and **Steven Birenbaum '91** of Berkeley, California, hiked from the North Rim of the canyon to Phantom Ranch, the only lodging below the canyon's rim. The friends met as members of the Chi Psi fraternity.

Austin Huang MS'89, PhD'90 came to the UW from China as a young man to study rock mechanics and geological engineering. Today, he's a composer whose pieces have been played on world stages from Seattle to Beijing. They reflect the interdisciplinary nature of his career by touching on themes of culture, landscape, and ecology. Huang is a fellow of the American Society of Civil Engineers and an honorary affiliate professor of music at Western Washington University.

90s

Jennifer Jacobsen JD'92 of Sacramento, California, was awarded a certificate in medi-

BOOK NEWS?
See page 62.

CLASS NOTES SUBMISSIONS
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WELCOME, ALL!
The Wisconsin Alumni Association (WAA) encourages diversity, inclusivity, nondiscrimination, and participation by all alumni, students, and friends of UW–Madison in its activities.

X-PLANATION
An x preceding a degree year indicates that the person did not complete, or has not yet completed, that degree at UW–Madison.

ation and conflict management from the Program on Negotiation at Harvard Law School. She is a founding partner and managing member of Baydaline and Jacobsen, where she practices community association law as general counsel.

Rabbi **Joel Mosbacher '92** of New York City received an honorary Doctor of Divinity degree from the Hebrew Union College (HUC) Jewish Institute of Religion. The degree is conferred on Reform Jewish professionals in recognition of 25 years of service. Mosbacher was ordained as a rabbi at HUC in 1998 and served congregations in Georgia and New Jersey before joining Temple Shaaray Tefila as senior rabbi in 2016.

Jim Kramer '99 of Black Earth, Wisconsin, helped found the Simpson Street Free Press on Madison's south side in 1992. In 2022, the student-led news publication celebrated 30 years of grassroots journalism and community. It welcomes student writers from elementary through high school to partner with college-age editors, including undergraduates from the UW School of Journalism and Mass Communication and the School of Education, to publish the organization's print and digital publications.

Patrick McNally '99 was elected president of Milwaukee law firm Borgelt, Powell, Peterson & Frauen. He succeeds **Frederick Strampe JD'97**, who was appointed to the Waukesha County Circuit Court by Governor **Tony Evers '73, MS'76, PhD'86**. McNally started with the firm, which specializes in civil litigation defense, in 2002.

There's no monkeying around (except in the Primate Forest, that is) with **Heidi Rahn '99** as director of the Oregon Zoo in Portland, Oregon. Rahn, an advocate for wildlife conservation and sustainability, rejoined the



ANNA PALMER

Helping Small Investors

James '20 and Chris '20 Kardatzke provide alternative financial data.

James Kardatzke '20 (above left) was completing an internship in Massachusetts in January 2020 when he learned how much information people can miss when making investment decisions.

James was in the Wisconsin School of Business's Nicholas Center Analyst Development Program when he landed the monthlong internship with Boston's Adage Capital Management.

"I was working with what is called alternative data," James says.

Alternative data — as opposed to traditional data, such as the financial reports that companies regularly produce — are public and can include tracking corporate jet flights; Congressional stock trading; insider trading (it's not all illegal); corporate lobbying; government contracts; social media activity; and more. Gathered and analyzed, it can offer a lens into a company's performance and prospects.

Back at the UW, James saw an opportunity in alternative data.

"It was being used to great effect on Wall Street," he says. "But for everyday, nonprofessional investors who were managing their own money, this same information wasn't available, at least not in a way that was easy for them to see."

In 2020, James and his twin brother, **Chris Kardatzke '20** (above right), a UW statistics major, launched Quiver Quantitative to collect the raw alternative data and present it on a website (quiverquant.com) in an understandable way for the retail investor.

It started as a hobby. "We gradually shifted to the idea that we could do this as a full-time business," James says.

That Madison-based firm has blossomed. They've automated, writing computer scripts to the point where "there's not a lot of manual work that goes into the data collection process," James says.

By last spring, Quiver had 10 full-time employees, the brothers had been profiled by the *Milwaukee Journal Sentinel*, and James had appeared on a CNBC special on the return of the retail trader. The company has more than one million followers on TikTok and some 600,000 on Instagram.

