

OnWisconsin

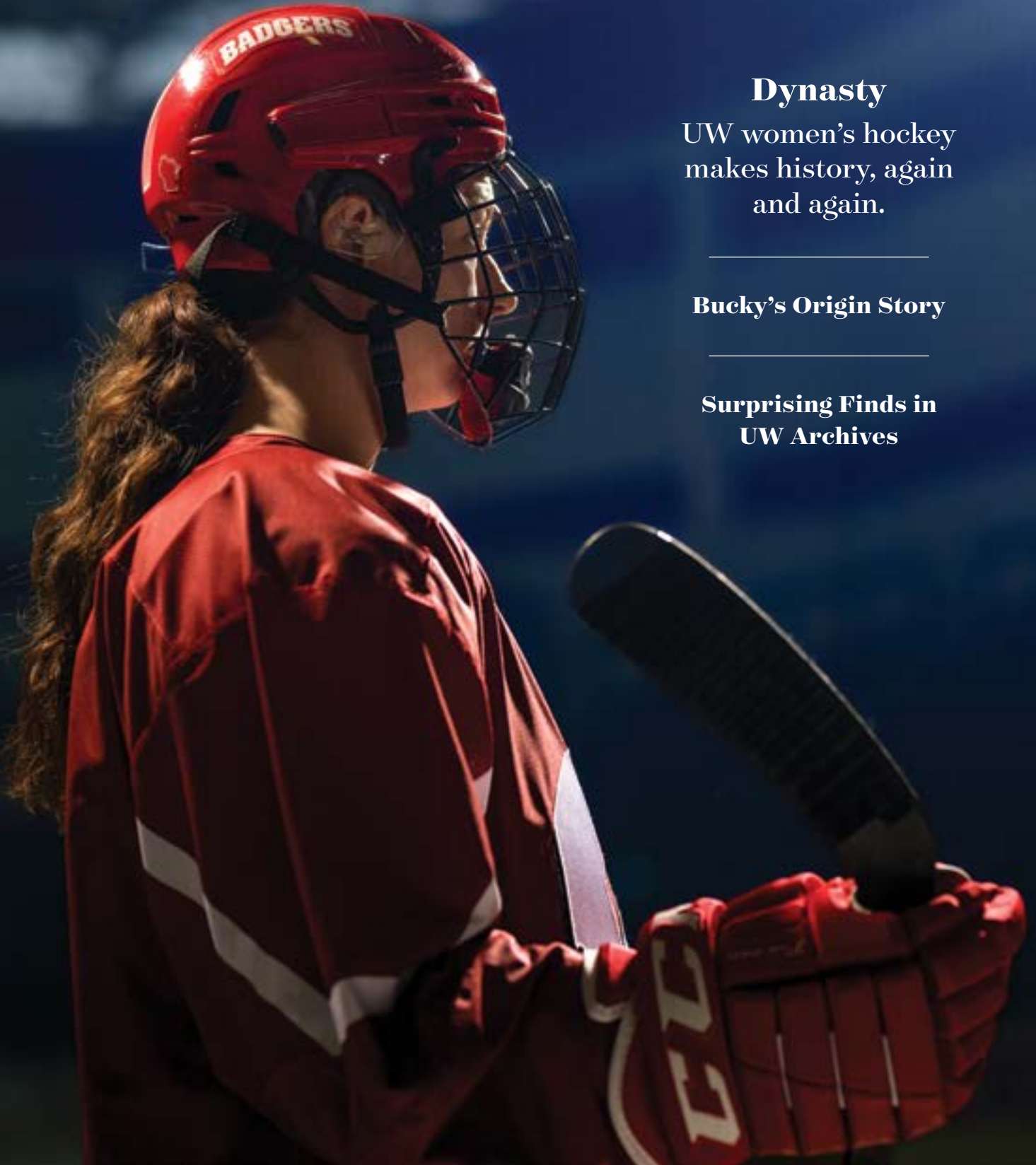
FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS WINTER 2023

Dynasty

UW women's hockey makes history, again and again.

Bucky's Origin Story

**Surprising Finds in
UW Archives**



Vision

Waiting in the wings: Bucky and members of the UW Spirit Squad line up in the tunnel leading to Camp Randall Stadium before the W Project in September. The W Project helps new students learn about Badger traditions — sing school songs, eat Babcock ice cream, and join classmates on the field to form an enormous Motion W. See more pictures at news.wisc.edu/all-about-the-w.

Photo by Bryce Richter





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OnWisconsin

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UW ARCHIVES

Bucky was born on a bookshelf — and could have died there. See page 30.



UW ARCHIVES

The Badger yearbook captured the lives of students for nearly 130 years. See page 42.

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For UW women's hockey players, dominating their sport has translated to success beyond college. *By Megan Provost '20*

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The venerable campus tradition came to a halt nearly 10 years ago — and a student decided to find out why. *By Anupras Mohapatra '23*

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Relive the UW's last-minute victories from the past half-century. *By Doug Moe '79*



ALTHEA DOTZOUR

Incoming provost Charles Isbell spoke at the Chancellor's Convocation for New Students. See page 20.

Cover

Women's hockey player Sarah Wozniwicz '25 strikes a contemplative pose. Photo by Jeff Miller

Is Losing an Option?

I take issue with the use of the motto “Losing Is Not an Option” on the cover of the Fall 2023 issue and in the article on Coach Fickell [“I’m Going to Be Intense,” Fall 2023 *On Wisconsin*]. A competitive spirit and determination to win are important attributes in a coach, or indeed any leader, but anyone attempting excellence must fail at some point. The article even discusses Coach Fickell’s mistakes and disappointments, as well as the lessons learned from them.

Luanne Redmond ’77
Chicago

It’s difficult to ignore the easy title on the cover of the Fall *On Wisconsin*: “Losing Is Not an Option.” As an observer of increasing corruption within big-time college football, I would argue that “losing” should be considered a real option. Or maybe just redefine “winning.”

Jim Cohen ’72
Santa Monica, California

What a nice article about the new football coach, [Luke Fickell]. Very informative and upbeat.

GwenEllyn Anderson ’74
Salem, Oregon

Alarming Supreme Court Ruling

I was alarmed when I read “Interpreting a Supreme Court Ruling” [On Campus, Fall 2023], which describes how the UW focuses foremost on academic strength in the admissions process. Many minorities and marginalized students have barriers to privilege that prevent them from high academic achievement in high school.

As a financially challenged white male from Wisconsin, I had myriad obstacles preventing me from keeping my grades up. I can’t imagine the struggles BIPOC [Black, Indigenous, and people of color] students might have to overcome. Mine was only

a financial burden, yet an on-site math quiz got me in at Madison despite having a C average in high school. I graduated in three years and immediately blew through Johns Hopkins medical school. I’ve enjoyed a stellar career of contributing to humanity because of that golden opportunity.

Give DEI [diversity, equity, and inclusion] programs and diverse students the same chance I got, and the UW will truly become an inclusive university.

Carl Clingman ’89
Pine Island, Minnesota

Nontrivial Achievers

My grandpa, William J. Bleckwenn, is mentioned as an achiever in “Nontrivial Pursuits: A UW Quiz in Six Parts” [Fall 2023]. I’m so proud of my grandpa’s many significant achievements, and it means a great deal to me and my family to see him remembered for being a pioneer in treating mental health issues with psychopharmacology.

Sue Bleckwenn Grzeca ’78
Milwaukee

What a surprise, when “playing” “Nontrivial Pursuits,” to come across a question about my great uncle, psychology professor Joseph Jastrow. As kids, my siblings and I were familiar with [his] duck-rabbit [optical illusion]. In 1962, as a sophomore at UW–Madison, I visited the apartment Dr. Jastrow had lived in with his suffragist wife, Rachel Szold Jastrow. Although I was there some 35 years afterward, their Moorish-designed study in the house at 237 Langdon Street was still intact.

Sarah Levin ’64
Columbia, Maryland

Excellent Primer

For the past 15 years, since I’ve had the opportunity to visit campus fairly regularly, a stop at the Chazen has been a must. Its design and permanent collection pieces always lighten my heart.

Paul Kosidowski’s article “A Museum’s Greatest Hits” [Fall 2023] is an excellent primer on 10 varied pieces for visitors to seek out regardless of how much time they have. It’s hard to imagine what is hidden in the 23,000-plus pieces not on display, but they must provide a joyful challenge for instructors looking to curate pieces for teaching purposes.

Thanks to the Chazen family for bringing an architectural jewel to campus and to Madison and to the alumni and others who’ve made the wonderful collection possible. The collection of Jim Dine pieces and his mural designed for the ancient-art gallery are also worthy of mention.

Ward Katz ’66
Prairie Village, Kansas

Critical Skills

“Courses on the Cutting Edge” [Fall 2023] is about courses that teach students to pivot from one career or industry to another. The courses that weren’t listed are English and history and classes that give a lot of writing assignments — courses that teach students how to read and write. Those are the skills that students will use every day after they graduate, and the ones that will get them their new jobs in the new industries.

Stan Feinstein ’64
Pacific Palisades, California

Alternatives to Plastics

Thank you for “Reclaiming Recycling” in your Fall 2023 issue. It explores an important problem, and I am glad faculty members are working on it. I’d like to point out that having representatives of the plastics industry involved in this research creates a conflict of interest, as making plastics out of petrochemicals, not recycled plastics, is how they make their money.

Also, is there no one at the UW who is working on alternatives to petrochemicals? I hear hemp holds much promise, not

only for biodegradable plastics, but also for our farmers here in Wisconsin.

Frank Schultz '85

Janesville, Wisconsin

I just finished reading the Fall *On Wisconsin*, and now I stand in the kitchen not knowing whether to put it in the recycle or trash can?

Thanks for the education.

Becky Ennis '97

Santa Rosa, California

Editor's Note: *The correct answer is to never throw out an On Wisconsin. But seriously, the magazine is printed on recycled paper, and we hope you will recycle it when you're done with it.*

“Jump Around” Video

I felt I had to add to the great article on the origins of “Jump Around” [Tradition, Fall 2023]. While my heart belongs to the UW, I coached the Marquette University cheerleaders for 21 years. One of my cheerleaders, Jen Lada, is a reporter for ESPN and won an Emmy this past spring for a feature she did on the creation of “Jump Around.” [See go.wisc.edu/jump-around.]

I am incredibly proud of Jen and feel her piece just adds to all that makes Madison so special.

Jane Vinson-Kafura '70

Lac du Flambeau, Wisconsin

Memories of the Shell

The Shell [Bygone, “Farewell to the Shell,” Fall 2023] may not look like much now, but in the '70s and '80s, it was cutting edge.

On Saturday, January 29, 1983, Herschel Walker and the Georgia track team came to town. For the first time in Shell history, it was sold out, and I was there. But what people will remember is not the track meet, but the fact that that evening, UW track coach Dan McClimon was killed in a plane crash on a recruiting trip.

Nice article.

James Emery '81

Brooklyn, Wisconsin

The fall issue was a great read. I especially enjoyed Preston Schmitt’s “Farewell to the Shell.” I did not know much of its history. I spent much time marching in the Shell for early morning Army ROTC drill. I wish he’d included ROTC drills in the history.

Thomas Straka '72, MS'73

Pendleton, South Carolina

A Perspective on Fredric March 1920

Congratulations on the Rebecca Blank history center with its goal of educating the campus about the university’s past [Summer 2023, On Campus, “New Center Will Explore the UW’s Past”].

As a new student from New York in the 1970s, I looked for friends and causes through various campus groups, much like [the actor] Fredric March 1920 did; trying new things, joining, and quitting. March quit a group [called the Ku Klux Klan], then devoted a lot of his life to fighting racism, and now his name is no longer on [the Wisconsin Union’s Play Circle Theater].

We all make mistakes. Fredric March was not perfect, but he was a model citizen and a talented person who set an example for generations of Badgers to come. The UW would set a great example by restoring March’s name back where it belongs.

Lisa Kildahl Hight '79

Wellington, New Zealand

The Right Coach

Thanks for profiling women’s basketball coach Marisa Moseley [Contender, “Pay It Forwards,” Fall 2023]. I think they’ve found the right coach to help turn things around. Many of their games last year were closer than their record suggests. Plus, they swept Minnesota for the first time since my senior year, which feels extra great living in Gopher country.

Go see the Badgers this year if you can!

Cass Casarez '11

Saint Paul, Minnesota

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.

Fall 2023 Corrections

The Contribution column mentioned that the Unpaid Internship Program had awarded \$19,000. That total was actually \$190,000.

The article “A Museum’s Greatest Hits” should have indicated that a painting by Ojibwe artist Rabbett Before Horses Strickland called *Iskwaaj Nibi* was commissioned by PBS Wisconsin, not by Wisconsin Public Radio. The commission was in partnership with PBS Wisconsin’s 2020 documentary *Rabbett Before Horses*.

An On Campus news item stated that a new American Sign Language course fulfills the university’s language requirement, but it should have stated that it counts toward the language requirement, fulfilling one semester in a sequence of required courses.

Online



UW ARCHIVES

175 AND COUNTING

The next-best thing to a stroll through campus is a scroll through campus history. “UW–Madison at 175” (175.wisc.edu/timeline) is an interactive timeline that makes the UW come alive on your screen, from the 1848 founding to 2023’s world-changing research. Along the way, you can meet illustrious faculty members and alumni, learn about famous firsts, and explore the origin of beloved Badger traditions. Come for the lovely archival photos; stay for the many links to classic *On Wisconsin* articles.

Visit us at onwisconsin.uwalumni.com.

MY UW

Jon E. Sorenson



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

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

Jon E. Sorenson '85

supportuw.org/giftplanning

OnWisconsin

Winter 2023

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UW ARCHIVES

An Anniversary Party in Print

Celebrating 175 years of UW triumphs and traditions

In our last issue, *On Wisconsin* published a trivia quiz to mark UW–Madison’s 175th anniversary. But if you thought we’d leave it at that — well, you don’t know us very well. We’ll seize on any pretext for celebrating the UW, especially if it gives us a chance to write about glorious triumphs and cherished traditions. In this issue, we keep the anniversary party going by tracing the university’s extraordinary path from 1848 to 2023.

“Surprising Stories from UW Archives” evokes UW history with a selection of significant objects: everything from a 1920s freshman beanie to a tear-gas canister used in the Vietnam War protests. “Creating the Badger Brand” explores the eccentric history of the UW’s iconic logos (see 1965’s “Boxing Bucky,” above). “Whatever Happened to the *Badger Yearbook*?” showcases a UW tradition that passed from the scene, a victim of changing tastes and technology. Luckily, we still have all those beautiful old yearbooks to display in our pages.

Two sports stories touch on a UW tradition that’s still alive and well: winning. “Badgers at the Buzzer!” offers inside perspectives on some of the most exciting UW athletic contests from the past half-century. And the cover story looks at the greatest women’s hockey program in NCAA history, fresh off its seventh national title.

Our Winter issue isn’t solely focused on the past. We also profile faculty, students, and alumni seeking solutions for today’s problems, including cutting-edge treatments for blindness and cancer. Badgers continue to change the world — and we can’t wait to see what innovations they’ll unveil between now and the 200th anniversary.

DEAN ROBBINS

175.wisc.edu

From Push-ups to Pushing Limits



From 1848 to today, UW-Madison has been home to both dreamers and doers. Badgers are driven by public service, pushing beyond our boundaries and solving society's largest problems. We call it the Wisconsin Idea. Because this is **where an idea can change the world.**



OnCampus

News from UW-Madison



BRUCE RICHTER

Good panelists can detect sweet, salty, bitter, and acidic tastes.

Wanted: Pizza and Ice Cream Tasters

A Center for Dairy Research job posting creates an international sensation.

The UW's Center for Dairy Research went viral last spring when it posted an ad for "descriptive sensory panelists" — in other words, people who taste cheese, pizza, and other dairy products. Fascinated by a position that screamed "only in the Dairy State," CNN, NBC, and other media outlets published articles oozing with cheesy puns. Sample headline: "Grate Job!"

While national reporters believed this was all very silly (or "brie-lieved," as they inevitably put it), descriptive sensory panelists play an essential role in a research operation that benefits both consumers and the dairy industry. They help improve quality and develop new products. You can thank them the next time you bite into a perfect cheese curd.

"When you buy curds from the grocery store, they're often mushy and not very pleasant," says sensory coordinator **Brandon Prochaska '12**. "We're doing research into how to prolong the squeak."

The Center for Dairy Research normally gets about 10 responses to a job posting for descriptive sensory panelists. This time, with all the publicity, it received more than 250 from around the world. After intensive training, the five lucky hires joined the 20-person panel in September to measure how cheese melts, browns, and blisters on a scale of zero to 15, among other tasting-related tasks.

Successful panelists have a knack for detecting sweet, salty, bitter, and acidic tastes. In common parlance, they're good eaters.

"I love aromas, textures, and flavors," says new panelist **Kelly Kluck**, whose interview process included three hours of sniffing and tasting tests. She had previously evaluated coffee and wine as a hobby and can't believe she now gets to eat cheese for a living.

And make no mistake, working at the Center for Dairy Research is not a picnic — it's a profession. No matter how much panelists like pizza, for example, it takes discipline to taste up to two dozen a week. Part of the secret is spitting out the food rather than swallowing it.

"If we consumed everything we were evaluating, we'd be full within the first hour," Prochaska says. "And once you're full, you can't really do a good job of being objective."

DEAN ROBBINS



WATT BROTHERS MAKE THE WHEATIES BOX

Cereal-loving Badgers might do a double-take the next time they reach for their Wheaties. **J. J. Watt x'12** and **T. J. Watt x'17** grace the front of the box, and brother **Derek Watt '15** joins them in a photo on the back.

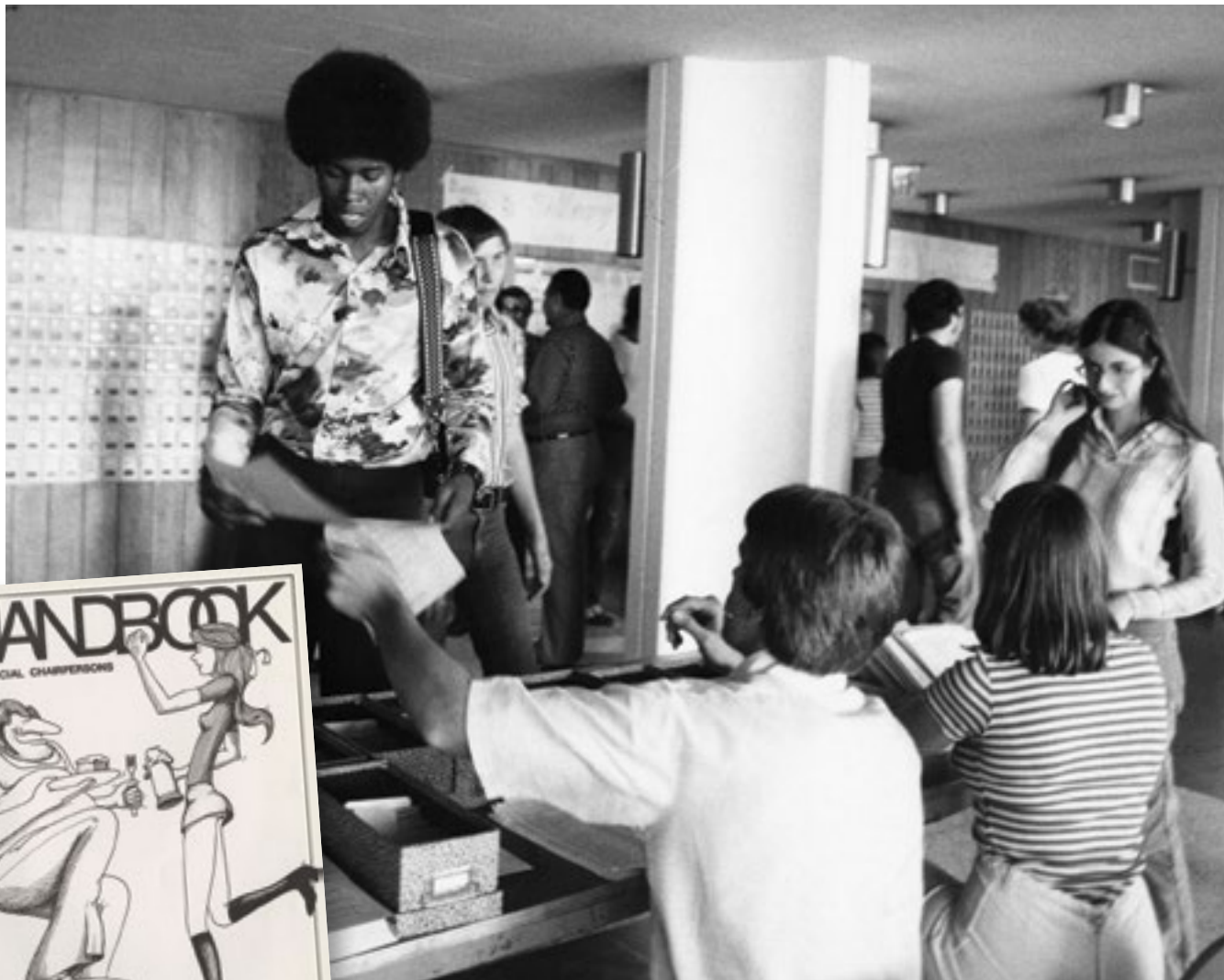
J. J. was a defensive end for the Houston Texans and then the Arizona Cardinals before retiring in 2022, and T. J. is a linebacker with the Pittsburgh Steelers, while Derek, who was a free agent at press time, was a fullback with the same team. J. J., a three-time NFL Defensive Player of the Year who has been described as one of the greatest defensive players of all time, is now an NFL analyst with CBS.

