



On Wisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS WINTER 2025

Nobel Prize U

Meet the geniuses who've
made UW-Madison a
research powerhouse.



Vision

From August 25 to October 5, the annual Wisconsin Welcome program celebrated the arrival of new students to UW-Madison. Among the hundreds of events was an August 27 drone show at Camp Randall Stadium that communicated a very important message about Badger spirit.

Photo by Taylor Wolfram '24



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OnWisconsin

On today's UW tour, you get to know the student guides almost as well as the campus. See page 32.

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DAVID STLUKA



TAYLOR WOLFRAM

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UW couples reveal how they met on campus.



WCFTR

UW–Madison boasts the go-to center for entertainment history. See page 40.

Cover

Badger winners of the Nobel Prize have made life-changing breakthroughs. Illustration by Danielle Lamberston Philipp

WARF's Vision

Madison is an evolving ecosystem for discovery, development, and deployment of cures, and the WARF vision in promoting this is eloquently laid out [in "From Idea to Company to Cure," Fall 2025 *On Wisconsin* magazine]. To make the UW a player in the world of high-tech entrepreneurship takes more than invention. It takes money.

Madison may not have the kind of investor money that New York or San Francisco or Boston can command, but with WARF, it offers a clear method for promoting technology transfer. Under Erik Iverson's leadership, WARF added several new divisions, including Jonathan Young's WARF Therapeutics, which does drug discovery; Greg Keenan's WARF Accelerator, which identifies potential start-ups and helps them build the skills and teams that will make them attractive to investors; and Michael Partsch's WARF Ventures, an in-house venture capital fund.

Jacques Galipeau

*Professor and associate dean,
UW School of Medicine and
Public Health*

The Onion's UW Origins

The early days of the *Onion* ["Fake News!" Fall 2025] were awesome. Worm Boy, the cosmic human fingerprint-in-space discovered by the Hubble Space Telescope that could not have been due to somebody touching it on the ground. To be a grad student at the UW in those days (I arrived the same week the *Onion* began) meant that you were never lacking for something to tape onto your office door. *Tu stultus es* [the paper's original motto, meaning "you are dumb"].

John Knox PhD'96

Athens, Georgia

I enjoyed reading about the early days of the *Onion*. Publication day always meant a trip to the Memorial Union to pick

up the latest copy. I still read it occasionally online, but I miss the UW-specific references. One still lives rent-free in my brain: "Portrait Cries Real Tears" ran with the iconic black and white photo of Helen C. White (right), familiar to all English majors, peering solemnly out of her frame at the building entrance.

Ellen Malmon MA'90

Seattle



Baseball Redux?

Nice article from Preston Schmitt ["A New Era for College Sports," Fall 2025.] With \$20.5 million (and growing year on year) going to athletes, plus many of the NCAA rules becoming antiquated, when can we expect to see a baseball program come back for the UW? The College World Series seems to get more popular every year, and a baseball program is a nice dessert for when hockey, hoops, volleyball, and football end. It's kind of embarrassing to be the only BIG school without a team.

Andrew Frank '11

Saint Simons, Georgia

Remarkable Rose Bowl

The discussion of the 1962 UW-Minnesota football game ["The UW's Worthy Opponent," Fall 2025] reminded me of the follow-up to that game: the remarkable 1963 Rose Bowl game between the UW and Southern Cal. The Badgers made a stirring fourth-quarter comeback but fell just short. But I thought of a story from the book *Unobtrusive Measures: Nonreactive Research in the Social Sciences*. A study of water pressure in Chicago that day showed a precipitous drop in water pressure after the game ended, which

was taken as evidence that many people were watching the game on television and delayed using the bathroom until after the game because they were riveted by the Badgers' comeback.

Jonathan Entin

Oberlin, Ohio

A Steady Diet of Slices

Thank you for bringing back memories with your article on Rocky Rococo's history ["Life of Slice," Bygone, Fall 2025]. I was employed in 1977-78 as a delivery driver out of their original store on Gilman Street. They provided the delivery vehicles, and I must say that driving those more-than-fully-depreciated cars was an experience in itself.

My first night on the job was spent with a city map and a flashlight to figure out the labyrinth of streets that is Madison. Many cold pizzas were delivered that night. Not only did Rocky's provide part-time income during my MBA program, but it also provided a steady diet of slices that were left over at the end of the shift. We had to cut off deliveries early on Halloween in 1978 when driving out of the Gilman Street location became nearly impossible due to the State Street revelers.

Dave Fredrickson MBA'78

La Crescent, Minnesota

Her Wood Is Quite Good

In response to your Fall 2025 Exhibition, "From Trash Can to Treasure":

From trash to treasure
Katie Hudnall has the pleasure
To follow her call and
Make things out of wood
How magical —
Wood from a trash can
Can become something new
Whether practical or fanciful
She's a fan of creation
Something wonderful to do!

Elyse Aronson Van

Breemen '62

Clearwater, Florida

Jumpin' Around in the Villages

In the Fall 2025 *On Wisconsin*, your On Campus blurb on a ranking of college game-day traditions mentioned that the UW placed second for “Jump Around.” I have lived in The Villages, Florida, for more than 11 years. At the start of the college football season, we have a party called College Colors Day. Fans gather at a designated town square (we have four of them) to show off their school colors, themes, songs, and so on.