Much on the website is free, but there is a \$30-a-month premium plan intended for the investor, James says, "who is looking to dive in and actively use the data as part of their trading process." Quiver also has a business-to-business component that licenses and distributes their data.

"We're really focused on continuing to grow the distribution and insight from these datasets," James says, "to bridge the information gap between retail investors and Wall Street."

DOUG MOE '79

Anatomy of a Career Change

Olivia Rater MD'22 is a doctor who did not play one on TV — but she did work for *Grey's Anatomy*.

Olivia Rater MD'22 has had “quite a few *Grey's Anatomy* moments” during her residency at UT Southwestern in Dallas. And she would know. Between earning her literature degree at Yale and attending UW–Madison for medical school, Rater worked for a season as a production assistant on the long-running ABC doctor drama.

“It's crazy going from a TV show where wild things happen to living in my own version of that during my intern year,” she says. “I tend to attract chaos.”

One of her most memorable real-world cases was a patient with end-stage monkeypox, a situation so rare that the Centers for Disease Control and Prevention was on the phone regularly wanting updates.

“It was a sad and difficult case, because the patient was alone, undocumented, and Spanish-speaking,” says Rater, who is bilingual. She said the case was ultimately “very validating” because an infectious disease expert, after questioning why a psychiatry resident was in charge, ultimately complimented her care. (Psychiatry residents typically do several medical rotations.)

In another *Grey's* moment, Rater was on call in the trauma unit in the University Hospital emergency room while nine months pregnant at the height of the COVID surge. “It was a scary time,” she says.

Rater has both Madison and medicine in her DNA. She was born in Madison while her parents, **Michael Rater MD'93** and **Lillian Rater '94**, were students. She remembers living at Eagle Heights and playing in the woods at Picnic Point. She grew up in Cambridge, Massachusetts, where her dad practices psychiatry and her mom works at a bilingual school.

She was a mental health tech at McLean Hospital during college and briefly took premed classes at Yale before deciding that writing and literature were her calling. After graduation, she landed a writer's assistant job at *Grey's Anatomy*, where her aunt **Joan Rater x'84** and uncle Tony Phelan were showrunners.

But she quickly learned that Hollywood was not for her.

“Some people like that kind of work,” she says, “but I felt estranged in the disconnected bubble of Hollywood. I missed hearing people's stories and working with them one-on-one.”

After starting medical school, Rater had a difficult pregnancy with her oldest child and took a leave. When she restarted, in fall 2018, she was one of six young mothers in her class.

“My daughter was colicky and did not sleep during the first two years of her life, which was great preparation for residency,” she says.

SUSAN LAMPERT SMITH '82



EDDIE MARAK

zoo in 2021 after previously leading the implementation of its bond program between 2013 and 2018. During that time, she oversaw efforts to achieve LEED certification and net-zero energy usage and helped open some of the zoo's most iconic habitats, including the award-winning Elephant Lands and the education center.

00s

After increasing access to some of the country's freshest seafood with his company Sitka Salmon Shares, **Nic Mink '02, PhD'10** created a storied dairy destination with Seven Acre Dairy Company. The boutique hotel, restaurant, café, and micro-dairy is housed in a restored cheese factory on the banks of the Sugar River in Paoli, Wisconsin. It was once one of the state's biggest dairy manufacturers and is on the National Register of Historic Places. Mink is a recipient of a 2023 WAA Luminary Award.

Meghan Hunter '05

knows her way around a hockey rink. The former Wisconsin women's hockey player was the director of hockey administration for the Chicago Blackhawks before being promoted to assistant general manager in 2022. Previously, Hunter was an assistant women's hockey coach at Niagara University and the University of Maine and a manager with the London Knights Hockey Club and Hockey Canada. With the Badgers, Hunter was a finalist for the Patty Kazmaier Memorial Award, the highest honor for a collegiate women's hockey player.

Carl Markestad '07

of Milton, Wisconsin, is bringing new meaning to *green screen*. His company, Carl's Place, a purveyor of custom golf simulators and home entertainment products, recently opened a new headquarters that is more than double the size of their previous facility to accommodate the

growing popularity of indoor golf. Markestad founded Carl's Place as a projector screen and home-theater resource in 2006.