"It is a childhood dream come true to be on the next Wheaties box," J. J. and T. J. said in a press release. "We hope this box is a reminder for athletes and people everywhere to persevere — on the field and in life — and always champion what you're passionate about."

Wheaties, which highlights athletes who are making a difference outside their athletic careers, donated \$100,000 to the Justin J. Watt Foundation, which provides after-school athletic activities for kids.

J. J. and T. J. have also been involved in charitable endeavors such as the Make-A-Wish Foundation and aiding victims of Hurricane Harvey and other natural disasters. They are the first brothers to be featured on the Wheaties box and the first duo since 1934.

NIKI DENISON



Social-Ists

Want a swinging '70s party? Get tips from an old UW Housing handbook.

In the days just before the fall 2023 semester started, Madison heard the news that 128 fake IDs were seized in a single night, all presumably from people who wanted to drink underage. Many of those cited must have pined for the simpler days of 1974, when an 18-year-old could get beer without the hassle of leaving his or her dorm — all with the blessing of UW Housing.

The 1974–75 *Handbook for Social Chairpersons* was prepared by the Division of Housing to help res hall dwellers create “well-conceived, planned, and executed functions,” including winemaking, beer and brats parties, and (possibly for the less studious) a “surprise going-away party.”

“There is, literally, no limit to the scope of educational, social, and recreational events which can be developed by and for students living in University Residence Halls,” the handbook says. It then spends, literally, 24 pages describing limitations and rules: you must reserve space in advance, a House Fellow must be present or on call, food service must be arranged in advance, Housing staff will not

Above, students receive information as they move in at Ogg Hall in the 1970s. Housing offered residents limitless opportunities, as delimited in such documents as the social chairs’ handbook, inset.

wash dishes (they advise using paper so that students can throw their dishes away), permission is necessary for any event that starts before 6:30 a.m., beer service must stop promptly at 12:30 a.m., and all state regulations and University Housing policies must be adhered to.

Still, the 1974 handbook is a remarkably permissive document. Most of the rules are focused on ensuring that dining and maintenance staff are informed of plans and that bills are paid — pop, it notes, is 20 cents a can or \$4.75 a case; beer is 30 cents a can and \$5.75 a case. Today’s res hall residents can find their Housing guidelines, including rules and expectations, at housing.wisc.edu.

JOHN ALLEN



SARAH MAUGHAN/UW SCHOOL OF EDUCATION

A Simulation for Future Scientists

Imagine playing a video game where you navigate your submarine through a forested lagoon, identifying exotic species and learning about the food web there. That's one of the activities in the most in-depth educational video game ever produced by UW-Madison's innovative Field Day Lab, which represents new frontiers for game-based learning.

Wake: Tales from the Aqualab is an immersive game that teaches middle and high school students about scientific research practices through a narrative arc about an ocean-floor scientist.

"This is an important element to our design philosophy — to reach kids through their imagination," says **Sarah Gagnon '08**, creative director at Field Day Lab. "The game includes experiments and all kinds of science, but it also includes a compelling story and dream sequences. We wanted to create a game that explores the wonderful and vast world of terrifying creatures in the deepest parts of the ocean."

Students conduct experiments such as gathering samples of oceanic flora and fauna and bringing them back to their lab for observation. As the game progresses, the experiments grow increasingly complex, and players earn experience points to "buy" additional equipment needed to complete more advanced inquiries. Before long, students are troubleshooting snags in their experiments and building out scientific models.

The web-based game is available to teachers, educators, and families on BrainPOP, an educational games website, and PBS LearningMedia. It aims to engage every student, even those who haven't typically been interested in subjects like science, technology, engineering, or math.

"It's one of a few projects of this size ever attempted," says **David Gagnon '04, MS'10**, director of Field Day Lab, which is based at the School of Education's Wisconsin Center for Education Research. "The game has over 50 challenges across a dozen ecosystems with hundreds of individual species."

Wake involved engineers, designers, educational researchers, 3-D artists, 2-D illustrators, a musician, and classroom teachers from across Wisconsin.

"Field Day has developed one of the deepest and most expansive science games we've seen yet, engaging students in experimentation and modeling," says Michael Gi of BrainPOP. "From the beautiful art design to the thought and care put into the characters and mechanics, this game brings a sense of fun and wonder to budding scientists everywhere."

LAUREL WHITE



ALTHEA DOTZOUR

USA Today listed "The 10 Best College Sports Traditions," and UW-Madison alumni will not be surprised by the number-one pick: "Jump Around" at Badger football games. The "unmistakable rallying cry" beat out Virginia Tech's "Enter Sandman" and the Army-Navy football game.



In August, the UW Police Department launched

BadgerSAFE, a free app that provides safety alerts and other resources for students, staff, parents, and community members. Police urged the campus community to download the app after

a UW student was attacked in downtown Madison in September; a suspect is in custody.



JEFF MILLER

Several sections of a swimming pier in front of the Memorial Union collapsed

into Lake Mendota on September 4, sending dozens of people into the water. One went to the hospital with non-life-threatening injuries, and five others were treated and released at the scene. UW-Madison is investigating the incident and reviewing safety measures.

Rise of the Machines

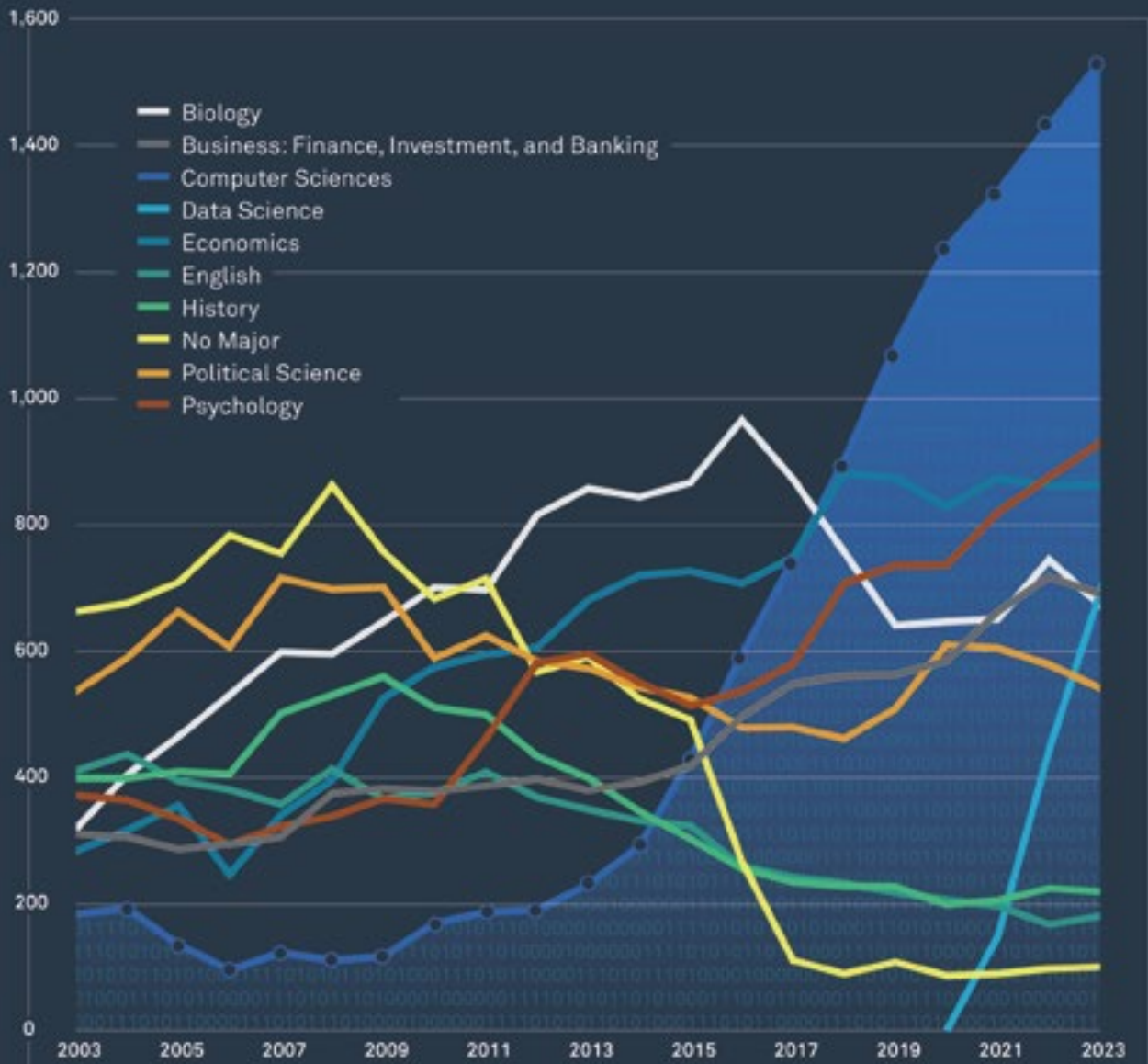
Over the last 20 years, the UW has grown much, much, much more interested in computer and data science.

If you wonder why the UW decided to create a School of Computer, Data & Information Sciences, you really should check the data. Over the last 20 years, the number of students majoring in computer sciences has grown at more than 800 percent.

According to the most recent figures, the UW's top five majors — as measured by seniors in the spring semester — are computer sciences; psychol-

ogy; economics; data science; and finance, investment, and banking. Four of those five didn't appear among top majors 20 years ago. In spring 2003, the top five were heavy on humanities and social sciences: political science, English, history, psychology, and biology. Here's how today's top majors and those from a generation ago have changed.

JOHN ALLEN





DANIELLE LAMBY

Gene Editing Therapy Will Treat Blindness

With support from the National Institutes of Health, a team of researchers at the Wisconsin Institute for Discovery will lead drug therapeutics testing for two diseases known to cause blindness.

Over the next five years, the collaborative project will merge new drug delivery systems with advanced genome CRISPR technology, seeking treatments for Best disease and Leber congenital amaurosis, both of which are currently untreatable hereditary diseases.

The researchers decided to focus on the eye as their starting point because it is self-contained, isolated from other organs, accessible, and easy to monitor. It also has a low likelihood of adverse immune reactions.

“Leber congenital amaurosis affects children and their entire vision, and Best disease affects older individuals’ central vision,” says **David Gamm**, UW ophthalmology professor and director of the McPherson Eye Research Institute. “By targeting these two diseases, we can gain a broader perspective on the effectiveness of our gene editing therapeutics.”

Krishanu Saha, an associate professor of biomedical engineering at the Wisconsin Institute for Discovery, views this grant as a crucial step toward advancing gene editing therapy and drug development on campus.

“The genome editing piece of it is a game changer,” Saha says. “The opportunity to execute it in a safe and meaningful way for patients would be a nice fulfillment of why we do the work and why it’s publicly funded.”

Genome editing involves splicing or cutting DNA at a specific spot or inserting a DNA template that replaces the cut site. This can correct disease-causing mutations by eliminating or replacing the mutated sequence.

Developing a safe and efficient delivery system for the CRISPR genome editor is an essential part of this project. **Shaoqin Gong**, UW professor of ophthalmology and visual sciences and biomedical engineering, will focus on a new family of nanoparticles that can carry genome-editing tools into organs or cells and then harmlessly dissolve.

“This grant offers us the resources to improve processes, develop a safe and effective patient treatment model system, and enhance visual function,” says Gamm.

LAURA RED EAGLE '99



JAKE LEPPER

TAKE A SEAT — BUT NOT A CHAIR

Earlier this year, **Gayle Litteral '92** arrived at the UW Police Department with a weathered Terrace chair (above) and a confession. She informed UWPD sergeant **Jake Lepper '16** that she stole it from the Memorial Union Terrace during her graduation weekend. Thirty-one years later, to set an example for her kids, she decided to return the yellow chair. Its rust and patina corroborated the timeline.

“It’s never too late to do the right thing,” UWPD posted on social media.

Unfortunately for the Wisconsin Union, stolen furniture is a crime that spans generations. In 2022, UWPD received a tip about a sunburst chair spotted in a garage in Verona, Wisconsin. Police recovered the chair, which was stolen in 1978, and issued a verbal warning to the perpetrator. For those caught in the act, fines can exceed \$400. The Union budgets for around 60 new chairs per year, which cover routine replacements as well as thefts. It also employs overnight security and surveillance cameras to deter — and, on occasion, confront — would-be thieves.

During summer 2014, the Union reported a loss of 250 chairs — a quarter of its Terrace seating at the time — and partnered with UWPD on a formal retrieval program.

Law-abiding Badgers can purchase an official sunburst chair in red or white from the Terrace Store for just under \$500. Green, yellow, and orange chairs are not for sale. And if you happen to possess one of those, you can return it, according to UWPD, with “no questions asked.”

PRESTON SCHMITT '14



COURTESY OF HELEN LEE

Blowpipe Prose

Helen Lee explores the interplay among glass, language, and graphic design.

In **Helen Lee's** office sits a gleaming table of flawless glass vessels. Closer inspection reveals that the cut mark at the base of each vessel produces a character of the alphabet. The collection is an example of how Lee's training as a graphic designer informs her glassblowing practice and how her fascination with language in its various forms manifests at the end of her blowpipe.

"One thing that has brought me great pleasure is finding shared vocabulary between glass and design thinking," Lee says.

Lee is the director of the UW Glass Lab. It was the first facility

of its kind on a college campus when UW professor **Harvey Littleton** founded it in 1962, and it remains revolutionary to this day. Its students and alumni push the boundaries of glass art by using the medium to explore other fields of study. It's fitting that this generation of students is inclined to pursue interdisciplinary practices under Lee, whose own art engages with questions of language, legibility, and meaning.

"I'm interested in people's relationship to language as a thing that exists in our brains, but also a thing that exists in the physical world," Lee says. "[Glass] suspends the work right on that cusp between the two, where the viewers really have to reconcile the work both as language and as object."

One such piece is *Alphabet*, a cabinet of glass type that organizes the glyphs of a standard

Iroha (2013) was made in collaboration with students from the Toyama Institute of Glass Art in Japan. Each glass piece is a character of this ancient Japanese poem.

QWERTY keyboard into backlit letterpress type trays. Each of the 68 glyphs is rendered in a 15th-century glass technique that parallels the infinitely scalable nature of modern graphic typography.

Lee's artistic interest isn't limited to language. In one piece, a brood of green glass cicadas references the historical use of the material to imitate highly desirable jade in ancient China. Another translates the familiar object of a metal Chinese coin into a transparent, glass form. And another is designed not for its aesthetic appearance, but for the sound it produces when activated.

"I'm using glass in wildly divergent ways and tapping into a huge range of histories," Lee says. "It just speaks to how incredibly diverse and also wildly ubiquitous the material is in our lives."

MEGAN PROVOST '20



BRUCE RICHTER

He's a Good Dog ... and Then Some

The UW Police Department has hired its first therapy K9 officer. Unlike dogs that are trained to sniff out drugs or track criminals, Charlie — a one-year-old rescue — has a job description that entails providing comfort and just being his affectionate, tail-wagging self.

Charlie is deployed on missions such as helping to defuse tense situations and calming stressed-out students during finals. He lives with his handler, Officer **Katelyn Gamache '16** (above at left), and rides with her on third shift. She assesses situations first and then brings the dog in once she determines whether it's appropriate. For instance, she may use him to help calm down crime victims or those who are experiencing a mental-health episode.

"When I bring Charlie out, their body completely changes," she says. Interacting with a therapy animal is known to increase the release of feel-good chemicals such as dopamine and serotonin, and this makes people more willing to share their stories.

The collie/Australian shepherd/indeterminate mix is trained to pick up on changes in voices and muscles and to respond to them with different techniques. "He's a leaner — he'll lean and put his body weight on you and forget that I'm there," says Gamache. "Charlie is so good at reading people, he can tell when they are about to get sad or cry, and that's when he will lean on them. Dogs can sense things that we don't sense."

Gamache says that a lot of people don't trust police, especially since the killing of George Floyd, and that dogs like Charlie can help to bridge that gap. He also helps enhance the mental health of first responders. In the aftermath of a traumatic incident, for instance, Gamache might bring him in to comfort staff at a hospital or police officers at a debriefing.

Does Charlie like his job? "Absolutely. He's motivated by praise," she says, adding that he sits by the car expectantly when she gets ready to go to work. "He feels that the PD is his home."

A second therapy dog, Dusty, recently joined Charlie as a rookie on the force.

NIKI DENISON



BRUCE RICHTER

Farewell to Richard Davis, the world-famous bassist and charismatic UW–Madison professor who died in September. Davis recorded 30 albums as a leader and appeared on more than 600 others, collaborating with Bruce Springsteen, Van Morrison, Sarah Vaughan, Leonard Bernstein, Barbra Streisand, and other major figures in the jazz, pop, and classical genres.

The University of Oregon and University of Washington will leave the Pac-12 and join the Big Ten beginning in the 2024–25 academic year. USC and UCLA had previously announced their defections to the Big Ten, which will now be the largest conference in college football history with 18 teams.



The FBI has released age-processed images of Leo Burt x'71, still at large after helping to bomb UW–Madison's Sterling Hall and killing researcher Robert Fassnacht MS'60, PhD'67 in 1970. Burt, shown as he might look at 75, is the last fugitive sought by the FBI in connection with radical anti-Vietnam War activities.

VOICE ID USERS, BEWARE

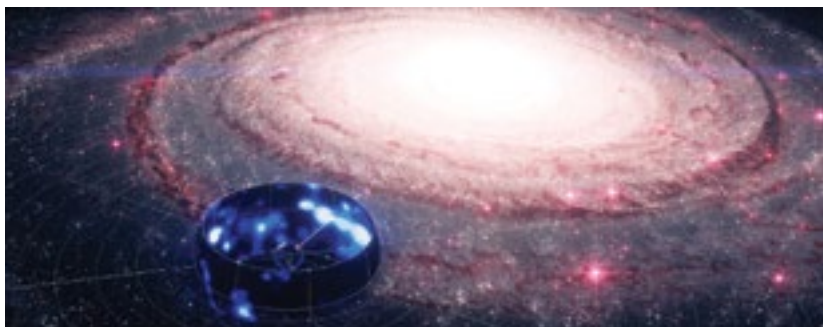
Automatic speaker identification, a tool that uses a person’s voice as a pass-code, is gaining popularity to deter hackers from stealing data.

However, a UW–Madison research team, led by **Shimaa Ahmed PhDx’24** and **Kassem Fawaz**, an associate professor of electrical and computer engineering, has found a significant vulnerability in the systems. By speaking through PVC pipes — the type found at most hardware stores — they were able to alter their voices and trick the machine-learning algorithms that support the speaker ID systems.

The team adjusted the length and diameter of PVC pipes until they could produce the same resonance as the voice they were attempting to imitate. Eventually, they developed an algorithm that can calculate the PVC pipe dimensions needed to transform the resonance of almost any voice to imitate another. They successfully fooled the security systems with the PVC tube 60 percent of the time, while unaltered human impersonators were able to fool the systems only 6 percent of the time.

The risks posed by the security hole could be far-reaching. Ahmed points out that many commercial companies already sell the technology, with financial institutions among their early customers.