This year, when Wisconsin alums gathered, we sang “On, Wisconsin” and the Bud song and performed “Jump Around.” When we started jumping around, the whole Lake Sumter Landing square joined in, and Wisconsin alumni and most other teams’ alumni performed the best “Jump Around” I’ve ever witnessed away from Camp Randall.

Just goes to show that not only do Villagers know how to party, but also that we older folks still have that college spirit! The emcee, a local party animal named Scooter the DJ, pointed out that UW fans were the first to ever do the “Jump Around.”

Damian Neumann '73
The Villages, Florida

Love for Slate Roofs

[In response to the blurb on the Science Hall upgrade, *On Campus*, Fall 2025]: When I was a geography grad student circa 1990, Science Hall’s roof, then a century old, developed leaks. Rather than hire skilled workers to replace the small number of damaged slates, UW Facilities decided to replace the entire roof with asphalt shingles that would last about 35 years. Students printed T-shirts protesting “Slate Is Great. Halt the Asphalt,” to no avail. As expected, the “old” asphalt roof must now be replaced entirely. What a shame.
Anne Knowles MS’89, PhD’93
Belfast, Maine

Dance Your Way Home

The only piece missing from your article “Homecoming Is Where the Heart Is” [Tradition, Fall 2025] is the history of the dances. Back in the ’70s, a house from Tripp Hall coordinated a Homecoming dance in the Memorial Union ballroom. I remember taking a date to the Homecoming dance in 1977. We had dinner at the Cuba Club on University Avenue beforehand. As for my date, she and I married in 1981. We had two kids (Emily Strozinsky ’08 and Jordan Olsen ’11), and we now hold football season tickets.

Eric Olsen ’79, ’80 and Kate Olsen ’79, MS’83
Milwaukee

More Than a Store

Paul’s [Bygone, “Farewell to Paul’s Bookstore,” Summer 2025] was more than a store to me — it was a community. Caryl [Askins] welcomed her employees with open arms, hosting dinners, weekly bets on football teams, annual outings to Spring Green, letters while we studied abroad, phone calls when we moved away.

I am so grateful to have stepped into the doors of Paul’s the fall of my freshman year — it was a wonderful place to work. I will never forget the smell of old books, the sweet sound of Ella Fitzgerald on the record player, the warmth of a calm tea (Caryl’s daily beverage), and the people I worked with and for during those four years.

Tori (Victoria) Kent ’14
Hailey, Idaho

I worked at Paul’s through college and law school. The store was my beacon and my home, and Caryl my family. I dog-sat and house-sat for Caryl many times and broke her car once (and she still let me drive it). At the store, she would treat us to cookies from Jamie’s or send us to Sunprint for a little snack. She’d often take us to dinner for

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special occasions at Porta Bella or Ovens of Brittany.

Tina Murua ’89, JD’94
Grand Rapids, Michigan

I stole a book from Paul’s Book Store 50 years ago. I told myself I was only “borrowing” it, because I knew that it was not right to steal from Paul’s. Twenty years later, I took it back and gave it to the owner, Caryl Askins, with my confession and apology. All she asked me was, “Did you read it?”

Richard Hoops ’87
Topanga, California

After being away from the campus for decades, I returned and visited Paul’s Book Store. When I entered, I saw an elderly lady sitting off to the right. She said, “Can I help you?” I answered, “No, it’s just great to be back in Paul’s Book Store after 50 years.” She said, “I thought you looked familiar.”

Philip Blackwell ’66
Saint Louis

Online



TAYLOR WOLFRAM

INNOVATION IN ACTION

After reading our cover story on UW–Madison’s Nobel Prize winners (page 24), search our website for “From Idea to Company to Cure” to learn about the UW’s most recent research efforts. The article shows how the Wisconsin Alumni Research Foundation is helping UW scientists such as **Faraz Choudhury PhD’17** (above) launch start-up companies. The goal: getting discoveries out of the lab and into the hands of people who can use them.

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OnWisconsin

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Reimagining the Future

UW–Madison is turning to alumni and friends to help preserve transformational research.

Federal research cuts continue to represent an existential threat to the university. For nearly eight decades, the partnership between the federal government and our nation's top institutions has fueled discovery, innovation, and economic vitality. Today, that partnership is under extraordinary strain. Researchers are facing the sudden loss of grants, shifts in funding priorities, and legal uncertainties. Many international students and scholars are also grappling with a loss of support that has a significant impact on research programs. These changes jeopardize the university's ability to pursue breakthroughs and remain internationally competitive.

In this issue, you'll get an idea of what's at stake in "How to Win a Nobel Prize," which profiles Nobel-winning alumni and faculty. The most recent alum to win the prize is William Campbell MS'54, PhD'57, honored in 2015 for developing ivermectin, now one of the world's most common drugs. It kills parasites in animals and prevents river blindness in humans.