Molly Fish '08 made a splash in the Madison literary scene with the opening of her new store, Lake City Books. She previously worked for Epic Systems and most recently managed another independent Madison bookstore, Leopold's Books Bar Caffè.

10s

Ploughshares published "Epithalamion" by poet **Cara Dees '10** in the Winter 2022–23 issue of the literary journal. Dees's poetry has appeared in the *Atlantic* and other publications. Her book, *Exorcism Lessons in the Heartland*, was awarded the 2018 Barrow Street Book Prize by United States poet laureate Ada Limón. Dees is a lecturer in the Department of English at Vanderbilt University.

The Damon Runyon Cancer Research Foundation presented **Danielle Grotjahn '10** with her second Damon Runyon-Rachleff Innovation Award. The award is granted to early-career scientists who are significantly and creatively advancing the prevention, diagnosis, and treatment of cancer. Grotjahn received the first stage of the award and its associated funding in 2021. This second-tier grant funds Grotjahn's progress on groundbreaking research on mitochondrial dysfunction. Grotjahn is an assistant professor in the Department of Integrative Structural and Computational Biology at the Scripps Research Institute in La Jolla, California.

Jade '10, '12 and **Garret '10, MBA'17 Olsen** know that Madison is best enjoyed by bike. In May, they launched Madison Adventure Tours to share their love of the city through guided electric bike trips. The two-hour tours stop at seven Madison landmarks and are an



Battling Pancreatic Cancer

The Oglesby family is bringing hope to others touched by the disease.

Michael Oglesby (shown above with his daughter Shannon) was a devoted family man and a passionate engineer, one of seven children who grew up in Dubuque, Iowa. His parents, Harry and Ann, came of age during World War II and understood what it was to be in need. So they chose to impart to their children the importance of giving back.

The Oglesbys immediately rallied when Mike was diagnosed with stage four metastatic pancreatic cancer. He got the news in 2015, just two weeks after his daughter's wedding, and despite treatment, he only survived another 60 days, passing away at age 52. "As an engineer," says Diane Oglesby, one of Mike's younger sisters, "Mike was always wanting to figure things out, and he wanted to understand why he'd developed terminal cancer."

Mike's curiosity inspired his siblings to channel their grief into raising awareness and funds for research. Within a matter of weeks after his passing, the family had organized the Faj Squad 5K — a fundraiser named after the nickname given to Mike by his daughters. The event brings in 300 to 350 participants and is growing every year. In 2016, they launched the Michael W. Oglesby Foundation, followed by the Michael W. Oglesby Pancreas Cancer Research Fund.

"We knew that the funds we raised could really help, and UW Health had the perfect pancreatic cancer research center," says Diane.

There's a critical need for more research on early detection of pancreatic cancer. It's the third-leading cause of cancer-related deaths in the nation — more than 70 percent die in the first year, and more than 90 percent of patients die within five years of diagnosis. The Michael W. Oglesby Foundation is working to bring hope through supporting screening studies, earlier detection, better treatments, and ultimately, a cure.

The family is thrilled that the research fund is already helping **Sean Ronnekleiv-Kelly**, an assistant professor in the surgical oncology division at the UW School of Medicine and Public Health. His clinical focus is pancreatic cancer, and in his lab, he studies mice to explore how circadian disruptions affect pancreatic cancer progression.

"It's soul-crushing to tell someone who has gone through treatment that their prognosis isn't good," says Ronnekleiv-Kelly. "We have to do better for people like Mike. I am extremely grateful to the Oglesby family and the Faj Squad for their generous support and for their passion to help combat this devastating disease."

NICOLE HEIMAN

educational and entertaining form of exercise for locals, newcomers, and nostalgic Badgers.

Jane Rotonda '10 of Gays Mills, Wisconsin, has started a new chapter as director of the Wisconsin Book Festival. Rotonda came to the festival from Wisconsin Public Radio, where she was a project manager for the Ideas Network and an executive producer on the *Larry Meiller Show*. She took over the directorship from **Conor Moran JD'07**, who left the Wisconsin Book Festival after nearly 10 years to become the executive director of the Madison Public Library Foundation.