JASON DALEY



ICECUBE COLLABORATION/U.S. NSF

A New Look at the Milky Way

Here’s a filter you won’t find on your phone: the UW’s IceCube project used a neutrino lens to take a picture of the Milky Way. Neutrinos are subatomic particles that are nearly impossible to detect — they have almost no mass and barely react to any other matter. The UW-sponsored IceCube Neutrino Observatory uses thousands of sensors distributed over a cubic kilometer of ice at the South Pole to try to “see” neutrinos. The work of IceCube scientists led to this image of our home galaxy, which, they found, produces fewer neutrinos than expected.

“The state was just eight weeks old, but the founders understood that to grow and thrive, it would need to educate its people and give them a place to come for expert help to solve problems.”

— Chancellor Jennifer Mnookin on July 26, 2023, reflecting on the act that created the University of Wisconsin exactly 175 years earlier



DANIELLE LAMBERSON PHILIPP

A DIFFERENT WAY TO DIAGNOSE CANCER

Thanks to machine learning algorithms, short pieces of DNA floating in the bloodstream of cancer patients can help doctors diagnose specific types of cancer and choose the most effective treatment for a patient.

The new analysis technique, created by UW–Madison, is compatible with “liquid biopsy” testing equipment already approved in the United States and in use in cancer clinics. This could speed the new method’s path to helping patients.

Liquid biopsies rely on simple blood draws instead of taking a piece of cancerous tissue from a tumor with a needle.

The research team, led by **Shuang Zhao**, UW assistant professor of human oncology, and **Joshua Lang**, UW associate professor of medicine, used DNA fragments found in blood samples from a past study of nearly 200 patients and new samples collected from more than 300 patients treated for breast, lung, prostate, or bladder cancers at UW–Madison and other research hospitals in the Big Ten Cancer Research Consortium.

“Liquid biopsies are much less invasive than a tissue biopsy — which may even be impossible to do in some cases, depending on where a patient’s tumor is,” says **Marina Sharifi**, an assistant professor of medicine and oncologist in the UW School of Medicine and Public Health. “It’s much easier to do them multiple times over the course of a patient’s disease to monitor the status of cancer and its response to treatment.”

CHRIS BARNCARD



BRYCE RICHTER

Earliest Evidence of Burial

New excavations in South African caves have suggested that members of the species *Homo naledi*, an early human ancestor, intentionally buried their dead and made engravings in the cave walls nearby.

Fossils of *Homo naledi* were first discovered in these caves 10 years ago by a team of scientists that included Professor **John Hawks** and other UW–Madison researchers. If confirmed, their new findings are the earliest evidence of mortuary and meaning-making behaviors in human ancestors. Previously, scholars have believed that the mental capacity behind complex cultural behaviors like burial required a larger brain, like those of Neanderthals and *Homo sapiens*. *Homo naledi*'s brain was only about one-third the size of a modern human's.

"It's not how big your brain is, it's how you use it and what it's structured for," says Hawks.

To show these burials were intentional, the geology team compared layers of sediment at the burial sites to adjacent spots of the cave floor. They found that the layers under the remains of *Homo naledi* were disturbed, rather than uniformly distributed as in the rest of the cave floor. This, Hawks says, suggests that the individual didn't just lie down there and die. While the papers don't currently have enough evidence to satisfy peer reviewers, Hawks and the team are working to provide further data and methodology.

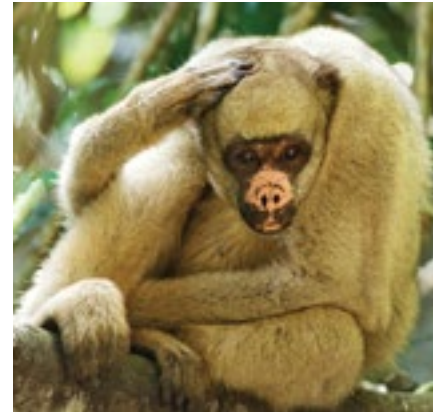
UW–Madison researchers have been excavating at the site for years. They expect to publish additional work soon, and Hawks is excited about the opportunity to shed further light on human evolution.

ELISE MAHON



UW–Madison is ranked second among national public universities in *Washington Monthly's* 2023 College Guide and Rankings. (We're coming for you next year, University of California–Berkeley.) *Washington Monthly's* rankings are an alternative to those of U.S. News & World Report, measuring whether

institutions are "committed to enrolling students of modest backgrounds, getting them through college, and helping them into upwardly mobile careers." The UW was ranked 11th overall on a list topped by Harvard University, up from 16th in 2022.



GETTY

MONKEY POOP GIVES THE SCOOP

Northern muriquis, which live in the Atlantic Forest of Brazil, are one of the most endangered species of monkey in the world. Choosing good mates and rearing thriving offspring are key to their long-term survival.

To better understand what goes on in the mating lives of muriquis, a group including UW–Madison researchers is turning to the monkeys' feces. The scientists combined genetic analysis with long-term behavioral observations to better understand the monkeys' reproductive patterns.

Unlike most primates, muriquis live in peaceful, egalitarian societies, the core of which is made up of related males and their mothers. UW anthropology professor **Karen Strier** has spent 40 years studying the behavior and ecology of these monkeys in a small, preserved portion of Brazilian forest. She and her team know how to identify each individual monkey and who it is related to. She knows how to tell whose poop is whose. She and her team collected samples as a source of DNA to analyze the muriquis' mating behavior through genetic data.

"I knew from behavioral observations that there was lack of competition in mating and that mothers didn't mate with their sons or close male relatives. But the only way to know who the fathers are is with genetics," Strier says.

Lab analysis confirmed that there were no mother-son pairings, which suggests the muriquis may recognize their kin, allowing them to avoid incestuous mating.

ELISE MAHON

What It Means to Succeed

New Provost Charles Isbell will help UW–Madison define itself in a brave new world.

Charles Isbell knows that good science fiction is less about the futuristic than it is the timeless. Beneath the fantasies lie inherently human stories of power and morality.

Isbell's career has grappled with the same in its pursuit of technological advancement. As an accomplished computationalist and decorated scholar of artificial intelligence (AI) and machine learning, Isbell is interested in building and sustaining smart systems, whether those systems exist within a computer or across a campus community. He comes to the UW from the Georgia Institute of Technology, where he most recently served as the dean of the College of Computing. As the UW's new provost, Isbell is tasked with leading all 13 of its schools and colleges. The role requires understanding intelligent systems while also remaining cognizant of their human factor.

And how much does he believe in technology? He keeps a lightsaber on his desk for cutting red tape.

You've said AI builds intelligent systems that learn from both their environment and from people. Has this perspective influenced your approach to leadership?

People are at the center of everything. That's what gives computing and technology meaning: the fact that the human being is what's making all of the rest of this worthwhile. And if you think about it that way, then you realize very quickly that that's how you have to lead. That's how you have to build organizations. You have to think about the people

and where they fit and change the organizations to work around the people.

Will AI change academia?

It will both change nothing and change everything. All computers really do is they allow us to do the things that we already do much more efficiently, both the good things and the bad things. That plays out in academia in three different ways. One, it affects the kind of research that we do and the way we do that research. Two, it affects the way we can administer and build systems that determine the way the university itself works. And three, it affects the way the students interface with us and the rest of the world.

How have your experiences of being the first or only Black person in a space or position influenced your philosophy on leading an institution?

What my experience has given me is an appreciation for how a variety of perspectives and experiences can change the conversation. I've said that we don't have to wait 20 years to see how technology is being misused. There are lots and lots of examples of it now, and so much of it boils down to not having the right people in the room to point out the silly thing that you're doing because you're just not thinking about it.

To me, these kinds of questions boil down to questions of invisibility. People think of invisibility as, "You're in front of me, and I don't see you," but that's not the invisibility that matters. The invisibility that matters is that you are not in the room, and I don't notice your absence. I hope that when

I'm asked to make a decision or I'm having a discussion, I notice the people who aren't in the room as much as I do the people who are.

You once concluded that you need only observe someone for two days to predict what they'll do next. If we were to observe you for two days, what might we be able to deduce about your plans for the university?

What you would learn is two things. I am really interested in understanding the environment that I'm in. The second is that this is a great place. I try to only be in great places, but also places where I can bring something and help the people who are going to try to make it greater and make it greater faster than they would've otherwise. I am here to support the traditions, to keep what is fundamental about this place the same, but to help it to adapt as we move into the future and to set the stage for whoever's going to follow me. That's what I care about: effecting change for good purpose.

What excites you about being at the UW?

Winter.

Really?

No, not at all.

This is a place that touches everything that is a part of the human experience. I am excited to learn what that really means and how a place like this gets along with very different styles of scholarship, very different views of what it means to be preeminent, and very different views of what it means to succeed. What an opportunity, just to be a part of an environment like that.

Interview by Megan Provost '20

Photo by Bryce Richter

Isbell knows that people are the heart of intelligent systems, both in computers and on a college campus.





BY MEGAN PROVOST '20

BETTER THA



After winning their seventh national championship in March, the Badgers are the winningest women's hockey program in the country.

N WINNING

Badger women's hockey stars turn trophies and titles into impressive and influential careers.

THE UNIVERSITY OF WISCONSIN—MADISON WOMEN’S HOCKEY TEAM WINS. **A LOT.**

On March 19, 2023, they shut out the Ohio State Buckeyes to secure the program’s seventh national championship, breaking the UW’s tie with the University of Minnesota to become the most decorated college women’s hockey program in the country. The 2023 trophy was the latest addition to a legacy lined with nine conference championships, five Patty Kazmaier Memorial Awards, four National Coach of the Year awards, countless individual player accolades, and 24 consecutive winning seasons (and counting).

Does winning ever get old? “No,” says, well, everyone. It’s an integral part of the tightly knit fabric of the Badger women’s hockey community — but it isn’t the sole thread that holds it together.

Winning is a tradition that UW women’s hockey has celebrated in every year of its existence and one that its alumnae continue well into their professional careers. Another tenet to which they remain just as fiercely dedicated is ensuring that future players have the same opportunities, if not more, to share in that tradition of victory. The program has a legacy of committed coaches who turn fierce competitors into consistently elite teams and a roster of women who will go down in hockey history.

FRESH ICE

This year marks the 25th anniversary of women’s hockey as an official program of UW athletics, but female Badgers have been lacing their skates and taping their sticks for nearly half a century.

In 1973, Marianne (Anderson) Larson, Jill Steinberg, and Karen Schwarz founded the UW Women’s Hockey Club as a haven for female students seeking ice time and a team to share it with. The previous year, the United States had passed Title IX, prohibiting sex-based discrimination in education



activities and programs receiving federal funds, but it would be 25 more years before the UW–Madison Athletic Board added women’s ice hockey to the intercollegiate athletic program; the Western Collegiate Hockey Association (WCHA) didn’t add the women’s competition until the 1999–2000 season.

On July 9, 1998, Julie Sasner, then the head coach of the women’s hockey team at Cornell University, was announced as the first head coach of the Wisconsin women’s hockey program. She arrived on campus with her first recruit, Jackie MacMillan ’03, and set to work building a team.

“Our plan is to compete for a national championship within five years,” Sasner said at the outset of the first season. “We want to build a program that will consistently compete with the very top teams in the nation year after year.”



MEG KELLY

Left: The Badgers celebrate after shutting out the Buckeyes to win their seventh national championship on March 19, 2023.

Below: The first UW women's hockey team in 1999.

On October 8, 1999, the Badgers played their first game against Minnesota-Duluth in the Kohl Center in front of nearly 4,000 fans, including then-governor Tommy Thompson '63, JD'66 and members of the 1998 U.S. Olympic women's ice hockey team, which won the event's first gold medal during its Olympic debut. The Badgers finished their first season 19-14-2 overall and 15-8-1 in the WCHA, placing third in the regular season.

Sasner left the UW after just one season and was succeeded by her assistant coach, Trina Bourget. Bourget led the Badgers to another third-place finish in 2000-01 and a tie for second in 2001-02 before also taking her leave. The young women's hockey program needed stability in its leadership to match the strong performance from its players. They didn't have to go far to find it.

COURTESY OF UW ATHLETICS



BETTER EVERY YEAR

In 2008, UW athletics included a statistical retrospective of Wisconsin women's hockey in its 10-year anniversary media guide. In celebration of the program's 25th anniversary this year, we ran the numbers again.

	2008	2023
Winning seasons	9	24
20-win seasons	8	21
30-win seasons	2	9
NCAA championships	2	7
Patty Kazmaier Memorial Awards	1	5
AHCA* All-Americans	13	39
AHCA National Coach of the Year awards	2	4
Olympians	2	20

MIRACLE COACH

Mark Johnson '94 didn't need an introduction when he took over the role of head women's hockey coach in 2002. He'd spent the previous six years as an assistant coach with the UW men's hockey program, for which he'd played from 1976 to 1979. Prior to coaching, Johnson enjoyed a successful 11-year career with the National Hockey League (NHL). Before the NHL, he helped the U.S. men's national hockey team win a gold medal during the 1980 Winter Olympics, which included the historic "Miracle on Ice" game against the Soviet Union (later memorialized in the 2004 film *Miracle*).

And before he was Mark Johnson of *Miracle* fame, he was Mark Johnson, son of "Badger Bob" Johnson, the legendary UW men's hockey coach from 1966 to 1982 who led the program to its first three national titles, one of which his freshman son helped win in 1977.

"I had a pretty good mentor," Johnson says.

Badger Bob was also one of the earliest advocates for UW women's hockey. He welcomed the athletes of the Women's Hockey Club onto the ice after his team's games in the Dane County Coliseum and secured interview spots for the women during radio broadcasts of the men's games. His iconic phrase, "It's a great day for hockey," graces the western wall of LaBahn Arena, where his son now coaches the country's most successful college women's hockey program.

But before he, too, could be a great coach, the younger Johnson had to be a novice. His first head coaching gig marked his first experience coaching female

athletes. The technical learning curve was minimal — "Hockey's hockey," he says — but he was quick to pick up on his new team's desire to understand the purpose behind the directions he issued. This was an exciting environment for a coach who considers himself more of a teacher.

"If you like to teach and you have the pupil in front of you that's willing to [listen and work], then it becomes a great relationship," he says.

A coaching staff with a keen eye for raw talent means that Johnson only needs to use a light touch when honing his pupils' skills.

"He's a very hands-off coach," says Abby Roque '20, a Kazmaier Award finalist and WCHA Rookie



MEG KELLY

*American Hockey Coaches Association



“They look after one another, they take care of one another, they trust one another, and when they get on the ice, you can see it.”

of the Year and Player of the Year. She played for Johnson until her senior season was cut short by the pandemic in 2020. “He’ll let you play your game and give you the resources and the practices to get better.”

Hilary Knight ’12, who played in four NCAA championships with the Badgers and holds 12 program records, recalls a game during which she found herself shying away from shots after missing one in the previous period. When Johnson questioned her about the worst possible outcome of taking another chance, she was first skeptical, then stumped.

“You miss?” she guessed.

“Well, if that’s the worst thing that can happen, go out there and take your shot.”

“It was that simple,” Knight

says. “Obviously, the expectation is to score, but knowing that he’s got all the confidence in the world in your capabilities ... it’s just incredible.”

This instance is emblematic of one of the foundational pillars of Johnson’s coaching philosophy:

Left: Forward Claire Enright x’27 during the 2023 NCAA championship game.

Above: Trust is a foundational pillar of Mark Johnson’s coaching strategy.

trust. In return for the dedication and “trust in the process” that he expects of Badger women’s hockey players, Johnson trusts them in return to put their talent and intuition to good use on the ice.

“He is always going to get the best out of players because of this mutual respect,” Knight says. “You’re going to show up, you’re going to play, and he’s going to let you instill your own creativity in the game.”

Trust also helps turn individual players into loyal teammates.

“Once they have ownership of their team, then they’re going to play at a higher level,” Johnson says. “They look after one another, they take care of one another, they trust one another, and when they get on the ice, you can see it.”

With Johnson at the helm, reaching this higher level didn’t take long. The Badgers first qualified for the NCAA tournament during the 2004–05 season. The following year, they claimed their first WCHA regular-season, playoff, and NCAA championship titles and defended all three in 2006–07. (The UW men’s hockey team also won the NCAA championship in 2006, making the UW the first — and so far only — school to win an NCAA national title in both men’s and women’s hockey in the same season.)



JEFF MILLER

Left: Abby Roque became the first Indigenous woman to compete in Olympic ice hockey for Team USA.

Right: "You leave the UW wanting to change the world," says Hilary Knight.

Between 2008 and 2012, the team went on to compete in four NCAA championships under Johnson, winning two. (He took a brief hiatus during the 2009–10 season to coach the U.S. Olympic women’s team to a silver medal.) The years since have brought five more first-place finishes in the WCHA and three more national titles. At this point in a gilded career as both a player and a coach, it begs the question: is there anything better than winning?

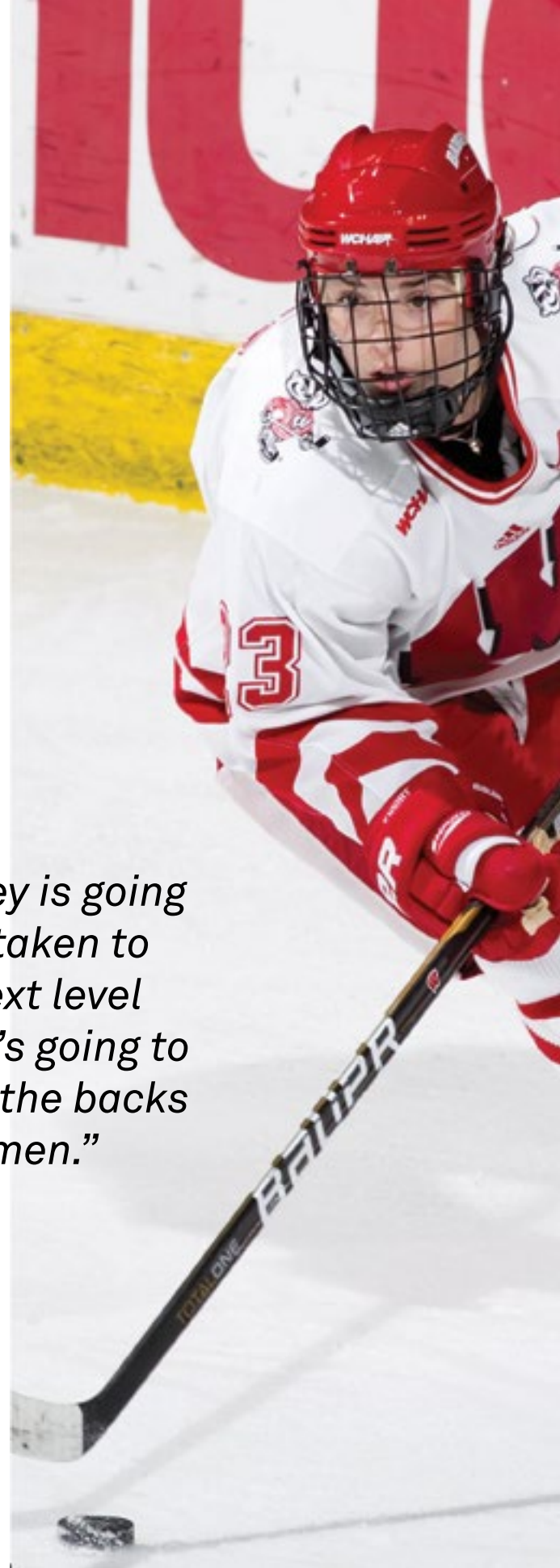
“Wins are fun, and it’s much better to win than lose, but when you see kids develop and then reach some of their goals that they set, that’s why we’re in the business,” Johnson says. “Are you learning life lessons as you go through your process? As we give them the diploma, are we equipping them with tools to be successful wherever they end up?”

A brief glance at the professional careers of several Badger hockey alumnae suggests that even in this respect, UW women’s hockey can claim victory.

BEYOND LABAHN

“If I didn’t go to Wisconsin, I would not be who I am today, where I am today,” says Knight.

Anyone familiar with the 34-year-old hockey star’s résumé will understand just how much of a testament this is to her alma mater. She’s a four-time Olympian and a gold medalist who made her Olympic debut under Johnson in 2010. She’s competed in 13 International Ice Hockey Federation (IIHF) world championships with Team USA, taking home gold in nine. She led the Boston Blades of the now-defunct Canadian Women’s Hockey League to a Clarkson Cup victory in 2013 and later helped the Boston Pride of the National Women’s Hockey League (now the Premier Hockey Federation) win the first-ever Isobel Cup. This year, she received the first IIHF Female Player of the Year Award.