If you've ever read your horoscope in *Cosmopolitan* or *People* magazine, there's a good chance a Badger was forecasting your future. **Kyle Ulatowski '10** is an astrologer whose claims to fame include celebrity readings and astrological writing for major publications. "It's not a science ... It's an art form," Ulatowski told CBS News Los Angeles. "Life is art, so if we can find a way to connect with people or inspire people or even inspire ourselves, then I think we're making a difference."

Brendan Wilson '10 is the new executive director and CEO of the Food Export Association of the Midwest and Food Export USA-Northeast. The Food Export Associations are nonprofits dedicated to the export of regional food and agricultural products. Wilson joined the organizations in 2013 and most recently served as the international marketing program manager.

Former Wisconsin women's hockey player **Meghan Duggan '11** is the director of player development with the New Jersey Devils. As a member of Team USA women's ice hockey from 2006 to 2020, she won three Olympic medals and was captain of the 2018 Olympic team that won the first U.S. gold

medal in women's hockey in 20 years. In 2011, during her time with the Badgers, she received women's collegiate hockey's top honor, the Patty Kazmaier Memorial Award. Duggan is a board member with USA Hockey and president of the Women's Sports Foundation, founded by Billie Jean King.

"Although 74 percent of middle school girls express interest in STEM initially, only 15 percent of the engineering workforce is female."

— **Marina Bloomer MBA'22**, founder of Stellar Tech Girls

Jarell Skinner-Roy '11 of Canton, Michigan, is partnering with NASA to ensure inclusive, diverse, equitable, and accessible environments in science, technology, engineering, and math (STEM). Skinner-Roy will join fellow experts in diversity, equity, and inclusion on panels to evaluate inclusion plans submitted with proposals to NASA's astrophysics division. Skinner-Roy is a doctoral student in higher education at the University of Michigan and an educational research specialist with Thrive Scholars, a nonprofit dedicated to providing college and career coaching to high-achieving students from underserved populations.

Carolyn Morris '12 of Los Angeles was awarded Becton Dickinson's (BD) Presidents Club Award for outstanding sales in the company's integrated diagnostic solutions division. She is also the recipient of BD's Winner's Circle Award, the company's top award for sales excellence. BD is one of the largest manufacturers of medical equipment.

Ben Schumacher '12 of Punta Gorda, Florida, joined the board of directors at FitMoney, a nonprofit organization that provides free financial literacy

education programs to K-12 students. Schumacher is the senior manager of integrated media at Foot Locker.

According to the Association of American Medical Colleges, the United States is projected to experience a shortage of physicians by 2034. **Ben Bradley '13** and **Kyle Swinsky '16** are trying to change that with AMOopportunities (AMO). The Chicago-based company provides international medical graduates with the U.S. medical education necessary to become American physicians. Since its founding in 2013, AMO has helped 4,200 medical students and graduates secure U.S. clinical experiences. "What started out as an idea between two students has transformed into a thriving organization that is changing the way medical education works," Swinsky says.

Let the record show that **Claire Stein '13** has embarked on a new career as a court stenographer in Madison. Stein received her registered professional reporter certification from the National Court Reporters Association in July 2022.

Sarah Clifford Glapa '17, MPH'19, MS'20 is the associate director of marketing and health communications at the UW's University Health Services (UHS). Glapa started with UHS in 2021 as a health communication strategist. She is also a lecturer in the UW School of Medicine and Public Health.

Elisse Pavletich '17 is putting down roots as the farm manager of Riverview Gardens in Appleton, Wisconsin. Riverview Gardens is a nonprofit that works to address unemployment, homelessness, and poverty by providing opportunities for community members to develop skills and gain work experience. Pavletich manages 15 acres of certified-organic farmland and 20 solar greenhouses that provide produce for Riverview's community-

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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/alumni-notes/submit.

supported agriculture program. In 2022, the farm grew more than 30,000 pounds of produce for Feeding America and local food pantries and shelters.

Thank you to **Isaac Dzubay '17** for sharing this news!

Pierce Peterson '18 of Oregon, Wisconsin, is credited as an inventor on nine patents issued by the United States Patent and Trademark Office in 2022. Peterson is a product design engineer at Placon Corporation, where he designs thermoformed packaging.