“Hockey is going to be taken to the next level and it’s going to be on the backs of women.”



But perhaps Knight's proudest achievement is the work she's put in off the ice to give back to the game she loves. In 2017, Knight and her teammates on Team USA, including captain and fellow Badger Meghan Duggan '11, threatened to boycott the IIHF women's world championship in response to stalled negotiations over equitable pay. She's an executive committee member of the Professional Women's Hockey Players Association, a nonprofit organization created in 2019 in response to dissatisfaction with compensation and operations in the Premier Hockey Federation. When she's not working on her own game or investing in its future, she's also an NHL analyst with ESPN.

"You leave the UW wanting to change the world," Knight says. "You want everybody to have that greatness of experience."

Knight is one of many UW hockey alumnae who continue to make history and forge new opportunities for pee-wee players and professionals alike. Duggan — a Kazmaier Award winner, three-time Olympian, two-time Team USA captain, and gold medalist — is the first director of player development for the NHL's New Jersey Devils. She's also the president of the Women's Sports Foundation, an organization founded by tennis player Billie Jean King in 1974 to promote female involvement in sports. Back in the Midwest, Meghan Hunter '05 — one of the Badgers' earliest recruits and a Kazmaier Award finalist — is the assistant general manager of the Chicago Blackhawks.

Sarah Nurse '18, an Olympic gold medalist and two-time world champion with Team Canada, became the first woman to feature on the front of an EA Sports NHL video game when she donned her Canadian sweater on the cover of *NHL 23*. She's also a vocal advocate for inclusivity in hockey. After her 2022 Olympic win, she partnered with CCM Hockey to launch a limited-edition stick with sales benefiting Hockey 4 Youth, a nonprofit that promotes access to hockey for burgeoning young players and immigrants to Canada.

And Roque, a world champion and member of the Wahnapitae First Nation, became the first Indigenous woman to compete in Olympic ice hockey for Team USA during the Beijing games in 2022. She hosts a hockey camp in her hometown of Sault Sainte Marie, Michigan, to provide young people in her community, which boasts a prominent Indigenous population, opportunities to learn the game and hone their skills.

"Hockey is going to be taken to the next level," Knight says, "and it's going to be on the backs of women."

A LEAGUE OF THEIR OWN

Many UW hockey alumnae were among the few girls — if not the only girl — on an all-boys team in their childhood hockey leagues. Roque spent her high school career getting ready in first-aid closets and public restrooms while her male teammates enjoyed the luxury of a locker room. When MacMillan arrived on campus in 1998, she practiced with the men's team for a year while the women's program laced up its skates. The NHL may favor UW hockey alumnae in its administrative ranks, but not on their all-male rosters. That's just fine — women's hockey needs a league of its own.

This past August, just as collegiate athletes returned to campus and geared up for their seasons, the newly formed Professional Women's Hockey League (PWHL) announced its six founding franchises in Boston, New York, Minneapolis/Saint Paul, Toronto, Montreal, and Ottawa (coached by UW hockey alumna Carla MacLeod '06). Each team began building its roster during a predraft, free-agency period, and UW women's hockey is well represented among the PWHL's inaugural class: Nurse and Blayre Turnbull '15 (Toronto), Emily Clark '19 (Ottawa), Ann-Renée Desbiens '17, MAcc'19 (Montreal), Roque (New York), and Knight (Boston).

On September 18, the first draft of the PWHL saw seven more Badgers enter the professional ranks. Kristen Campbell '20, Jesse Compher MS'23, and Mellissa Channell '17 joined Nurse and Turnbull in Toronto. Natalie Buchbinder '23 and Sophia (Shaver) Kunin '19 will play for Minneapolis/Saint Paul. Daryl Watts '22 will play for MacLeod in Ottawa, and Sophie Shirley '23 was drafted by Boston.

"We [built] this for ourselves, but it's going to be so much greater when this younger generation gets up to the pro level," Roque says. "I've had so many little girls already say to me that they always wanted to be an Olympian, but now there's a real pro league, too. They can really play."

Even after they've moved on to next-level leagues and new careers, Wisconsin women's hockey players keep a close eye on LaBahn, where the trophy case is heavy with hard-earned hardware and the team is stacked with upstanding individuals who will join them in making history both on and off the ice.

"Anyone who's an alum [of the program] has pride in it," says assistant coach and UW hockey alumna Jackie (Friesen) Crum '06. "When we win or we lose, I still get messages from former players about how excited they are, saying 'Hey, we're watching.'"

With a legacy like this, who wouldn't be? ●

Megan Provost '20 is a staff writer for On Wisconsin.



UNIVERSITY OF WISCONSIN MADISON
MEMENTUM ANNO 1848

WISCONSIN

H. Ba...



CREATING THE BADGER BRAND

*The quirky origins of the UW's
world-famous logos*

BY PRESTON SCHMITT '14

It's hard to imagine the University of Wisconsin–Madison without Bucky Badger, or athletics' Motion W, or the academic W Crest. There's also that seal with a creepy eye and the Latin-ish phrase "Numen Lumen." (Where did *that thing* come from?) These logos are everywhere: stitched on jerseys and hats, plastered on buildings and signs, printed on diplomas and consumer products, and tattooed — sometimes permanently — on Wisconsin sports fanatics.

How did they become so ubiquitous? According to Tricia Nolan, the UW's assistant vice chancellor for marketing and brand strategy, they serve as visual shorthand for the university, conveying strong feelings of pride and nostalgia. "People are here at pivotal points in their lives," she says. "They form a relationship with the university. All that gets packed into a brand — that powerful emotional response people feel when they hear or see the words *the University of Wisconsin–Madison*."

While these logos are now recognizable symbols of a global brand, their eccentric origins will surprise even the most die-hard Badgers.



The evolution of Bucky Badger; his debut on a decal sheet (right, inset); and the earliest version of the mascot's head (right).

Will the Real Bucky Badger Please Stand Up?

The Bucky Badger we know and love today — marching with purpose, puffing his chest, clenching his fists, sporting a striped sweater, and flashing his signature scowl — was born on a bookshelf. And he easily could have died there in obscurity, a mere cutout on a novelty decal sheet competing with other illustrated badger mascots.

In 1940, Brown's Book Store on the corner of State and Lake commissioned a sheet of "comic collegiate badger mascots" from the Anson W. Thompson Company in Los Angeles. Artist Arthur Evans drew a pair of parading badgers, the belligerent one that would later emerge as Bucky and a friendlier counterpart carrying a Wisconsin pennant and wearing a freshman beanie (which made him look more like a sailor than a student). Standing a badger upright with humanlike features marked a significant evolution for the mascot, as the UW's earliest renderings opted for a realistic profile of the four-legged mammal. Two other Madison bookstores sold decal sheets with similarly humanized (but markedly unsettling) mascots. Fortunately, none of those stuck.

The UW athletics department first used Evans's version in the *1948 Football Facts and Centennial Sports Review* publication. That same year, it started to appear on official news releases and letterhead. Although briefly competing with UW artist Bill Schafer's "black-sweatered badger" — carrying a football in a stiff-arm pose with a nearly identical face — Evans's badger emerged as the one true mascot.

Alliteration enthusiasts were already calling it Buddy, Bernie, Bobby, or Bouncy. But the badger lacked an official name until a rigged competition in 1949.

That year's Homecoming pep rally committee, led by chair William Sachse '50, sought to make a splash by reintroducing a live mascot and holding a naming contest. The occasional practice of keeping a real, captive badger on the football sidelines as a mascot had ended in 1947 after one reportedly got loose and bit a cheerleader.

"He was so antisocial," Sachse later told the *Wisconsin State Journal*. "Once you dragged him out ... he'd immediately start burying into the turf on the field to hide. That was the badger's disposition, and we couldn't change that."

The next year, students jokingly replaced the badger with a raccoon — or, as they cleverly called it, "a badger in a raccoon coat" named Regdab ("Badger" spelled backward). The 1949 Homecoming committee wanted to bring back the badger, but this time in human form. Art student Carolyn Conrard Gesell '50 sculpted a serviceable though asymmetrical badger head out of papier-mâché for cheerleader William

UW ARCHIVES (2)



Sagal '51. A costumed badger was ready to roam the UW football team's sidelines for the first time.

The *Daily Cardinal* announced the naming contest that would apply to both the humanized mascot and logo. It received minimal interest, and by the time the call for entries closed, the Homecoming committee had already decided to advance their own: "Bucky," short for "Buckingham U. Badger." The students drew partial inspiration from Buckingham Palace, which had been in the news because of the upcoming Festival of Britain. The "U" doubled in meaning as "You" and "University."

Both Bucky the logo and the mascot suit have been modernized over the years. In 2003, the logo received a digital makeover with trimmed fur, clean lines, and a higher-resolution look. Bucky also got a fresh sweater. A block W that had decorated it for decades was replaced by a logo surging in popularity: the Motion W.

Putting the W in Motion

If Barry Alvarez is the face of the modern era of Badger athletics, then the Motion W is the symbol of it. They both arrived at the UW in the early 1990s, which is why the legendary football coach is



BRUCE RICHTER (2)

often credited with the creation of the logo that has evolved into the global brand marker of the university. But that distinction actually belongs to a graphic designer who was working at the Madison-based Rayovac Corporation.

Yes, a battery company.

Ric Suchanek, who was the senior creative artist at Rayovac, remembers being pulled out of a battery marketing meeting by company owner Tom Pyle MBA'63. Pyle disliked the UW's existing football helmet logo, a generic block W that started to carry the stigma of a losing program. With the arrival of a fresh regime in Alvarez and Athletic Director Pat Richter '64, JD'71, he saw an opportunity and presented it to Suchanek: "If I get you some helmets, and I get us an audience, would you mind doing some designs?"

With blank helmets as his canvas, Suchanek got to work. He sketched designs with pencil and marker and attached vinyl decals. His favorite design was a funky, italic W that looked like it was dancing off the helmet and featured a wraparound element. He presented it along with several others.

"It was the coldest cold call that I've ever made," Suchanek says. "I walked in with a big box of helmets,

and when I got done with my presentation, it was dead silent in the room. I was like, 'Oh, no.' Then Pat Richter spoke up and said, 'We don't think that you're quite there. But would you keep working on it?'"

Alvarez liked the energy of the early designs but thought the more dramatic ones belonged in the Pac-10, not the Big Ten. After more than 20 designs, Suchanek landed on a compromise that everyone loved: a hefty red W, turned askew, with sharp, playful curves and a trailing black shadow. Behold, the Motion W.

"I wanted something that was forceful, bold, and strong," Suchanek says. "I wanted something that looked like the program was moving forward."

With just weeks to go before the start of the 1991 football season, the athletics department rushed to produce the new helmets for the opening game. The logo gained wide recognition following the UW's three Rose Bowl appearances that decade. Originally designed for only the football helmet, the Motion W was quickly promoted to represent every athletics team.

For his artistic efforts, Suchanek received an autographed football helmet, a custom jersey with his name on it, and a contract signing over all his



The old block W and dynamic Motion W; a rejected version had its tryout on a football helmet.



*A 1951 costume;
Alumni Park*



legal rights to the logo. Later, with the Motion W evolving into the foundation of the entire athletics brand, he received two football season tickets for the life of the logo.

"I would have liked to have had a penny for every time that they use the W," he says, laughing. "But I enjoy going to the games."

A Mysterious Seal

At their very first meeting in October 1848, the UW's Board of Regents appointed a committee to develop an official seal for the university. Surprise: the committee failed to deliver. As a stopgap in January 1850, the regents copied the back side of the U.S. half dollar — eagle and all — as the UW's first seal.

On February 11, 1854, UW chancellor John Lathrop finally presented to the board a custom seal that he described as "the human eye, upturned to receive the light falling upon it from above; the motto in illuminated letters above the eye, 'Numen Lumen' (God our light)." The seal was executed in Cincinnati under his written instructions, though he expressed mild disappointment at how it had turned out, noting that "justice is not in all respects done to the design."

Lathrop never elaborated on the seal's meaning or what inspired it, and the letter with his "God our

light" translation went missing for nearly a century. This gave the Numen Lumen an air of mystery on campus, with professors proposing various interpretations in the early 20th century. James D. Butler discovered the likely origin of the curious Latin phrase: from the motto of the British noble Earl of Balcarres, "astra castra, numen lumen munimen" ("the stars my camp, God my light and strength"). H. B. Lathrop proposed an even grander translation: "The divine within the Universe, however manifested, is my light."

Regardless, it seemed clear that the seal's design — a human eye looking up at an arc of rays (which appear a bit like eyelashes) — represented intellectual enlightenment.

After the UW System formed in the 1970s, UW-Madison held a contest for a new version of the seal to help differentiate the campus. The winner was art professor Philip Hamilton's modernized Numen Lumen with a minimalist eye encircled by bold, spoke-like rays.

After operating under its watchful eye for 130-some years, UW-Madison retired the Numen Lumen as the official logo in 1987. But versions of it can still be spotted on campus today, including on the grounds of Alumni Park and the floor of Memorial Library.

A Crest Fit for a Golf Shirt

You might think that the W Crest — UW–Madison’s current academic logo — was created to look good on a college diploma. And it certainly does, with its regal design that resembles the shield in a coat of arms. But in fact, it was created to look good on a golf shirt.

In the late 1980s, the School of Medicine and Public Health was in the market for a new logo. Dean Philip Farrell wanted something classic and distinct from the clichéd medical symbols of most peer schools. He tasked Earl Madden MFA’82, the art director of the UW’s publications office, with designing a logo fit for a formal golf outing.

Madden had no idea what that meant, but he happened to be attending a football game at Camp Randall when he noticed the elegant architectural element on the exterior of the Field House.

“It’s halftime, it’s like 40 to nothing, and I’m just bored and looking around,” he says. “I said to my wife, ‘Do you have a pen?’ I opened to a blank page of the program and drew the crest from the Field House. I said, ‘This is it!’”

Madden returned to photograph the crest before drawing it by hand and capturing every flourish. To give the flat drawing an illusion of three-dimensional depth, he used a shading technique called stippling — drawing dots in increasing and decreasing density. Before the days of digital design software, it took him two weeks to render the crest to his satisfaction.

Farrell was blown away. Ironically, so was the University Ridge Golf Course, which grabbed the crest logo for its own use. (Farrell, Madden recalls, was furious.)

In 2001, at Madden’s urging, UW–Madison elevated the crest to its official academic logo. The crest design was paired with a “Wisconsin” wordmark in Friz Quadrata — a serif font you may recognize from *Law & Order* — that has become equally iconic.

“[It’s] a logo that represents the history, tradition, and distinctiveness of our university,” Chancellor John Wiley MS’65, PhD’68 wrote at the time.

The W Crest can now be found on seemingly every corner of campus, decorating Bascom Hill’s banners, Alumni Park’s water feature, and Witte Hall’s connecting tower.

“When the registrar’s office redid the diplomas with the crest on it, I thought, ‘I can die now.’ It’s been humbling to see its reach,” Madden says.

The logo has been refined and simplified in recent years to render better digitally and at smaller sizes. But it stays true to its architectural inspiration.

No one knows who created the original pair of crests that bookended the Field House’s façade when it opened in 1930. But in a rendering by state architect Arthur Peabody published in the April 1928 alumni magazine, you can spot a thin W engraved on the exterior. It’s almost identical to the W that would come to anchor the crest sculpture — and now, the university at large. ●

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

The Battle for Bucky

“Bucky Badger belongs to us all.”

That was the argument a lawyer from the Wisconsin Merchants Federation made after UW–Madison filed to trademark and commercially license its widely beloved Bucky Badger mascot and other logos in 1988. Few could disagree with the sentiment. But Bucky is a big business. And after a four-year legal battle, the U.S. Patent and Trademark Office concluded that, officially, Bucky Badger belongs to UW–Madison and not the public domain.

Or, as this magazine put it back then: “Bucky Badger is everybody’s buddy, but he’ll be a little more exclusive.”

How valuable are UW–Madison’s logos? The University Book Store (which, despite its name, is unaffiliated with the university) joined forces with the Wisconsin Merchants Federation and spent more than a half million dollars in legal fees to try to block the licensing of Bucky. Now three decades into operation, the university’s trademark licensing program requires manufacturers that want to use Bucky or other UW logos on their goods to apply for a license and pay a royalty (up to 25 percent). The program nets some \$5 million annually, with the proceeds split between UW athletics and need-based student scholarships called Bucky Grants.

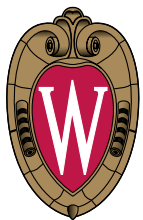
The UW was one of the last major universities to license its logos. It finally felt pressure to protect Bucky after a proliferation of inappropriate uses, including the classic “F*** ’Em Bucky” shirts hawked by rogue vendors outside of Camp Randall and “Get Lucky Bucky” condoms branded by a few clever students.

“When you see a university mark on something, there’s an implied endorsement that it’s a quality and safe product,” says Tricia Nolan, the UW’s assistant vice chancellor for marketing and brand strategy. “There are things that we don’t allow our marks to be put on.”

The university retains Fanatics Licensing Management to help enforce its trademarks and take legal action if necessary. In almost all cases, a simple conversation is all it takes to stop infringement. The UW has even offered to professionally design new logos for high schools that have appropriated the Motion W or turned Bucky blue.

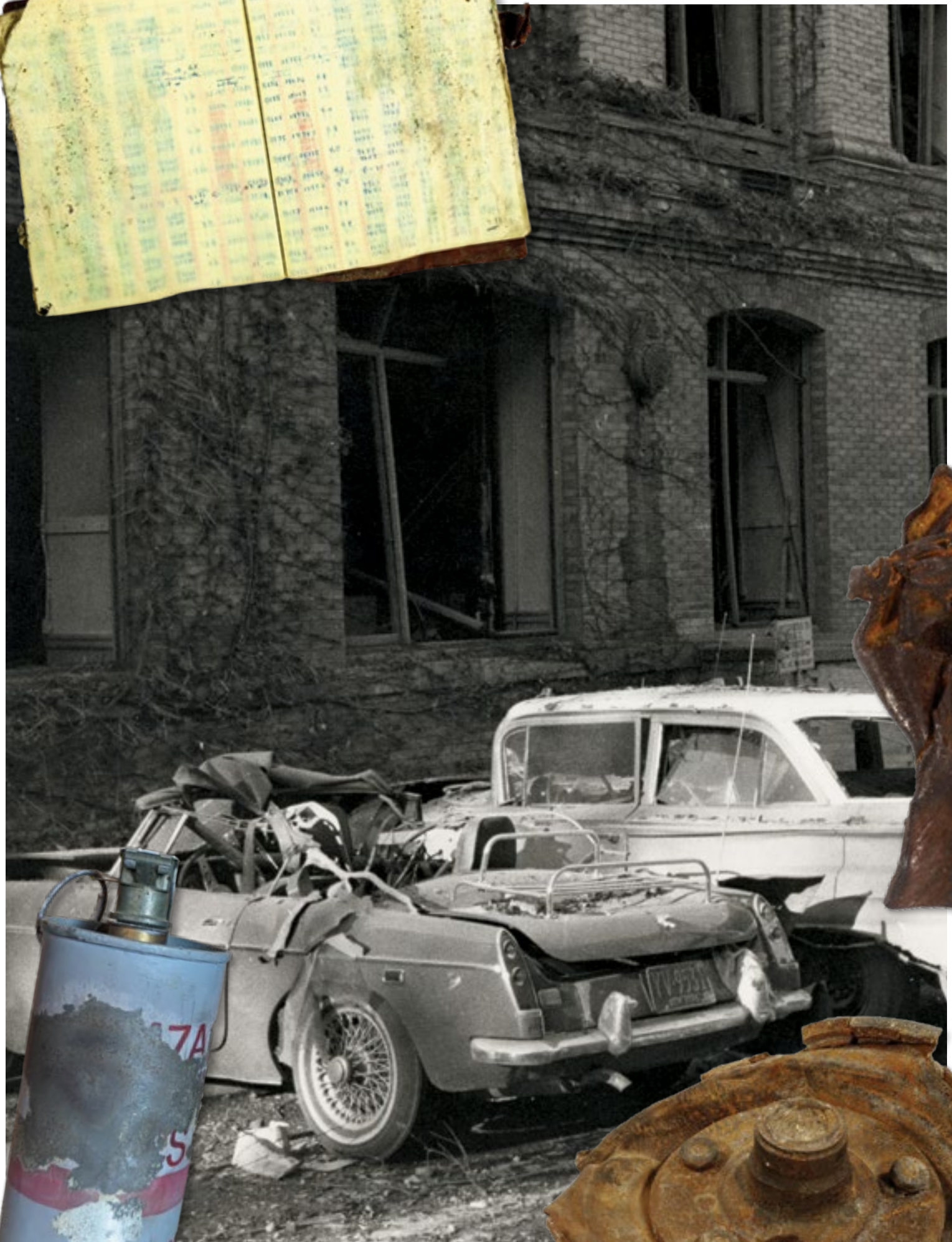
“We don’t do this because we’re control freaks,” Nolan says. “There’s legality governing trademarks. If you don’t actively protect your marks, you can lose them.”

— P. S.



The W Crest was inspired during a chance sighting of the elegant architectural element on the Field House.

This is a yellowed, stained document with a grid of numbers and text, possibly a ledger or inventory list. The text is mostly illegible due to fading and staining, but some words like 'ITEM', 'QUANTITY', and 'PRICE' are visible. The document is tilted and appears to be a photograph of a physical document.



Surprising Stories from UW Archives

These unusual artifacts shine a light on campus history, from lost traditions to lesser-known heroes.

BY JESSICA STEINHOFF '01

PHOTOS COURTESY OF UW ARCHIVES

History doesn't just happen. It's created through the stories we tell and the way we tell them, the details we choose to include and the ones we edit out. Our biases and blind spots shape this process, as do the artifacts we save for future reference.

Katie Nash considers all of this when deciding what to add to UW-Madison's Archives. It's one of her many jobs as head archivist. Organizing massive amounts of information and making it accessible is another. Then there's preserving the materials, an epic battle involving dust, fragile objects, and obsolete technologies. She even helps researchers like me.

"Looking at the past can help us move to a more proactive place in the present, one where we can make informed decisions for the future," she says.

That's why Nash and her team — nine employees and more than a dozen student assistants — view public education and research support as their primary roles. Each year, they help thousands of visitors connect with the people, places, and problems of the past.

My mission for this article was simple: find unexpected and under-the-radar items in the UW Archives collections, spanning campus history. On the occasion of the university's 175th anniversary, here are essential artifacts that tell surprising stories about the UW-Madison experience, from the tragic to the triumphant.

WHEN MANDOLINS WERE COOL



Pre-internet and pre-television, what did college students do for fun? Make music, according to scrapbooks from UW-Madison's first century. Before there were rock bands, vaudeville-inspired mandolinists were the cool kids on campuses throughout the Midwest.

The UW Mandolin Club's first gig involved one polka, two waltzes, 400 audience members, and a lot of snow in March 1893. The mandolin, banjo, and glee clubs soon joined forces for a rollicking, multicity concert tour. Perusing yearbooks gives you a glimpse of the action, but playing the group's repertoire gives you a taste of the experience. Grab an instrument, find "Mendota Lake Waltzes" in the Wisconsin Sheet Music Database, and give it a whirl.

This sheet music collection is the Wisconsin Idea in musical form. If singing's your thing, try its voice-and-piano odes to cities throughout the state. "Eau Claire Is There" and "I Went for a Walk in Oconomowoc" brim with vintage lingo and charm. So do "U-rah-rah Wis-con-sin" and other sing-alongs for sports fans of yore. The blue ribbon goes to "Wisconsin Sue," which recalls a Badger football meet-cute: "When I heard you holler, I bet a half a dollar / On Wisconsin, On Wisconsin / Now I'd bet my life on you."

UW Archives preserves photos and other materials from the 1970 Sterling Hall bombing.

HATS FROM HELL



Music was, for the most part, wholesome entertainment at the turn of the 20th century. A less wholesome pastime was tormenting newcomers.

Many colleges mandated silly hats and harassment for first-year students. It's hard to fathom, considering current efforts to curb hazing on campuses.

Starting in 1901, UW-Madison made male freshmen wear matching beanies from Varsity Welcome through Thanksgiving in the fall, and from Easter through Cap Night in the spring. Tossing these beanies into a bonfire was the highlight of Cap Night — and burning them signified freedom. If a freshman didn't touch the beanie's red button when talking to upperclassmen, he could expect to be thrown into the lake.

Punishments for other infractions ranged from embarrassing to dangerous. In 1923, so many bones were broken that the student court ended the cap requirement. UW Archives retains one of the few beanies that escaped the bonfire flames, plus photographic evidence of Cap Night's wildness.



Preparing the Cap Night bonfire in 1921 (above); a freshman beanie from the same era.



A RECIPE FOR SUCCESS



A chef hat was Carson Gulley's go-to headwear. As the residence halls' head chef from 1927 to 1954, he proved that dorm dining halls could rival fine-dining restaurants.

Gulley's artistry attracted numerous fans, but it was just one ingredient in his success. His generous spirit and love of learning served him well as an author and a host of the Madison TV and radio programs *What's Cooking* and *Cooking School of the Air*. One of the most delectable finds in UW Archives is 1956's *Seasoning Secrets and Favorite Recipes of Carson Gulley*. It's both a cookbook and an invitation to strive for greatness.

"The only equipment I brought to the work was an open mind and wide-open eyes," Gulley explains in the preface. "I feel that anybody can be a creator in the art of cooking if he or she is willing to work open-mindedly to please, and to continue with constant experimentation."

This "attitude is everything" sentiment infuses each page, whether Gulley's describing a roasting method or his dishwashing job in an Arkansas oil town. He shares every trick for nailing his famous fudge-bottom pie, a campus staple to this day. There's even a baked raccoon recipe, which will keep you reading even if you have no intention of preparing it. Gulley insists that you try the baked beans he spent years perfecting. "If properly prepared," he writes, they "will win many friends."

Though Gulley won many friends over the years — including inventor George Washington Carver, who encouraged him to write cookbooks — he couldn't escape discrimination. It foiled many attempts to secure a home in Madison and a supervisory role at the university. As his shows and speaking engagements turned him into a celebrity, he used his clout to push for Madison's first fair-housing ordinance. It passed in 1963, a year after his death.

Gulley's quest for greatness lives on through the many people he helped and inspired, and through his words, which UW Archives continues to preserve and promote.

THE MOOD OF 1970



In the beginning, Vietnam War protesters looked to civil rights leaders for tactics. Speeches and sit-ins were common. As the conflict wore on, the threat of violence increased, and the UW campus became a tinderbox. “It was obvious to me that something was going to happen,” James Huberty ’71, MS’74 remarked in a 2007 interview for UW Archives’ oral history program.

Foreboding turned to panic on August 24, 1970, when a bomb ripped through Sterling Hall. It missed its target, the Army Math Research Center, and killed physics researcher Robert Fassnacht MS’60, PhD’67.

Paul Ginsberg ’52 had just begun his 17-year tenure as dean of students. Seeing Chancellor Edwin Young and UW president Fred Harvey Harrington cry was deeply moving. The scene unfolded on Bascom Hill as they announced the tragic news to the campus community.

“Those tears were real,” Ginsberg told the oral history program in 1996.

When Huberty attended one of the fall’s first anti-war protests, he was shocked by the low turnout. A year earlier, thousands of students would have participated.

“No one wanted to be associated with that bombing where someone had died,” he said.

Huberty felt driven to document these confusing times. He collected posters, fliers, and newspapers that captured the mood of 1970.

He wasn’t the only one collecting. A student from the class of 1973 found two empty tear gas canisters in the wake of the bombing, then saved them for more than 50 years. The canisters reached UW Archives in 2023, through an anonymous donation.



A scene of destruction following the bombing (above); a tear gas canister from the antiwar protests.

THE CONSERVATION KID



In addition to being an environmental visionary and the author of the conservation classic *A Sand County Almanac*, Aldo Leopold (top left, above) was UW–Madison’s first wildlife management professor and a key figure in the Arboretum’s growth. In other words, it’s no surprise to find his binoculars and hunting maps in UW Archives. What’s surprising is finding so much evidence of his youth.

The UW’s vast Aldo Leopold collection includes his birdwatching journals from 1903, the year he turned 16. Leopold named and numbered the species he observed, noted whether they were visitors or permanent residents, and classified them by order, family, and subfamily.

More than a dozen notebooks from Leopold’s high school days also reside in UW Archives. One contains a speech he wrote for a 1904 contest. It’s a chance to see some of his earliest thoughts on forest conservation, which he went on to study at Yale. Curious what Leopold learned in his college classes? Answers await in Archives. Wondering what his own lectures sounded like? The Archives might even have evidence of that.

“I’ve been told that a recording of him speaking on public radio made it to UW Archives, but we don’t know if it survived,” says Nash. “If it turns up, that will be an incredible find.”



A CASE FOR CANNABIS

UW Archives' collection of *Wisconsin Alumni Magazine* issues shows how UW-Madison became a research powerhouse. According to a December 1914 article, the university created "the first pharmaceutical research station in the United States." Known as the Wisconsin Pharmaceutical Experiment Station, or Pharmaceutical Gardens, it grew medicinal plants for scientists to study and turn into medications.

"The eyes of the pharmacists all over the United States are upon Wisconsin," wrote School of Pharmacy director Edward Kremers PhG 1886, BS 1888, who helmed the project from 1913 to 1933. In 1913, Pharmaceutical Gardens gained \$2,500 — worth \$77,000 today — in annual state funding. It also moved from the Camp Randall area to a slope near Picnic Point, growing rows of cannabis where Eagle Heights apartments now stand.

Legislators had few qualms about using state money to grow marijuana on university property. The 1913 bill establishing the station passed unanimously. It might not have done so a few years later, when public opinion shifted. By 1931, marijuana was illegal in 29 states, and Pharmaceutical Gardens came to an end in 1933.

Brown (left) forged relationships with First Nations leaders like Chief Yellow Thunder.



For more information about these UW Archives materials, see this story on our website, onwisconsin.com, uwalumni.com.



THE WONDERS OF TEEJOP



UW Archives tells the story of Charles E. Brown, the Wisconsin Historical Society's first museum director, who devoted his career to preserving Native American history.

In a 1914 *Wisconsin Alumni Magazine* article, Brown highlighted Madison's "remarkable" burial mounds, criticized the university's reckless treatment of them, and urged readers to "realize their importance." It was a bold move in an era marked by offensive practices, including a satirical peace-pipe ceremony outside the Historical Society headquarters.

Brown helped save hundreds of local mounds from destruction, including several from the ancient Ho-Chunk village of Teejop. He brought together "a wide and diverse group of citizens, from rural farmers to governors to Indigenous people, to contribute information about sites and artifacts, and to work alongside him for preservation," according to a 2022 blog post by Wisconsin Archaeological Society president Robert Nurre.

Forging relationships with First Nations leaders was an important part of Brown's process. He did this through events such as the Blackhawk Centennial gathering, where he socialized with Ho-Chunk chiefs, and ongoing correspondence with Potawatomi chief Simon Kahquados.

Tribal legends were one of Brown's favorite things to learn from these chiefs, and Muir Knoll was one of his favorite campus places to share them. He did this at "Folk Lore" presentations in the 1910s and through pamphlets for UW-Madison's summer-school students. Material from his 1927 pamphlet "Lake Mendota Indian Legends" abounds on local websites nearly a century later. One of the most striking legends concerns avian deities on Lake Mendota's north shore: "Lightning is caused by the flashing of their eyes and peals of thunder by the flapping of their wings."

Brown also produced booklets to help students savor campus. Several live in UW Archives, and a larger collection resides at the Wisconsin Historical Society. One specimen, 1930's "The Birds of the Campus," teems with pioneers' bird superstitions. According to Brown, peacock feathers were thought to bring calamity, while yellow-bird sightings meant "gold in your sock."

These days, Brown's legacy shapes Our Shared Future, UW-Madison's collaboration with the Ho-Chunk Nation. The project uses Brown's writings to show what Teejop was like and help Badgers envision a more just and peaceful future.

A SIGN OF THE TIMES



Long before the Stonewall riots, UW-Madison's LGBTQ+ communities gathered for cocktails and conversation at the 602 Club. Located at the corner of Frances and University, this bar opened its doors to gay men and lesbians starting in the 1950s.

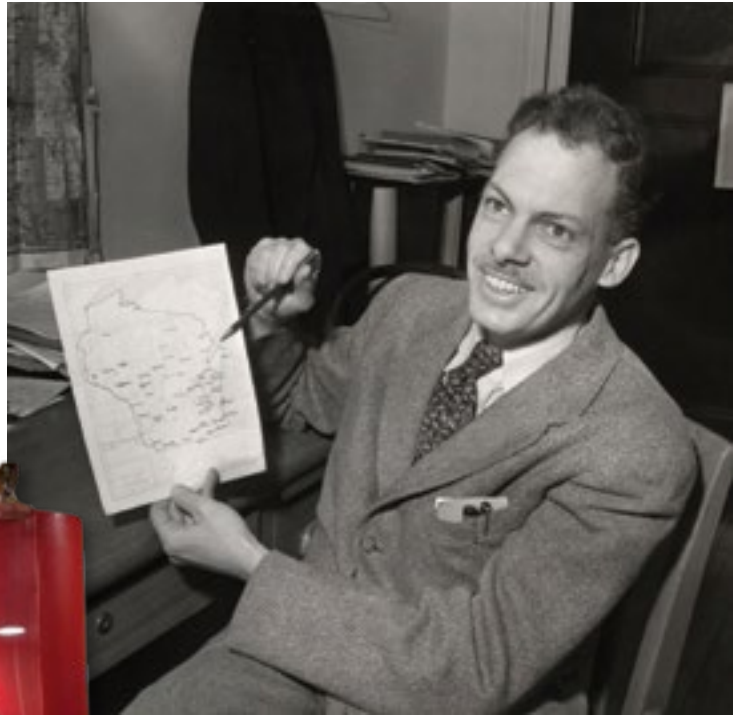
Owner Dudley Howe was a "tolerant sort who welcomed all patrons as long as they weren't bothering anyone else," according to Scott Seyforth PhD'14, who cofounded the Madison LGBTQ+ Archive that UW Archives maintains. Seyforth says the 602 Club wasn't officially a gay bar but was "informally arranged for gay men in the front half of the bar, straight patrons in the back half."

This collection includes slice-of-life photos by John Riggs '70, a 602 Club bartender who brought his camera to work. The images drew Andy Soth MS'09 to the collection when producing *Wisconsin Pride*, a 2023 PBS documentary.

"These are some of the era's only photographs of gay men socializing," Soth says.

Today, the 602 Club sign glows above UW Archives' information desk, welcoming visitors from all walks of life and reminding them that their stories matter.

HOW TO SPEAK "AMERICAN"



Frederic Cassidy, founder of the Dictionary of American Regional English, with a map of Wisconsin.

Audio recordings add fascinating dimensions to some UW stories. To see how, listen to those for the *Dictionary of American Regional English* (DARE) in the UW Digital Collections.

Between 1965 and 1970, this UW-led project dispatched fieldworkers to interview 3,000 people in more than 1,000 American communities, documenting pronunciation variations and lesser-known turns of phrase. All participants did a read-aloud of "Arthur the Rat," a story designed to tease out these differences, and many told tales from their day-to-day lives.

Look closely and you'll find famous alumni in these recordings. One is filmmaker Terry Zwigoff '70 (*Crumb*, *Ghost World*), whose fieldwork took him to Illinois and Tennessee. Awkward yet lovable, Zwigoff's chats are a treat, but the interviewees are the real stars. Defunct dialects are well represented, as is slang that deserves a wider audience. Tired of someone's nonsense? Call out their flummadiddle. Think they're extraordinary? Tell them they're a whoopensocker. It's just the word I'd choose for UW Archives. ●

Jessica Steinhoff '01 is a Madison-based author and campus-history nerd.





Whatever Happened to the Badger Yearbook?

*A curious student traces the end of a
campus tradition.*

BY ANUPRAS MOHAPATRA '23

PHOTOS COURTESY OF UW ARCHIVES

54th
YEAR BOOK

W

UNIVERSITY OF
WISCONSIN

Badger

1946

UNIVERSITY

OF

WISCONSIN

VOLUME

1954

BADGER

BADGER

1955

VOL. 70

UNIVERSITY of W

1959

BADGER

UNIVERSITY OF WISCONSIN

1967

WISCONSIN

BADGER

WISCONSIN BADGER 1977

BADGER

1985

UNIVERSITY OF WISCONSIN-MADISON

BADGER 1988

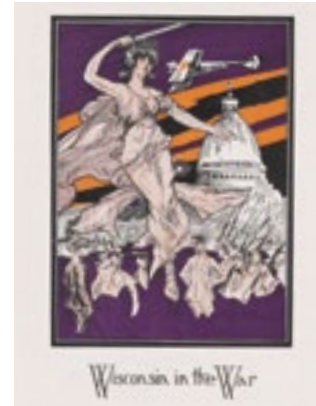
UNIVERSITY OF
WISCONSIN

University of
Wisconsin

1997 Badger

BADGER 2005



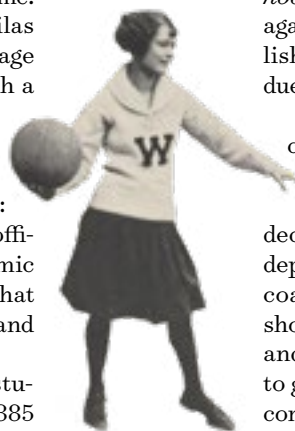


It was 2019, and I was a freshman visiting the office of the *Daily Cardinal* for the first time. Disoriented by the mazelike layout on Vilas Hall's second floor, I turned to the signage for help and noticed a locked door with a simple nameplate: *Badger*.

Three years later, I had still never seen the door to that office open.

After a little bit of investigating, I understood: the *Badger*, as the UW-Madison yearbook was officially known, was last published for the academic year 2013-14. My mission now was to find out what the yearbook meant to the campus community and what drove it to its death.

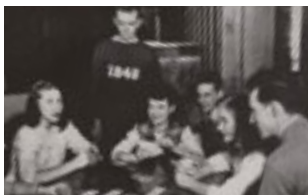
The *Badger* was once a valued part of the student experience. The yearbook made its debut in 1885



under the name *Trochos*, from the Greek word for *hoop* or *wheel*. After a two-year break, it appeared again in 1888 under the name *Badger* and was published from 1888 to 2014, with one hiatus in 2004 due to “financial, staff, and content problems.”

The publication often reflected the mood on campus. Early issues featured line drawings and spartan, black-and-white photographs. Editions from the 1920s boasted elaborate, colorful art deco illustrations, including whimsical but elegant depictions of football fans attending games in suits, coats, dress hats, and heels. Midcentury books showcased the expected bobby socks, saddle shoes, and pleated trousers, and full pages were devoted to glamour shots of winners of the Badger Beauties contest for women students.





During the Vietnam War era, the yearbooks took a turn toward the somber. From 1970 to 1974, the *Badger* was laden with photos, and text was sparse. The books resembled photo journals that reflected on rather than celebrated the years gone by. But the traditional format soon returned, and from 1985 to 1987, the publication was profitable and won awards. According to Steven Lehr '87, the yearbook's managing editor in 1986, campus was enthusiastic about the yearbook.

"People wanted to participate because it was a record of a moment in the university's history, and they could show they were a part of it," Lehr says. "Some of it was the tradition: getting a senior photo taken to reflect your achievement and being photographed as part of a group to which you belonged."

The format of the Badger yearbook remained largely unchanged through the decades, with a few exceptions during the tumultuous antiwar years of the late '60s and early '70s.

The staffers were proud to be a part of the yearbook, too.

"It was also a paid job that we all took seriously," Lehr says. "We hoped we were contributing to something bigger than ourselves and that we would have something that said, 'This is how it was, and this was who we were at that time.'"

Hugh Scallon '91, sports editor for the *Badger* in 1989, appreciated that the yearbook was a mainstay in the student journalism community. It united the two student newspapers. He worked for the *Badger Herald* but enlisted *Daily Cardinal* staffers for the yearbook sports section.

"It allowed me to meet more people and opened up my access to that group," Scallon says.

At the time, the yearbook was an institution all its







own. “There was never a sense that this was a dire enterprise. In fact, it was very vibrant,” Scallon says. In the 1990s, things got a little more challenging. The yearbook made the switch to in-house publishing in 1993, with no staffers returning from 1992.

“The 1993 book had many difficulties but sold well for the time — more than 1,000 books, I think,” says Anthony Sansone ’94, managing editor in 1993 and editor in chief in 1994.

But when Eliana Meyer ’14, the 2013–14 editor in chief, assumed her position, the yearbook did not have the same allure it had in the 1980s. She made up for this by using different approaches to attract students.