20s

Go, Erin, go! **Erin Roberge '21** of Eau Claire, Wisconsin, is the Green Bay Packers' first female full-time athletic trainer. She started working with the Packers as an intern in 2020 before assuming a full-time role in January. At the UW, Roberge was a student hourly in the UW Athletics sports medicine clinic and credits her rotation working with Wisconsin football with preparing her for a successful training career in the NFL.

At **Marina Bloomer MBA'22's** Stellar Tech Girls, it actually *is* rocket science. Bloomer founded her company in Middleton, Wisconsin, in 2022 to provide local girls and nonbinary youth with opportunities to explore careers in STEM fields. "Although 74 percent of middle school girls express interest in STEM initially, only 15 percent of the engineering workforce is female," Bloomer says on the company's website. "I think it's really important that we create spaces for kids of this age where they can learn about STEM in a safe, inclusive, welcoming environment." Bloomer is an aerospace engineer and previously held roles at Ursa Major Technologies, Sierra Nevada Corporation, and SpaceX.

Ope, Megan Provost '20 is just going to sneak right past ya.



BRUCE RICHTER

A Solution for Unpaid Internships

Not all students can afford to work for free.

Internships can provide unique educational experiences and invaluable career development. Taking what they glean from those opportunities, students can apply new insights to their major. The challenge is that nearly 43 percent of internships at American for-profit companies offer no compensation, creating an unfair advantage for those who can afford an unpaid one.

Since 2015, the UW School of Human Ecology (shown above) has been working with passionate donors to empower all Badgers to take advantage of these transformational experiences. The school's Unpaid Internships Program has funded students and created the Summer Internship Scholarship Program to help offset the costs of working without pay. With generous donor support, the School of Human Ecology has awarded almost \$19,000 to 119 student interns. Now, more than 70 percent of human ecology students get paid to work, even if their internship is unpaid.

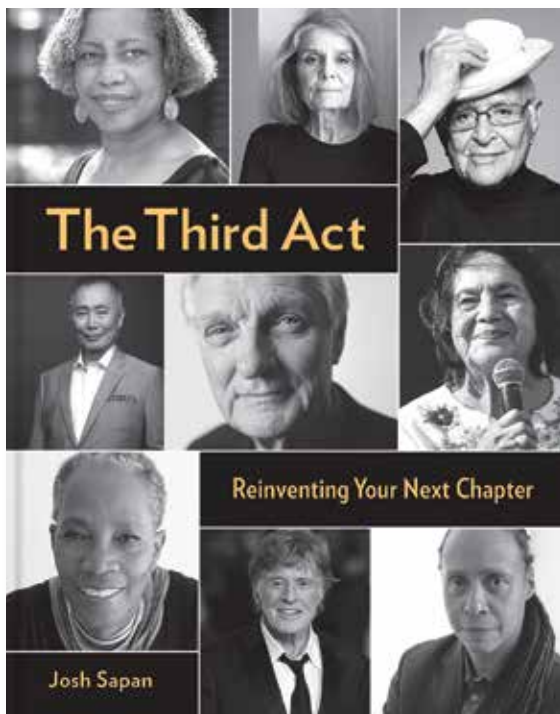
"The School of Human Ecology is committed to eliminating financial barriers that may prevent a student from participating in a high-quality internship that aligns with their major and career goals," says **Alicia Hazen '00**, assistant dean and career services director. "We understand the value internships provide in helping students to not only explore potential careers of interest and apply learning from the classroom, but also in developing professional connections and social capital that may help them launch their careers post-graduation."

This type of discretionary funding allows the school the flexibility to help cover students' living expenses so they don't have to face going further into debt. And the impact is monumental. **Destiny Huven '23**, a scholarship recipient last year, majored in psychology and human development and family studies. "I was an intern with the Canopy Center, which is focused on helping to strengthen families and support children, teens, and adults impacted by trauma and adversity," Huven says. "Because of this scholarship, I was working [with] families in need of protection and services."

The program is also helping Badgers who've been offered internships abroad. **Natalie Damian '23**, who is currently majoring in early childhood education and human development and family studies, was able to accept an internship in Lumakanda, Kenya.

"This position will help me as a future teacher working with children from different backgrounds and cultures," Damian says. "I will carry the skills, memories, and relationships I formed there for the rest of my life, and I am so grateful."