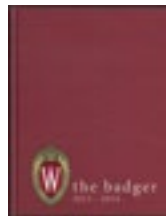
“We would do these outreach events and try to get people excited and involved,” Meyer says. “Students would come for the free pizza, and they would stay and maybe take our contact info, maybe come back for a meeting or two.”

Unfortunately, these tactics proved nothing more than a stopgap.

“We had this fluctuating level of membership, where for a couple months it would be really high, and then people would drop off, and we’d have to start all over again,” she says.

This put a strain on the few dedicated regular staffers. Meyer hoped for 20 to 25 but worked with fewer than 10. This ultimately led to students receiving the 2014 yearbook in 2015.

The drop in student enthusiasm, combined with a lack of continuity, meant the yearbook had reached the end of the road. Meyer was trained in 2013 by her predecessor, Gregory Lehner ’13, and she trained two incoming editors in chief who were supposed to take over for the 2015 edition of the *Badger*, but both fell through.



The 2014 edition marked the end of nearly 130 years of the publication.

“One of them got sick,” Meyer says. “And then the other one just got involved with other things and flaked on the commitment.”

Without these key staff, the yearbook died a sudden death. The *Badger* may have immortalized memories for nearly 130 years, but it proved mortal.

Lehr was particularly disappointed.

“With the rise of social media, everyone can create from their perspective, versus an objective, universal one. Things are far more fragmented and fractured,” he says. “Without a yearbook, we’ve lost a valuable, historic point of reference and a great professional training ground for tomorrow’s talented publishers, editors, and photographers.”

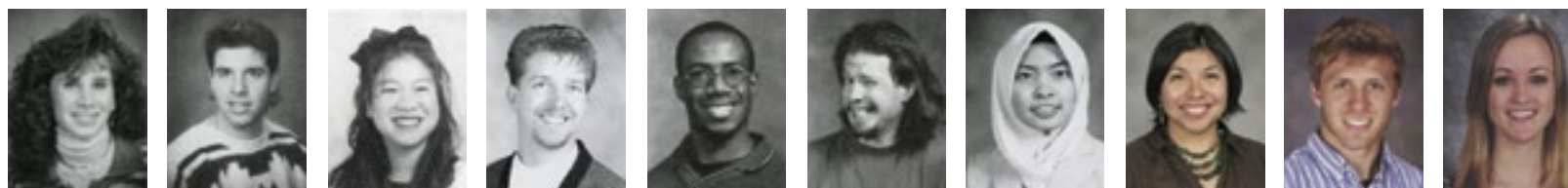
Michael Wagner, a professor in the School of Journalism and Mass Communication, says there was little faculty involvement in the yearbook when he joined in 2012. “It’s always hard to know which traditions should die and which should go on,” he says. “I’m a little sad that we don’t have that continuous historical record in the same place, in the same format. That feels like a loss.”

As the last editor in chief of the yearbook, Meyer felt a certain amount of guilt.

“It’s not easy when your name is attached to something that is considered the last,” she says.

But as the years have passed, she has come to terms with the fact that the decline of print media was not under her control. “I have come to forgive myself,” she says. “Realizing that I don’t have to blame myself for it is freeing.” ●

Anupras Mohapatra ’23 served as an opinion editor at the Daily Cardinal.



W



An Ohio State cheer shot fired up the Badger football team in a 2003 game that featured a dramatic fourth-quarter pass.

UNW ATHLETICS/DAVID STILUKA

BADGERS AT THE BUZZER!

Legendary UW sporting events that came down to the wire

BY DOUG MOE '79

The first University of Wisconsin sporting event I witnessed in person was the home football opener at Camp Randall Stadium in September 1965. The University of Colorado was the opponent. I was nine. My dad took me. I envisioned amazing runs and spectacular receptions, punctuated by end zone celebrations.

The final score was 0–0. The *Janesville Daily Gazette* called it “about as uninteresting a game as has been seen in Camp Randall in some years.”

It was a down time for UW football. Fortunately, in the half-century since, Badger athletes — men and women, in every sport — have provided thrills aplenty in contests that get talked about for years. Here are six that came down to the wire.

Mens' Hockey vs. Cornell University Boston Garden, Boston March 16, 1973

The Badgers dug themselves a huge hole in the early stages of this NCAA semifinal game. Cornell was up 4–0 four minutes into the second period, but Dean Talafous '74, a star UW sophomore, insists he wasn't worried.

“Bob Johnson's teams did not have a mentality where they would fall apart or lose confidence because of the score,” says Talafous, referencing the legendary UW head coach. “I never thought we were going to lose. I just played shift by shift. We had the fans behind us.”

Some 1,500 Badger fans made the trip to Boston, and for the first time at a road hockey game, the UW

Marching Band was there as well, playing countless renditions of “You've Said It All.”

The Badgers closed the gap to 4–2 at the end of the second period.

Johnson was always upbeat but not the kind of coach to give impassioned speeches before games or between periods. Talafous says UW assistant coach Jeff Rotsch '72, MBA'74 — a former team captain — told him later he'd asked Johnson if the coach had prepared a pregame pep talk against Cornell.

“If I have to give them a pep talk,” Johnson replied, “I have the wrong guys in that room.”

It would have been too late for a pep talk anyway when Cornell scored a devastating goal just 40 seconds into the third period, making the score 5–2. Marching Band director Mike Leckrone recalls UW athletic director Elroy Hirsch x'45 being too nervous to watch for more than a few seconds at a time, retreating instead to pace the Boston Garden interior.

The Badgers fought back gamely. Gary Winchester '74 scored, and then Jim Johnston '73 made it 5–4 with three and a half minutes left in the game.

With a little under a minute to play, Johnson pulled UW goalie Dick Perkins '79 in favor of a sixth skater. It was Talafous. The Badgers hit the Cornell goal post with 18 seconds left — so close! — and then a Cornell player tried to clear the puck. But it hit Badger Dennis Olmstead x'76 and fell to the ice.

“I could see Olmstead was going to get to the puck,” Talafous says. “So then I'm trying to get open.”

Olmstead passed, and Talafous shot.

“I don't think I ever really caught the puck,” Talafous says. “I kind of put it in, all in one motion.”

The goal tied the game at 5–5. There were five seconds left.

Talafous scored the game-winner in overtime, too, and then scored again two days later against Denver in a game the Badgers won 4–2 for their first NCAA championship.

In the past half-century, Badger athletes have provided thrills aplenty in contests that get talked about for years.

Talafous plays down his own contribution and instead marvels at how “the fans, the band, and Bob Johnson’s personality” made that Boston weekend extra special.

“Nobody in college hockey had ever seen anything like that.”



UW ATHLETICS

In a fraction of a second, the 1975 women’s rowing team went from thinking they’d lost to learning they’d won.

Women’s Rowing, Varsity Eight National Rowing Championship Lake Carnegie, Princeton, New Jersey June 22, 1975

Women’s rowing was not yet an NCAA sport in 1975, but the National Women’s Rowing Association held a national championship that included both university teams and women’s rowing clubs. The Badgers, coached by Jay Mimier ’71, JD’74, had been to the championship a year earlier in California but drew a tough semifinal heat and didn’t make the finals.

Prior to the 1975 nationals in New Jersey, the Badgers competed in the Eastern Sprints in Connecticut. The varsity eight boat lost in the finals to Radcliffe. The UW novice (mostly freshmen) boat, however, had won its race impressively.

“Jay decided there was some speed in that novice boat,” says Sue Ela ’75, who was on the varsity eight boat and later became head coach of the Badger women. “He moved three women up to the varsity boat.”

The Badgers finished third in their semifinal race, good enough to make the finals but behind two club teams, the Vesper Boat Club of Philadelphia and the Eastern Development Camp of Boston. They were determined — and peaking at the right time — but at one point during the championships, Ela recalls, they had a reckoning with their coach.

“We were staying in the Princeton dorms, and

we’d all gone out for some snacks. I had a chocolate malt, someone else had a six-pack of diet pop. It was all junk food.”

Mimier was incensed, questioning whether the team was ready to play with “the big dogs.”

“We didn’t think it was a big deal,” Ela says. “But it may have been the kick we needed to really focus.”

Moments before the final, Mimier gathered his rowers — besides Ela, they included a future U.S. rowing legend, Carie Graves ’76 — and quietly reminded them of how hard they’d trained. “You’re better than you showed in the heat,” he said.

The Badgers flew off the starting line for the 1,000-meter race. Where the usual strategy is to settle in at a slightly lower stroke rate, the UW women never settled, keeping up a torrid pace at 39–40 strokes a minute.

Near the finish line, it was tight, the UW holding the slimmest of leads over Vesper.

Seconds passed. Then: “We caught a crab,” Ela says, crew-speak for an oar sticking in the water. “It was a boat-stopper.”

To their immense relief, the Badgers discovered they’d already reached the finish, three seconds ahead of Vesper.

“In a fraction of a second we went from thinking we’d lost to learning we’d won,” Ela says.

It was the first national championship for UW women’s athletics.

Men’s Basketball vs. Michigan State UW Field House March 3, 1979

Earvin “Magic” Johnson and his Michigan State Spartan teammates came to Madison with an eye on the upcoming NCAA tournament, a national championship they would capture a few weeks later by beating Larry Bird and Indiana State in the final. The Spartans may have been looking past the UW, but they shouldn’t have. While the Badgers had struggled under Coach Bill Cofield that season — losing 10 straight games at one point — they’d won three straight going into the Michigan State game. And with just a few minutes left, it looked like they would make it four straight against the Spartans.

“We kind of had them,” recalls Bo Ryan, who was then an assistant coach and later a highly successful UW head coach.

The Badgers were up five with two and a half minutes left, but Ryan knew Johnson could perform magic. The UW had tried to recruit him. Two years earlier, when the Badgers were playing the Spartans in East Lansing and Johnson was a high school senior, Ryan arranged for the entire UW team to go to his high school gym and watch practice.

It was a recruiting tactic. Surely seeing the Badgers in his gym would get Johnson’s attention.

“He was so impressed I think he committed to Michigan State the next day,” Ryan says.

At the Field House in March 1979, Michigan State had whittled the lead to two with just three seconds to go when Badger Wes Matthews x’81 fouled Johnson.

“A terrible call,” Ryan says. “We were not very happy.”

According to Ryan, as Johnson was heading to the free-throw line, Badger Joe Chernelich ’81 walked by and said, “Well, let’s see if you’re as good as they keep saying you are.”

“It’s kind of hard to rattle Magic,” Ryan says, chuckling. “Boom, boom — he made them both.”

Tie game. Three seconds left. Overtime for sure.

Except the Badgers quickly threw the ball in, getting it to Matthews, who launched an improbable Hail Mary shot from 50 feet.

It went in. Game over. Wisconsin 83, Michigan State 81. Pandemonium. The crowd rushed the court.

It was the last game Magic Johnson lost as a collegian.

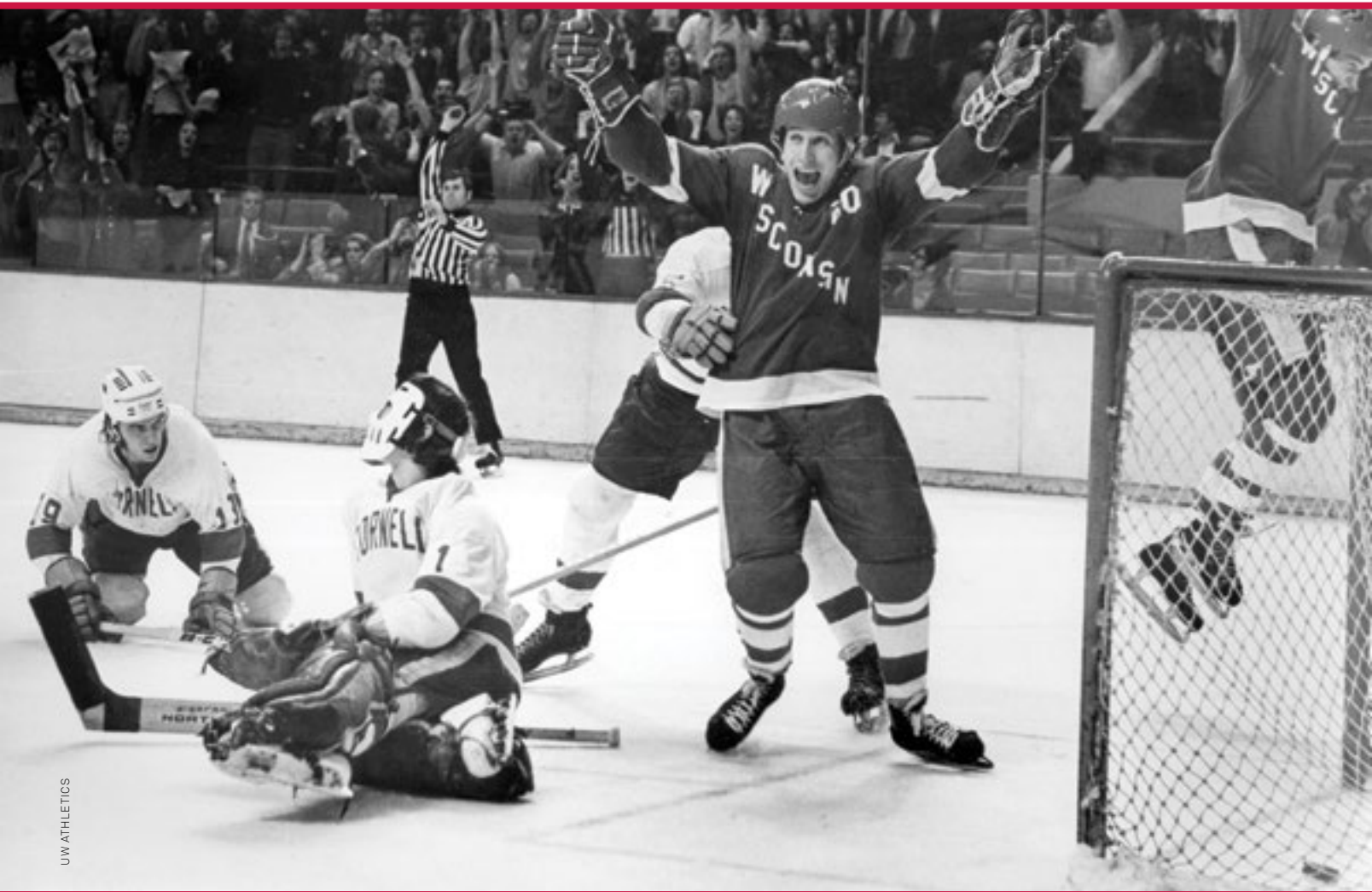
Badger Football vs. Ohio State Camp Randall Stadium October 11, 2003

You wouldn’t think losing your starting quarterback late in the third quarter of a prime-time game against the team with the longest winning streak in college football could possibly work to your benefit. But the cheap shot Ohio State took at UW quarterback Jim Sorgi ’04 provided major motivation for the Badgers. A newspaper headline the next day read: “Shot on Sorgi fires up UW.”

Sorgi departed the field shortly after a linebacker for the third-ranked Buckeyes, who were riding a 19-game winning streak, grabbed the quarterback’s throat during a pileup. Having trouble breathing, Sorgi left the game. His replacement was Matt Schabert ’04.

“I spent my career as a backup,” says Schabert, today a Madison firefighter. “I can warm up pretty quickly. Just a few throws.”

Talafous: “No-body in college hockey had ever seen anything like that.”



It was 10–3 Wisconsin when Sorgi went down, but the Buckeyes scored with about six minutes left in the fourth quarter to tie the game at 10.

The Badgers had the ball on their 20 after the kickoff. Schabert had played well enough — he ran one quarterback draw for 12 yards — but now the game was on the line.

On second and nine from the 21, he took the snap and rolled right. Badger receiver Lee Evans '14 was covered by Buckeye defensive back Chris Gamble, a matchup of stars. The pattern called for Evans to run downfield and cut to the outside. Gamble sensed the pass was imminent.

“Gamble thought the ball was coming on the outside route,” Schabert says.

Instead, Evans made a second cut, sprinting directly up field.

Gamble had closed in for the expected out pass. “If you do that, Lee is going to run by you,” Schabert says.

The quarterback lofted a long, nearly perfect pass, which Evans caught in stride and took to the end zone. It was the game-winner, 17–10 Wisconsin.

Schabert sprinted 80 yards to celebrate with his receiver. “I was running toward the student section, the band, the cheerleaders. It was mayhem down there. It was a great feeling.”

Women's Hockey vs. Harvard Kohl Center March 10, 2007

Mark Johnson '94's women's hockey team had won their first national championship in 2006, but somehow the program had yet to really take off with fans as the Badgers tried to repeat in 2007.

Only 155 season tickets were sold. Yet the team performed brilliantly, losing only one game all year, and when the Badgers hosted Harvard in an NCAA quarterfinal game at the Kohl Center, the stars finally seemed to align.

A crowd of 5,125 was on hand, the second largest in college women's hockey history at the time. The game was for a berth in the Frozen Four in Lake Placid, where 27 years earlier Johnson had helped the U.S. men's team to a celebrated Olympic gold medal.

“It was an awesome atmosphere,” says Jinelle (Zaugg) Siergiej '08, who was a junior forward for the Badgers.

The teams battled to a scoreless tie in regulation. Both goalies were brilliant, especially Harvard's Brittany Martin, who stopped 67 shots overall.

Incredibly, there was no score in the first 20-minute overtime period. Or the second. Or the



UW ATHLETICS/JULIA KOSTOPoulos

For the Badger volleyball team, the 2021 championship match was “huge play after huge play after huge play.”

third! The teams had now played the equivalent of a second full game.

In the locker room early on, Siergiej says, Johnson was “very calm and collected. He was like, ‘This is fun. Next goal wins.’ But then as it went on, it was like, ‘I can’t believe this is still going!’”

“We always had food between periods — bagels or fruit,” she continues. “We completely ran out after the second overtime. It was late, nothing was open. They brought in a big bag of Skittles. So the joke was we all ate Skittles and sugared ourselves up for the fourth overtime. We needed something.”

It worked. Seven minutes into the fourth overtime, Badger forward Sara Bauer '08 sent a perfect pass to Siergiej near the right face-off circle.

“One of the things I learned from Mark was shoot every puck off the pass that you can,” Siergiej says. “I thought, ‘Get this thing on the net and don’t miss.’”

She didn’t. The Badgers won, 1-0, and went on to their second national championship. The game was the second-longest in women’s college hockey history.

Siergiej’s grandparents were there from Rockford, Illinois, up far past their bedtime. They saw a game for the ages. “Probably my favorite hockey memory,” Siergiej says.

Badger Volleyball vs. Nebraska Nationwide Arena, Columbus, Ohio December 18, 2021

Kelly Sheffield’s volleyball team had, in his words, “huge expectations” going into the 2021 season.

That can be a good and a bad thing. The Badgers were a group of talented veterans who had been to final fours twice before. When they arrived in Columbus for their third in a row — and having never won the NCAA championship — there was both anticipation and heightened pressure.

After the team beat number one Louisville in a five-set thriller in the semifinals, the championship match against number 10 Nebraska figured to be epic, and it didn’t disappoint.

“There were a lot of record-setting performances,” Sheffield says of the title match. “It was the largest crowd to see a college volleyball match. The most-watched match ever on TV. And just huge play after huge play after huge play.”

Sheffield’s stellar senior class — including Dana Rettke '21; Sydney Hilley '20, MS'22; Lauren Barnes '21, MS'22; Giorgia Civita MS'22; and Grace Loberg '21 — had finished seventh in the Big Ten as freshmen.

“Badger fans watched them grow up,” Sheffield says.

They grew to embrace the biggest stages in college volleyball, but a championship had eluded them. Now, in Columbus, they had one last chance.



UW ATHLETICS/DAVID STLUKA

Nebraska won the first set, the Badgers won the next two, and then Nebraska evened it at 2-2. In the fifth and final set, the UW led 14-12, one point from the championship, and appeared to win the next point, securing the title.

“We rush the court. We’re celebrating,” Sheffield says.

But Nebraska challenged the call, and the officials reviewed the play.

“It went against us,” Sheffield says. “That’s where having an experienced team was really helpful. You have to be able to lock in on the next point and do it again.”

They did. The rally went long on the next point. In the end, Hilley fed Rettke for the game-winner. It lives vividly in Sheffield’s memory.