NICOLE HEIMAN



Sapan shares 60 stories that prove that retiring doesn't have to mean slowing down.

Your Life's Encore

In *The Third Act*, Josh Sapan '75 talks with remarkable individuals about how they made their later years their best years.

Throughout 35 years in the entertainment industry, **Josh Sapan '75** crossed paths with accomplished people whose golden years are just as fulfilling, if not more so, than their glory days. In *The Third Act: Reinventing Your Next Chapter*, Sapan shares 60 stories of those who chose to “refire” rather than retire and whose lives — and the world — are all the better for it.

Readers will recognize industry icons like Alan Alda, Robert Redford, Jane Fonda, and Rita Moreno, while meeting individuals whose names were never up in lights but whose achievements are no less remarkable. At age 80, Donzella Washington became the oldest graduate of Alabama A&M University. Jamal Joseph spent seven years in prison, where he earned two college degrees, before joining the faculty at Columbia University; he later established a safe space for Harlem youth. Computer programmer Carl Butz celebrated his retirement by purchasing and revitalizing America's smallest local newspaper, and Andrea Peterson became a firefighter at age 62.

These are just a few of the inspiring stories that illustrate the limitless potential of a time marked by newfound freedom paired with the wisdom of a life well lived. Most profiles in the book are accompanied by striking black-and-white portraits that depict their subjects not in the glow of youth, but in the joyful contentment of old age.

“Each person in this book ... is a picture of another kind of retirement: one that's generative, reflective, and rewarding,” Sapan writes in the book's preface.

Sapan is the former president and CEO of AMC Networks. He commenced his own third act when he retired in 2022.



I Know What You Did

CAYCE OSBORNE '98

Petal Woznewski is shocked when she comes across a book based on the death of her childhood friend — and when the author accuses her of the murder. To find out who wrote it and why, she returns to her hometown of Madison, Wisconsin, where she faces long-buried secrets and encounters even more questions. *I Know What You Did* includes references to familiar Madison staples as it alternates between Petal's perspective and excerpts from the book that frames her.



The Grief of Stones

SARAH MONETTE MA'97, PHD'04

As a Witness for the Dead in the city of Amalo, Thara Celehar has the power to channel the recently deceased and share their thoughts and last experiences before death. When he's summoned to use this rare ability to investigate the suspicious death of a noblewoman, he uncovers a crime far more sinister and a mystery far more complex. This fantasy-meets-detective novel takes place in the same universe in which Monette (writing under the pen name Katherine Addison) set her critically acclaimed novel *The Goblin Emperor*.



Recovery: A Poem

J. L. CONRAD MA'07, PHD'16

Conrad creates a poetic dreamscape in which she explores the sensations of detachment and disorientation that accompany grief and loss. By using poetry as an anchor to the world when reality seems distant and when the body feels overcome by the physical pain of grief, Conrad offers readers a mechanism for moving through seemingly insurmountable moments. The book won the 2022 Robert Phillips Poetry Chapbook Prize.



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

McClutchy's documentary was nominated for a 2023 Academy Award.

Believing Martha Mitchell

Debra McClutchy '92's Netflix documentary *The Martha Mitchell Effect* remembers the woman President Nixon wanted everyone to forget.

Bob Woodward and Carl Bernstein made their names in journalism when they exposed the Watergate scandal in 1972. Martha Mitchell's name was nearly buried when she tried to do the same.

In *The Martha Mitchell Effect*, codirector **Debra McClutchy '92** tells the story of an outspoken public figure during the Nixon administration. After trying to defend her husband, United States attorney general John Mitchell, upon the revelation of his role in orchestrating the break-in at the Watergate Hotel, Martha later helped Woodward and Bernstein prove his guilt.

Her accusations of political corruption and her reports of being kidnapped and drugged to prevent her from speaking to the media were frequently dismissed by her husband, the president, and others in politics as symptoms of mental illness. Many of her claims were later corroborated by individuals involved in the scandal. Psychologists now use "the Martha Mitchell effect" to describe situations when an individual's accurate perception of reality is misdiagnosed as delusional by medical professionals.