“For the last swing to go Hilley to Rettke,” he says, “that was poetry.” ●

Doug Moe '79 is a longtime Wisconsin journalist and author.

The women’s hockey team, sugared up on Skittles, won a game for the ages.

See this article at onwisconsin.uwalumni.com for video clips of these exciting Badger wins.

On Alumni

News from Home and Abroad

Party On, Wisconsin!

The university's 175th birthday bash picks up steam.



ANDY MANIS

Kristen Aschbrenner DPM'08, Mathew Aschbrenner '02, MD'06, and their daughters Gwen (left) and Maddie pose for a photo taken by Will Hsu '00 during a state tour stop in Wausau in August.



UW ARCHIVES

MOURNING ADA DEER

WFAA bids a fond farewell to **Ada Deer '57**, who passed away in August. Deer, a 2020 WFAA Distinguished Alumni Award recipient, worked relentlessly on behalf of the Menominee tribe, helping to overturn a federal law that revoked the tribe's sovereignty. She continued to advocate for Native peoples as assistant secretary of the U.S. Department of the Interior and head of the Bureau of Indian Affairs. She also taught at UW-Madison and directed the university's American Indian and Indigenous Studies Program.

In honor of its demisemiseptcentennial, UW-Madison arranged tours to cities around the state to celebrate university-civic partnerships. State tour stops included Green Bay, Sheboygan, and Milwaukee.

The final visit this past summer, to Wausau, drew more than 170 attendees. The city's mayor, Katie Rosenberg, attended decked out in red from head to toe. Alumni and friends played lawn games, enjoyed free Babcock Hall ice cream served from a vintage truck, and celebrated all things Badger.

The celebration was preceded by events that marked the impact the university has had on the state. A gathering at DuBay Cranberry Company in Junction City highlighted how UW-Madison is harnessing science to help cranberry growers set harvest records by using hybrids and creating new varieties of cranberries. An event in Rib Mountain showcased Marathon County's partnership with UniverCity Alliance, which encourages communities to take advantage of university expertise. And in Schofield, the Greenheck Group, a supplier of ventilation and air conditioning equipment, sponsored a panel discussion focusing on its partnership with the UW's E-Business Consortium.

The community visits will resume next summer with stops in Waukesha, Appleton, Racine/Kenosha, La Crosse, the Chippewa Valley, and Janesville/Beloit.

Sarah Schutt, chief alumni officer and executive director of the Wisconsin Alumni Association, reflected on the UW's community connections, past and present. "It's amazing to think how, over the course of the last 175 years, the research in so many fields — from agriculture to the arts — has extended the reach of UW-Madison for positive impacts across this great state."

As of press time, UW-Madison had also planned a "By the Light of the Moon" gala at the Wisconsin Institute for Discovery for October 27 to celebrate "175 luminous years of the University of Wisconsin." In another nod to the milestone, Homecoming events adopted a special 175th focus (see the Fall 2023 *On Wisconsin On Alumni* news).

For more on the university's 175th anniversary, see 175.wisc.edu. And don't miss the video near the bottom of the page featuring UW-Madison's own **André De Shields '70** as narrator.

22%

Increase over last year in Fill the Hill funds raised, with a 14 percent increase in the number of gifts

\$2.9 million

Amount raised by Fill the Hill in its first 11 years

18,175

Total number of gifts inspired by Fill the Hill to date

FILL THE HILL

In October, WFAA staff filled Bascom Hill with plastic flamingos to represent gifts made to the university. In a nod to the university's 175th birthday, Fill the Hill saluted a beloved piece of Badger history with a video featuring **Jim Mallon '79** and **Stu Baker '80**. As founding members of student government's Pail and Shovel Party, they helped to place the first flock of flamingos on Bascom Hill in 1979 in one of the university's most legendary pranks. See uwalumni.com/go/pail-shovel.



Today the Union, Tomorrow the World

The UW's Open Mic Night can be a stepping stone to the big time.

Since it began in the early 1960s, the Memorial Union's weekly Open Mic Night has featured both the boldly professional and the barely experienced. And, sometimes, the merely bare. One confident character took the stage wearing his guitar and little else.

That's certainly a way to get more, um, exposure, but most of the performers use the opportunity to polish their craft for a tolerant UW audience. For some, it's a stepping stone to the big time. In the 1960s, **Steve Miller '67**, **Boz Scaggs '66**, and **Ben Sidran '67** tested out songs at the Union before Top 40 stardom. In the 1980s, guitarist Stanley Jordan perfected his two-handed tapping technique and went on to conquer the jazz world. More recently, Madison singer-guitarist Raine Stern graduated from the open mic to NBC's *The Voice*. What do all these performers have in common?

In a word: guts.

"Unlike TikTok, the open mic gives performers a real opportunity to get in front of an audience," says **Susan Dibbell '84, MS'02**, deputy director of the Wisconsin Union. "They are courageous. They learn how to work with sound technicians and handle audience feedback. It's a lot harder than sitting in your bedroom having your friend video you."

The Union's open mic takes place outdoors on the Terrace and, when it's too cold for clothing-optional

guitar playing, inside at the Rathskeller. Hosts run the show — and sometimes steal it. On an August night at the Terrace, **Alexia Normington x'25** introduced the acts with low-key professionalism, and then, to the crowd's whooping delight, joined **Rija Ratsimihah x'25** for "Tennessee Whiskey," nailing the country-fried harmony. Who knew she could sing?

"That was very spontaneous," Normington said, laughing, before introducing a yo-yo specialist.

Ratsimihah goes by Rija! on Spotify, and no one would begrudge him the exclamation mark. With his *American Idol*-ready upper register, the music education major is destined for bigger stages. While it's fun to discover such talent at the open mic, it's just as enjoyable to watch less-ambitious individuals go up on a lark. That night, budding accordionist **Kate Forer MFax'24** played a creditable rendition of Rick Astley's "Never Gonna Give You Up," inspiring a sing-along. A barefoot **Chani Danforth '23** admitted that her performance was just for fun but then sang Carole King's "So Far Away" with a dreamy sweetness that made audience members put down their brats. No one guessed that she'd cap her 10-minute slot with a blazing four-mallet marimba solo.

Comedian **Kristine Marie Gallagher '91, MS'93** told a fantastical story about shoplifting, wearing a black-and-white-striped prisoner's costume that she accessorized with a plastic ball-and-chain around her ankle. At the end of the night, as the performers chatted with new fans, she summed up the open mic's enduring appeal.

"It's fun to watch somebody being brave."

DEAN ROBBINS

"It's fun to watch somebody being brave."



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An Eye for Indigenous Art

Patricia Marroquin Norby MA'01, MFA'02 curates Native American works at the Metropolitan Museum of Art.

Patricia Marroquin Norby MA'01, MFA'02 has a theory: “Indians attract Indians.” Especially in urban areas, she believes, Indigenous people seek each other out to build community and create together. Named the inaugural associate curator of Native American art at the Metropolitan Museum of Art in 2020, Norby now has a greater platform to put her theory into practice.

A descendant of the Purépecha, Norby knows how valuable it is to have access to cultural traditions and fellowship. Throughout her time at UW-Madison, Indigenous student organizations welcomed Norby and her son into a supportive, active network. The late **Truman Lowe MFA'73**, a celebrated Ho-Chunk artist and UW professor, also took Norby under his wing and helped prepare her for her current role.

As a curator, Norby brings together Indigenous art and perspectives, attracting Native and non-Native artists and audiences alike. Her debut exhibition at the Met, *Water Memories*, was inspired by water's everyday influence on people's lives. It displayed a collection of photographs, videos, toys, and more, underscored with personal narratives from Indigenous people reflecting on their relationship with water.

“Everybody has a memory of water, whether it's a negative, positive, or peaceful memory, or a really fun moment,” Norby says. Oceans, streams, faucets, floods, and droughts shape civilizations, human history, and daily life. “That's why we have the word



JEREMY DENNIS/NEW YORK TIMES/REDX

memories, because the narrative is framed around very intimate moments — memories that each artist or community had in connection to a work on view.”

Norby is amplifying voices that have often gone unheard while providing a venue for individuals to connect and share perspectives. *Grounded in Clay: The Spirit of Pueblo Pottery*, on display until June 2024, is the

Norby was selected as an inaugural Luminary Award recipient by the Wisconsin Alumni Association and will accept the award in 2024.

first exhibition at the Met that is entirely community curated. Norby invited 60 members of Pueblo nations to select a collection of historical and contemporary pottery that tells stories on Indigenous people's terms.

“Indigenous voices have really been pushed to the foreground,” Norby says. “And I just think it's an incredible time right now.”

ESTHER SEIDLITZ

60s–70s

After being diagnosed with stage four cancer in 2018, **Matt Cormons MS'72** of Parksley, Virginia, focused his energy on a long overdue assignment: writing up the results of research he conducted for his master's thesis more than 50 years prior. Cormons studied animal behavior, specifically that of the digger wasp *Microbembix monodonta*, under the late UW zoology professor **Jack Hailman**. The first paper based on the research was published in April 2022. Cormons died in December 2022, and his second paper was published posthumously in March 2023.

The Board of Regents of Texas Tech University awarded **Kimberly Boal MBA'77, PhD'80** the title of professor emeritus in February. Boal retired in 2021 after 32 years with the university, during which time he was elected president of the Western Academy of Management and to the Board of Governors of the Academy of Management. His 42-year career in higher education included positions at Utah State University, the University of Nevada–Reno, Penn State University, and the University of Queensland.

Kien Ma '79 of Fitchburg, Wisconsin, is officially retired after closing his longtime Madison grocery store, Yue-Wah Oriental Foods. Ma opened Yue-Wah in 1983 after studying engineering at the UW.

80s

After 17 years with Saint Paul's Catholic Student Center in Madison, Reverend **Eric Nielsen '84** took on a new assignment with a parish in Janesville, Wisconsin. Nielsen played an active role in reimagining the new Saint Paul's building, which opened on Library Mall in 2017.

The southeast Wisconsin chapter of the Public Relations

Society of America presented **Michael Pflughoeft '84** with the 2023 Dorothy Thomas Black Award. The award recognizes lifetime achievement in the industry. Pflughoeft's career includes work with such companies as Harley-Davidson, Pabst, Aurora Health Care, and the Marcus Corporation. He is currently an account director with Milwaukee-based advertising agency BVK.

Several Badgers are among the newly elected leaders of the Ho-Chunk Nation: Supreme Court justice **David J. W. Klauser '85, JD'88, LLM'93** of Monona, Wisconsin, and trial court chief judge **Jo Deen Lowe JD'85** of New Lisbon, Wisconsin, will each serve another four-year term. **Michelle Greendeer-Rave '95, JD'98** and **Wendi Huling JD'01** of Black River Falls, Wisconsin, will each serve their first terms as trial court judges.

Randy Magen MS'87, PhD'92 of New York City was named dean of Yeshiva University's Wurzweiler School of Social Work. Magen has more than 30 years of experience in higher education, including his most recent role as director of the School of Social Work at Boise State University and his previous appointment as professor and associate dean of curriculum at the University of Alaska in Anchorage.

Governor Spencer Cox appointed **John Harvey MS'89, PhD'96** of Sandy, Utah, as a commissioner with the state's Public Service Commission (PSC). He previously served as an economist and technical adviser with the PSC since 1997.

90s

Jane Beckering JD'90 of Grand Rapids, Michigan, was appointed as United States district judge for the Western District of Michigan. She was

nominated by President Joseph Biden and confirmed by the Senate in 2021. She previously served for 14 years on the Michigan Court of Appeals.

Michael Marcovici '91 of Highland Park, Illinois, was named to *Barron's* list of the top 1,200 financial advisers in the country for 2023. The rankings recognize both quality of practice and philanthropic work. Marcovici is a cofounder and managing director of the Baldwin Marcovici Group within Merrill Private Wealth Management. He's also a founding member of the Holocaust Remembrance Board and a board member of the Illinois Holocaust Museum.

Big Brothers Big Sisters of Metro Milwaukee has named **Neil Willenson '92** as its new president and chief executive officer. Willenson was most recently vice president of philanthropy and community impact for Kacmarcik Enterprises and KAPCO Metal Stamping, where he led grant-making to nearly 1,000 nonprofit organizations since 2010. Willenson is the founder of One Heartland, a national nonprofit organization that supports children impacted by HIV/AIDS. He's also a cofounder of Camp Hometown Heroes, which offers opportunities for healing to children of fallen U.S. service members, and Camp Reunite, which is dedicated to children who have a parent incarcerated in the Wisconsin Correctional System.

This year's alumni gathering of the Wisconsin Hodags, the UW men's Ultimate Frisbee team, honored the 20th anniversary of the program's first national championship victory in 2003. The event included an awards ceremony to honor the inaugural inductees into the Hodag Hall of Fame, including the late **Kevin Crowley '93** of Chicago; **Ron Kubalanza '97** of Warrenville, Illinois;

BOOK NEWS?
See page 64.

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.

and **Hector Valdivia x'02** of Middleton, Wisconsin. They also recognized the Hodags' nominee for the 2023 Callahan Award from USA Ultimate, **Nico Ranabhat '23**, and the winner of the 2023 Kevin Crowley Spirit Award, **Joe Leibforth x'24**. Thanks to **Jeff Maskalunas '18, MS'20** for sharing this news with us!

Thomas Parr '94 of Madison has been named the southwest Wisconsin regional director of the Wisconsin Veterans Chamber of Commerce. The organization provides resources to veteran-owned and veteran-friendly businesses across Wisconsin.

Salem State University in Salem, Massachusetts, welcomed **Elisa Castillo MS'95, PhD'02** as its first assistant vice president for Hispanic-serving-institution and minority-serving-institution initiatives. Castillo joined the university in 2005 and most recently served as the associate dean of students for wellness. She is credited with coleading the university's pandemic response, increasing access to mental health services, creating resources for sexual health and wellness, and addressing relationship violence and campus hunger. She also helped craft Salem State's diversity statement, incorporated lessons on diversity and power dynamics into the general curriculum, and hired a vice president of diversity and inclusion. "When we make things better for a group that has been historically underserved, we also make them better for everyone else," Castillo says.

Government Technology magazine named **Alyssa Kenney '99** of Madison among its "Top 25 Doers, Dreamers, and Drivers" for 2023. Kenney is the state broadband and digital-equity director at the Public Service Commission of Wisconsin. She was recognized for her



The Science of Love

A psychologist dissects the benefits of gratitude for couples.

Love makes the world go round, especially for psychology professor **Sara Algoe '98**. For nearly 15 years, this people-watcher has invited countless couples to cuddle on a cozy couch in her Emotions and Social Interactions in Relationships Lab at the University of North Carolina–Chapel Hill.

She crafts her experiments to spark warm feelings. Every word, smile, and caress is captured on video. Algoe, an expert on gratitude and its health effects, scrutinizes recordings to detect relationship clues, tracking how often couples touch, laugh, and express thankfulness for each other.

"I'd love to try to bottle the moments of love, shared laughter, and gratitude I see. It's such a joy and a privilege," she says. As one of the nation's top experts on love and happiness, she's seen her findings on relationships covered in outlets ranging from the *Wall Street Journal* to PopSugar.

Algoe says that even the simplest acts have a powerful impact. After noticing that many couples laughed together, she studied her data and found that ones who did so more frequently reported greater closeness than those who shared laughs less often.

"When you're laughing with another person, you think you see the world the same way," she says. "It's the marker of a high-quality relationship."

Another Algoe experiment found that partners in an everyday loving relationship get more than mere psychological benefits. Being with a loved partner lowered their blood pressure and levels of blood inflammation, thus helping their hearts function better.

Gratitude has ripple effects, too. When test subjects heard a recording of a romantic message to a partner, they concluded the other party was a good person, even though they knew nothing about him or her.

Algoe also looks for gender differences. "We never find them," she says. "The way I interpret it is, everybody wants to be valued."

Algoe encourages other researchers in her field to show gratitude for each other. To aid them, she recently created The Love Consortium, an internet database where international researchers post their work in order to collaborate with others.

If it seems she is merely proving what people have always known — that love strengthens relationships and boosts partners' mental and physical health — Algoe says it needs to be shown scientifically.

"If relationships are one of the best predictors of mental and physical health, everyday life satisfaction, and longevity," she says, "then just like understanding the air we breathe, why shouldn't we dig in to find out exactly what's going on in relationships?"

GEORGE SPENCER



How to Keep Gifts Private

An alum's platform allows you to make contributions anonymously.

Not everyone wants their name up in lights when they donate. Some prefer to keep their gifts between themselves and their checkbooks.

Tim Sanders '15 found out it wasn't easy to donate anonymously and decided to do something about it. The result is Silent Donor, a technology platform he launched in early 2020 that allows donors to send fully anonymous, tax-deductible charitable and nonprofit donations.

Sanders was living in Chicago in 2019 when he made an online charitable donation, after which he began repeatedly hearing from the charity.

"I was kind of put off by the attention I received," he says. There were emails, letters, calls — a full-court press.

"I wanted to send my next donation anonymously, so I could still have the impact I wanted but also maintain my privacy," Sanders says. He was surprised to learn there was no easy way to donate truly anonymously. Checking a "remain anonymous" box when sending an online donation to a nonprofit or charity "doesn't make you anonymous at all," he says. "The organization still receives your personal information."

Sanders's solution was to create a technology platform and a uniquely designed 501(c)(3) charitable fund called the AnonDo Fund (Anonymous Donation Fund). Donors simply fill out a short form on the Silent Donor platform. Their gift is then sent to the AnonDo Fund, which issues them a tax-deductible receipt. Then the fund sends the contribution to the charitable or nonprofit organization that the donor specified on their form, without including any of their personal information.

The demand was clearly there, fueled by privacy concerns and weariness around personal data being mined online. Although the company initially just served the Chicago area, its footprint has expanded globally, including an office in Europe. Additionally, donors can now anonymously contribute to crowdfunding campaigns on sites like GoFundMe.

Silent Donor also partners directly with charities to allow them to easily accept anonymous gifts and has landed some high-profile partners, including SameYou, the brain injury and stroke charity founded by *Game of Thrones* actress Emilia Clarke, and United24, Ukraine's official fundraising vehicle. In May, Sanders attended the United24 Philanthropy Summit in Kyiv, hosted by Ukrainian president Volodymyr Zelensky.

His goal for Silent Donor? "Continue growing so we're on the minds of everyone who wants to give back and remain anonymous."

DOUG MOE '79

success in growing Wisconsin's broadband funding, ensuring equitable access to broadband infrastructure across communities, and improving the accuracy of broadband maps.

Gita Rebbapragada '99 of Los Angeles was promoted to chief operating officer at Crunchyroll, the anime distribution and licensing company of Sony Pictures Entertainment, after serving as the company's chief marketing officer since 2021. She previously held senior leadership positions with New Growth Platforms, Zipcar, and TechStyle Fashion Group. She was the chief revenue officer for interior design company Laurel and Wolf before joining Sony as a senior vice president of marketing in 2018. Rebbapragada led the global marketing for two of the top five films in U.S. anime box-office history.

00s

Lights ... camera ... camp! In his television pilot, *The Heathen Shane Stevens*, **Ben Mulhern '04** of Saint Paul, Minnesota, tells the story of a likable, undercover atheist who is tasked with running a theater program at a Bible camp. The pilot was nominated for Best TV Series, Web Series, or Mini-series at the Breaking TV Film Festival in London.

Don Breber '05 was named chief financial officer of Northwestern Mutual Park Avenue in New York City. He comes to the role with nearly 20 years of financial industry experience, including his most recent role as a regional financial consultant at Northwestern Mutual in Milwaukee.

The Illinois Legislative Latino Caucus Foundation selected **Oswaldo Alvarez '06** of Chicago as its inaugural executive director. He was previously appointed by Governor J. B. Pritzker to serve as director of the Illinois 2020 census, which achieved the state's high-

“When we make things better for a group that has been historically underserved, we also make them better for everyone else.”

— Elisa Castillo MS'95, PhD'02

est-ever rate of self-response and finished first in the nation among states with more than nine million people.

Kavi Mehta '06 joined the Department of Comparative Biosciences in the UW School of Veterinary Medicine as an assistant professor. Mehta returned to the UW after completing a postdoctoral fellowship at Vanderbilt University. The Mehta Lab will focus on cancer biology and DNA repair.

Ulta Beauty promoted **Elizabeth Oates MBA'06** of Naperville, Illinois, to vice president of consumer insights. Oates joined the company in 2019 as a senior director of consumer insights. Her previous industry experience includes roles with General Mills and Kohl's Department Stores. She is a regular guest lecturer at the Wisconsin School of Business.

Oregon Health and Science University in Portland, Oregon, promoted **Jonah Sacha PhD'07** to chief of the Division of Pathobiology and Immunology. Sacha joined the university as an associate professor in 2011. He has appointments in both the Vaccine and Gene Therapy Institute and the Oregon National Primate Research Center.

Graham Sazama '07 was granted tenure and promoted to associate professor of chemistry at Lawrence University in Appleton, Wisconsin. Sazama joined Lawrence as an assistant professor of inorganic chemistry in 2016 after completing postdoctoral research at the Massachusetts Institute of Technology.

Joshua Taggatz '07 of Sun Prairie, Wisconsin, joined

the International Association of Defense Counsel, an invitation-only legal organization for corporate and insurance attorneys. Taggatz is an attorney with Reinhart Boerner Van Deuren in Madison.

House calls for Fido:

Miranda Braithwaite '08, MPH'18, DVM'18 takes her veterinary practice on the road with SagePet Home Veterinary Care. She makes in-home visits to ailing and aging pets around the Madison area, sparing them the anxiety of transport and treatment in a clinic. Braithwaite is also a hospice and palliative-care veterinarian and is certified in companion-animal euthanasia.

10s

After working as a dietitian and nutritionist in the pediatric intensive care unit of American Family Children's Hospital in Madison, **Andrea Magee '12** traded patients for pastries with her new business, Second Breakfast Bakery. She operates Second Breakfast out of Madison's FEED Kitchens, where she makes boxes of homemade treats for monthly subscribers. She also works at the bakery outlet of Madison Area Technical College, where she was previously a student and lab assistant in the baking and decorative arts program.

Laura Reich '13 of Los Angeles is the head of production for production company Vibrant Penguin. Reich is also an independent producer whose work ranges from web series to short and feature-length films. Her recent film *All Sorts* (2021) was selected for the Raindance Film Festival, the Los Angeles Latino International Film Festival, and the Seattle International Film Festival. She was also an associate producer on *Rita Moreno: Just a Girl Who Decided to Go for It* (2021), which is available on Netflix.

As far as **Olivia Sander-**

foot '15, MS'17 is concerned, air pollution is for the birds — but they shouldn't have to suffer from it. Sanderfoot is an ecologist and postdoctoral scholar in the University of California—Los Angeles Department of Ecology and Evolutionary Biology, where she studies the impacts of wildfire smoke and urban air pollution on bird populations. She was recently awarded the 2023 La Kretz Center for California Conservation Science Postdoctoral Fellowship. She will study the influence of wildfire smoke on bird behavior and species distribution. Sanderfoot has held conservation research, outreach, communications, and education positions with the NASA Air Quality Applied Sciences Team, the Madison Audubon Society, and the University of Washington.

Through the Native Art Market, two Madison artists are creating opportunities for Indigenous folks to share their culture and for non-Indigenous folks to appreciate it. **Dakota Mace MA'16, MFA'19** and **Paige Skenandore '22** hosted the first market, which featured Ho-Chunk, Oneida, Cherokee, Menominee, and Taos Pueblo artists. They also offered workshops on cultural appropriation and beadwork. “For many Indigenous people, making is part of sustaining ourselves,” Mace told the *Capital Times* in May. Mace is a Diné artist and an object photographer with the UW's Department of Design Studies. She's also an MFA mentor and adviser for the School of the Art Institute of Chicago and the Institute of American Indian Arts in Santa Fe. Skenandore is a member of the Oneida Nation and teaches art in addition to running her business, Moody Indian. The second Native Arts Market took place in October.

Mary Mulcahy '18 of Saint Paul, Minnesota, joined the law firm Nichols Kaster as an

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

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



COURTESY OF MARK BLASKEY

Cycling for Cancer

Two alumni reprise a 900-mile childhood bike ride to raise money for the Carbone Cancer Center.

Fifty years ago, Antigo, Wisconsin, teens **Nick Schmelter '79** (above left) and **Mark Blaskey '77, MS'79** (above right) decided to ride their bikes to the Canadian border and back as a summer adventure.

Schmelter, then 16, and Blaskey, then 18, camped out in tube tents and documented their 872-mile adventure with a Kodak Instamatic camera and a journal Blaskey kept.

What they thought was a once-in-a-lifetime journey got a revival in July. Exactly 50 years to the day later, Schmelter, Blaskey, and Blaskey's wife, Emily, pedaled that same route with a new focus: raising money for research at the UW Carbone Cancer Center. Their efforts led to more than \$7,000 raised for Carbone's Greatest Need Fund.

"Cancer has affected many people, and we feel so very fortunate to be able to do this," Schmelter says.

A resident of Vernal, Utah, Schmelter reconnected with Blaskey during the COVID-19 pandemic. When Blaskey brought up his desire to celebrate the 50th anniversary of their bike trip by riding the route again, Schmelter quickly agreed, and, in the wake of losing his sister to cancer, suggested they tie their efforts to fundraising.

The cyclists began their journey at Blaskey's childhood home in Antigo. They rode north to Bayfield and followed the edge of Lake Superior up to the U.S.-Canadian border and back again. A close friend drove along in an RV to serve as their daily base camp and sag wagon.

Both men reflected on how simple their trip seemed as teenagers.

"Neither Nick nor I can remember any hesitancy at all from his father or my parents for going," Blaskey says. "Nick was just 16. And then we didn't call home for four days. Can you imagine that in this day and age?"

The trip was filled with nostalgia for Schmelter, who worked in the Chequamegon and Nicolet National Forests in the early 1980s. They biked past Schmelter's first house and the towns where his children were born.

Blaskey experienced a full-circle moment just as they arrived back in Antigo. He noticed an RV parked on the street with *Las Brisas*, its model and the Spanish word for *breezes*, written on the side. His sister, who died of cancer in 2020, ran a vehicle dealership named Las Brisas in southern Missouri. He was overcome with emotion.

"I just could not believe the serendipity of that," Blaskey says. "This is why we did this ride. It's for our friends and family and people we don't know who have faced cancer, and here was my sister speaking to me in the final 300 yards of the ride."

ALICIA ARTUS '11

associate attorney. She most recently clerked for Justice Natalie Hudson and Justice Margaret Chutich at the Minnesota Supreme Court.

When a period of grieving sent **Miona Short '18** in search of a simple self-care routine, she found comfort and founded a company. Short is the inventor of the Carefree Comb, a wide-toothed comb that dispenses hair product as it detangles. She produces the Carefree Comb through her beauty company, Shukrah. Prior to breaking into the beauty industry, Short is believed to be the first Black woman to graduate from the UW with a bachelor's degree in astrophysics.

20s

Three recent graduates are the inaugural recipients of the Nancy J. Sprecher Enhancement Award from the Wisconsin Agricultural and Life Sciences Alumni Association. The award honors graduates of the UW College of Agricultural and Life Sciences for academic excellence and outstanding leadership. **Sarah Almutawa '23** of Saudi Arabia was a mentor and teaching assistant in the honors biology core curriculum program and an undergraduate researcher in the UW School of Medicine and Public Health. **Mae Hurtado-Thiele '23** of Milwaukee was a Chancellor's Scholar in the Mercile J. Lee Scholarship program and helped found the student-organization sector of the UW Missing in Action Recovery and Identification Project. **Lauren Lansing '23** of La Crosse, Wisconsin, was a four-year member of the Honors in Research program, a BioCommons ambassador, and a research peer leader for the Wisconsin Institute for Science Education and Community Engagement.

Megan Provost '20 hasn't been the same since attending Taylor Swift's Eras Tour.



Infant Screening

Harry Waisman '35, MS'37, PhD'39, MD'47 demonstrated the lasting rewards when you give early help to a child.

Find out early on. **Harry Waisman '35, MS'37, PhD'39, MD'47** spread that message. He understood that early detection could change the trajectory of a child's life, and today states across the country routinely test newborns for dozens of hidden conditions, using just a few drops of blood.

Waisman studied PKU — or phenylketonuria — a rare, hereditary condition in which individuals cannot metabolize the amino acid phenylalanine. If left untreated, PKU causes severe intellectual disabilities, but Wais-

man knew that — if diagnosed early — it could be managed with a special diet. He pushed for mandatory screening of infants for PKU.

“The detection of this disease is not only good medical practice; it is the professional and social responsibility of all physicians who see children,” he said.

In 1963, he began to realize his vision for exploring child development with testing and educational spaces, clinics, and more under one roof, when the UW opened the Joseph P. Kennedy Jr. Memorial Laboratories. Before long, the campus was selected as one of two initial sites for the study of intellectual and developmental disabilities, an effort of particular interest to the Kennedy family.

Sadly, Waisman didn't live to see a new facility named in his honor. The Waisman Center opened its doors in 1973; he had

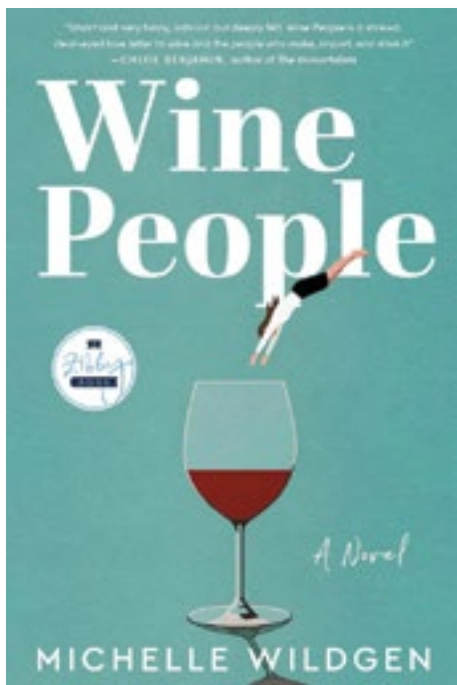
Harry Waisman (left) works in his lab with colleagues C. W. Reiquam and Nathan Smith '43, MD'45.

died unexpectedly following surgery in 1971.

Waisman believed that research should lead to tangible improvements in daily life, and the Waisman Center continues to work in that spirit. In 2016, scientists identified a specific protein in whey that could lead to a more palatable diet for PKU patients.

Decades after Kay Emerson became the first patient whom Waisman successfully treated for PKU, she described the lasting bond they formed. “Even after he passed away — I know where his [grave] marker is,” she said. “I would go there just before I graduated high school, after I graduated college, just before I got married. ... I'd go there and talk with him. He may not still be here, but there's a part of Dr. Waisman that will always be in my parents' life and my life.”

CINDY FOSS



Wildgen pairs the technical know-how of the wine industry with the narrative nuances of competing personalities.

Acquired Tastes in the Workplace

In *Wine People*, Michelle Wildgen '97 is less interested in pairing wines than she is in pairing people.

People, like wine, are endlessly varied. They can be dry and serious or bold and sweet, smooth and refined or bubbly and bright. **Michelle Wildgen '97** explores two such distinct individuals and the strategic pairing of their opposing strengths in her latest novel, *Wine People*.

Wren is a hardworking, salt-of-the-earth Midwesterner. Thessaly is the daughter of Sonoma vintners. Both 20-something women work at a high-end Manhattan wine distributor. When the company's owner announces his departure without naming a successor, Wren and Thessaly forge an unlikely alliance to establish a female stronghold in an otherwise male-dominated industry. Their bond blossoms into a friendship that may serve them better than corporate credibility ever could.

Wildgen pairs technical knowledge about winemaking with the narrative nuances of two women struggling both with each other and against their respective selves. In an interview with the *Capital Times*, Wildgen shared that her research for this book involved visits to wine country in California and Oregon as well as collaborations with Madison wine professionals, proving that any work about the wine industry requires immersion and air miles.

"An intoxicating story of friendship, workplace politics, entrepreneurship, and, of course, the elixir of the gods, *Wine People* is all the wine metaphors and then some," writes author Elisa Albert.

Wine People was a *Time* magazine and Oprah Daily summer pick. Wildgen is the author of four novels, cofounder of the Madison Writers' Studio, and current writer-in-residence at the Wisconsin Institute for Discovery.



There's No Coming Back From This

ANN GARVIN MS'90, PHD'97

After financial ruin finds Poppy Lively working in a Hollywood costuming department, the single mom encounters the glossy sheen and gritty reality of show business. Though she sticks out among the stars like a pinpricked thumb, Poppy's humble beginnings and practicality prove to be her greatest strengths in the face of glamour and greed — as does her invisibility in a world where everyone wants to be seen.



My Friend Anne Frank: The Inspiring and Heart-breaking True Story of Best Friends Torn Apart and Reunited against All Odds

DINA KRAFT '93

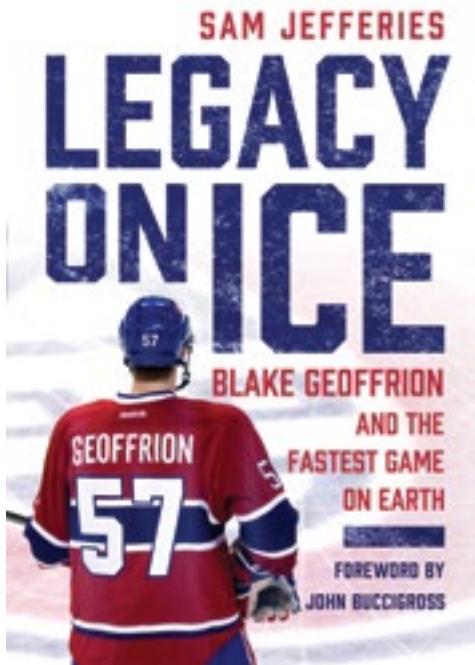
In this memoir, Hannah Pick-Goslar (with the help of Kraft) recalls her girlhood in Amsterdam during the Holocaust, including her bond with the neighbor girl, Anne. Pick-Goslar recounts the Frank family's abrupt disappearance, her own family's experience in a concentration camp, and the friend neither she nor the world will ever forget.



Obreros Unidos: The Roots and Legacy of the Farmworkers Movement

JESÚS SALAS MA'85

Salas has dedicated his career to ensuring that the migrant workers who fuel Midwestern agriculture receive proper recognition for their labor. This memoir documents the efforts of the young leaders of the farmworkers movement, from marching for livable wages and humane working conditions to establishing *Obreros Unidos*, or "Workers United." Salas was inducted into the Wisconsin Alumni Association's Alumni Park in 2022.



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

Jefferies's biography honors a hockey great whose career endured a twist of fate.

Rise, Fall, and Resilience

In *Legacy on Ice*, Sam Jefferies '11 pays tribute to a hockey great's life after skates.

The branches on **Blake Geoffrion '10's** family tree are made of hockey sticks. His great-grandfather Howie Morenz, one of the original nine inductees into the Hockey Hall of Fame, was named the best hockey player of the first half of the 20th century. His grandfather, Hall of Famer Bernie "Boom-Boom" Geoffrion, is credited with inventing the slap shot. And as a hockey player at the UW, Blake Geoffrion was the first Badger to receive the Hobey Baker Award, which recognizes the top collegiate player in the country. Like his grandfathers before him, Geoffrion was seemingly destined for a successful professional career. But life had other plans.

In *Legacy on Ice: Blake Geoffrion and the Fastest Game on Earth*, **Sam Jefferies '11** documents Geoffrion's remarkable talent, his trajectory toward continuing his family's NHL dynasty, and the career-ending injury that changed his life. The book reveals the finer details of North American hockey and its public reception over the years. Above all, it documents one man's meteoric rise, tragic fall, and admirable resilience.

"Jefferies captures Blake's essence both on and off the ice, providing glimpses of a sport's transformative journey and of a family-rooted individual, wonderful teammate, determined athlete, and passionate competitor," writes **Hilary Knight '12**, former Wisconsin women's hockey forward and Olympic gold medalist. "Although Blake has many more chapters to live, this book encapsulates his story, highlighting his passion, his sacrifice, and how he found strength in overcoming adversity."

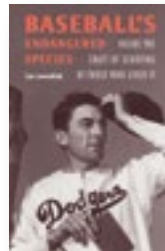
Jefferies is a freelance writer and communications professional in Seattle. His writing has appeared in *Sports Business Journal*, *Sporting Classics Magazine*, the *Seattle Times*, and *Newsweek*.



One in a Billion: The Story of Nic Volker and the Dawn of Genomic Medicine

KATHLEEN GALLAGHER '81

Where there's a will, there's a way. When doctors were stumped over the source of two-year-old Wisconsinite Nic Volker's pain, they partnered with researchers at the Medical College of Wisconsin to attempt an unprecedented gene-sequencing approach. This book by two Pulitzer Prize-winning journalists documents how collective determination to save a life led to remarkable advancements in medicine.



Baseball's Endangered Species: Inside the Craft of Scouting by Those Who Lived It

LEE LOWENFISCH MA'65, PHD'68

Before fans can pack the stands to enjoy America's favorite pastime, scouts have to fill the rosters with talent. Today, that behind-the-scenes work resembles the statistical and analytical approach of *Moneyball* fame, but Lowenfisch remembers a time when scouts traversed the country handpicking hidden gems. This book pays homage to the unsung heroes of that bygone era of baseball.



Gertie: The Darling Duck of WWII

RENÉE GRAEF '80

In 1945, as the second World War roared toward its conclusion, one Wisconsin waterfowl served as a beacon of hope. After laying her eggs in a bustling location near the Milwaukee River, a mallard dubbed "Gertie" became the object of local and, later, national affection. Graef lovingly evokes this fairy tale of a news piece with sepia-toned illustrations that can be enjoyed by storybook lovers and history buffs alike.

MEGAN PROVOST '20



COURTESY: MANSVANG

A Bigger, Better Kohl Center

At 25, the incomparable UW venue gets an upgrade.

After turning 25 this year, the Kohl Center has finally reached its drinking age.

In August, the UW Department of Athletics announced that, as part of a package of customer-service enhancements, the Kohl Center and adjacent LaBahn Arena would start to sell alcohol during the 2023–24 academic year. Beer, wine, hard seltzers, and other prepackaged drinks will now be available for purchase at UW basketball and hockey games, mirroring the fan service at most Big Ten schools.

Local concertgoers will also benefit from the new policy. The Kohl Center has hosted its fair share of superstar acts over the years, from Britney Spears and the Backstreet Boys, to Bob Dylan and Paul McCartney, to Billy Joel and Elton John, to Cher and Shania Twain, to Fleetwood Mac and Metallica.

Since the Kohl Center opened in January 1998 as a \$76.4 million modern arena, it's become a focal point of campus. The bowl's unique, upright design with two cantilevered balconies ensures that there's not a bad seat in the house for capacity crowds of 17,000-plus. Striving to be a work of art itself, the Kohl Center — named after Senator **Herb Kohl '56**, who gave the lead gift of \$25 million — welcomes visitors with *The Mendota Wall* by **Dale Chihuly MS'67**. The 120-foot-long installation of some 1,000 hand-blown glass pieces is original to the building.

The venue's unique design ensures that there's not a bad seat in the house.

While primarily hosting UW basketball and hockey games, the Kohl Center also holds major functions, including winter commencement, the Varsity Band Concert, and high school basketball and wrestling state championships. It's featured occasional NBA preseason games for the Milwaukee Bucks, *Jeopardy!* tapings, and visits from luminaries like Barack Obama (then a presidential candidate) and the Dalai Lama.

Despite all the celebrity stops, Badger fans know that the real stars of the Kohl Center are the UW student-athletes who play there. Since calling the Kohl Center home, men's and women's basketball and men's hockey have combined for 37 NCAA Tournament appearances, five Final/Frozen Fours, and a national championship. (Women's hockey, which won four national championships as Kohl Center occupants, moved to LaBahn Arena in 2012.) In 2022, the UW volleyball team sold out the Kohl Center for a special regular-season match against Florida and shattered an NCAA attendance record.

To keep the Kohl Center a top-tier sports facility, the UW is in the middle of a \$48 million renovation project. An addition over the loading dock will provide more space for strength and conditioning, sports medicine, academic study, and administrative functions. Renovations to existing spaces will expand the locker room, media, and team dining areas. The work is set to wrap up by early 2025.

Between those upgrades and the beer service, the Kohl Center's future is looking as bright as it did 25 years ago.

PRESTON SCHMITT '14

Here For Every Rah-Rah.

Founded by Badgers, for Badgers, UW Credit Union has been proud to support UW-Madison academics and athletics with endowments and scholarships for over 90 years. But what makes us even more proud? Helping every member reach their financial goals for every stage of life, with best-in-class mobile banking, low fees and more.

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