"This story is really about the personal fallout for Martha in terms of her love affair with her husband," McClutchy told *Deadline.com*. "John Mitchell chose Nixon over his wife. ... There was no loyalty to her."

The film opens with a clip of Nixon telling British TV personality David Frost, "If it hadn't been for Martha, there would have been no Watergate." He didn't mean it as a compliment, but his words have nevertheless grown more poignant over time as the American public continues to recognize Martha Mitchell's integral role and unjust dismissal in one of history's most infamous political scandals.

The Martha Mitchell Effect was nominated for an Academy Award in the documentary short film category. McClutchy is a Brooklyn-based filmmaker whose work includes *The Booksellers*, a feature documentary about New York City's rare books world.



Strolling in the Ruins: The Caribbean's Non-sovereign Modern in the Early Twentieth Century

FAITH SMITH MA'88

The period between the 1865 Morant Bay Rebellion and the start of World War I is often thought to be an uneventful, pro-imperial time in the British Caribbean. Smith argues instead that this "quiet" time was alive with the violence of colonial rule and the attempts of individuals to live meaningful lives despite it. Smith is an associate professor of African American studies and English at Brandeis University.



Blank Check with Griffin and David

J. J. BERSCH MA'16, PHD'22

Bersch's job is a cinephile's dream: as a researcher for the podcast hosted by actor Griffin Newman and the *Atlantic* film critic David Sims, Bersch takes deep dives into directors' entire filmographies, documenting everything from casting and production to details that could impress even the most well-versed movie buff. The podcast discusses the repertoires of directors whose works run the gamut from wild successes to woeful flops.



Rincon Point

VINCENT BURNS MA'89, PHD'94

The Beach Boys were far from the first to recognize Rincon Point's splendor when they sang about the world-renowned surfing destination in 1962's "Surfin' Safari." As Burns and coauthor Stephen Bates illustrate, surfing is only a part of this coastal gem's storied history: it was a village site of the Chumash people, a 19th-century ranch, a highway, a honky-tonk, and more, attracting a cast of characters and creatives to Southern California to this day.

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ALTHEA DOTZOUR

You Belong at Bakke

The latest upgrade to campus wellness facilities goes beyond traditional sports and fitness.

The slogan that branded the soft opening of the new Bakke Recreation & Wellbeing Center in April is more than good marketing: it's a mission statement.

"We are utilizing our services to reach students in new ways, well beyond your traditional intramural sports or group fitness classes," says **Aaron Hobson '08**, director of University Recreation & Wellbeing (Rec Well). "We're recognizing that students feel safe and welcome in our spaces and are taking advantage of those spaces to build a sense of belonging on campus."

The Bakke, which replaced the Natatorium, was designed in partnership with UW students to embody and encourage belonging. Its architecture reflects the curvature of the nearby Lakeshore Nature Preserve. Inside, a variety of fully equipped spaces and a rich catalog of programming cater to a diverse campus community whose needs — physical, mental, social, and emotional — are met with the guiding principle of holistic wellness.

The Bakke's open concept, natural lighting, and spacious floor-plans help create a comfortable and inclusive environment.

The Bakke Recreation & Wellbeing Center was made possible by lead donors Jim '77 and Sue Bakke.

"We know that our students are here for academics, first and foremost, but those can be rigorous, and they can be challenging," Hobson says. "Students need amenities and resources and outlets that can help them be successful inside the classroom by taking care of themselves outside of the classroom."

At the Bakke, that self-care might include using the strength and cardio equipment of a traditional gym or swimming laps in Cove Pool. It can also mean working on a golf swing in the Skybox Suites sports simulators, competing virtually in the eSports studio, catching some shut-eye in a nap pod, scaling the Mt. Mendota climbing wall, building nutritional know-how in the Wolf Teaching Kitchen, taking a spin class, meeting with a peer wellness coach, or simply enjoying a quiet moment on the Willow Deck.

"[The Bakke] is building this whole, balanced ecosystem of wellness," says **Angeline Peterson MA'18, PhD'23**, a student employee at the Bakke.

Though this self-contained ecosystem is only one part of a student's campus experience, Hobson hopes it will be an integral one.

"We've always dreamed of being a 'third place,'" Hobson says. "You have your home, you have school, but then you can find that third place here, whatever that place might be for you."

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