Another quartet of Nobel-winning alumni supercharged the digital revolution. John Van Vleck 1920; Alan MacDiarmid MS'52, PhD'53; Jack St. Clair Kilby MS'50; and John Bardeen '28, MS'29 laid the foundation for many of the electronic devices that we rely on today, including our phones.

From the UW faculty, Nobel winners Howard Temin and Har Gobind Khorana helped us to determine the cause of AIDS and to crack the genetic code, respectively.

It's important to make sure that this kind of life-changing research does not fall victim to a lack of funding. It's hard to know exactly how many programs, faculty, and students are being directly affected by current cuts, because federal directives are changing frequently. But you'll learn about one example in "Hollywood in the Heartland," which explores the globally acclaimed Wisconsin Center for Film and Theater Research.

You'll also learn about how alumni and friends can fill the gap by making a gift to two new funds that will provide emergency support (see "Help Preserve UW Research," page 56). These funds are designed to support graduate students and programs subject to cuts. Graduate students need to quickly find new sources of financial support so that they don't have to leave campus or pause their programs. For research projects that have been frozen or canceled, interim funds provide a critical grace period to allow researchers to pursue other grants or to shift the focus of their work.

With these funds, the university will be able to provide crucial support to graduate students now and into the future, as well as continuing to advance transformative research that is making an impact on our world.

Who knows — this type of assistance could even lead to the next UW–Madison Nobel Prize winner.

NIKI DENISON

TOGETHER, WE'RE BUILDING A STRONGER WISCONSIN.

At the University of Wisconsin–Madison, we believe
in working together to address real-world challenges,
like helping farmers cultivate healthy food.



David Anderson
Class of '74, JD'89
Trumpet

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OnCampus

News from UW-Madison



PHOTO COURTESY OF SHAWN WIEDERHOEFT AND MEAGAN HAHN

Hahn and Wiederhoeft participated in a cutting-edge clinical trial at the UW School of Medicine and Public Health.

A New Kidney, Medication-Free

The UW helps transplant patients return to a healthy life without antirejection drugs.

Madison native Shawn Wiederhoeft works as a video game developer and maintains an active lifestyle. He's healthy today thanks in large part to a new kidney he received in 2020 from his sister, Meagan Hahn. Because he and his sister chose to participate in a cutting-edge clinical trial at the UW School of Medicine and Public Health, he's also able to live without antirejection medications.

With no daily meds and only occasional medical checkups, Wiederhoeft says he sometimes almost forgets he's the recipient of a kidney transplant. "I have to consciously remind myself that there's a third kidney in here," he says.

Wiederhoeft's remarkable journey from serious illness to a medication-free recovery is one of a growing number of success stories reported by an international team led by UW-Madison surgery professor **Dixon Kaufman**, who directs the UW Health Transplant Center. The team evaluated the effectiveness and safety of a protocol that transplants certain stem cells from the kidney donor — in addition to an organ — to the transplant recipient.

These stem cells are injected into the recipient several days after transplantation and take up residence in bone marrow, where they divide and multiply into immune cells that share the genes of the donated organ. The goal is to keep the recipient's immune system from attacking the new organ, which it would otherwise recognize as a threat.

"This procedure doesn't replace the immune system, but it complements it with around 5 to 10 percent of the immune system being from the donor," says Kaufman.

In doing so, the new method removes the need for costly anti-rejection medications that severely suppress the recipient's immune system, carrying a host of lifelong side effects.

"Getting [the patients] back on the road to living a happy and fulfilling life is really what this is all about," Kaufman says.

WILL CUSHMAN MS'16



BRYCE RICHTER

FLU AND MILK

When H5N1 avian influenza made an unprecedented jump into dairy cattle in early 2024, the development prompted concern on multiple fronts. How would herds with infections fare? Would dairy workers be at risk? Could the virus potentially infect consumers through milk and other dairy products?

A team of virologists at the UW School of Veterinary Medicine immediately got to work to answer some of these questions with important public health and food-safety implications. The researchers demonstrated that raw milk containing H5N1 poses an infection risk to mammals.

However, the group, led by **Yoshihiro Kawaoka**, professor of pathobiological sciences, also found that heat treatment methods are highly effective at inactivating the virus. The experiments were crucial in demonstrating that pasteurized dairy products are safe, while raw milk and products made from it pose an H5N1 infection risk in people.

The federally supported research is continuing as H5N1 remains a risk to farms and public health. It has provided public health officials, farmers, and consumers with actionable insights so they can make informed decisions about how to run their operations and what to eat.

WILL CUSHMAN MS'16



WISCONSIN HISTORICAL SOCIETY; UW ARCHIVES (2)

Lunch at Rennebohm Drug Store

For decades, the pharmacy and eatery was a go-to gathering spot for UW students.

You can still pick up your prescription drugs at 676 State Street. But you can't sit down at a Formica booth and order a milkshake, Bucky Burger, and grilled Danish to go along with them.

So as convenient as Walgreens may be, it will never fill the Rennie's-sized hole in the hearts of UW alumni. Before being acquired by the national pharmacy chain in 1980, Rennebohm Drug Stores dotted seemingly every block of Madison, including the beloved campus location known as "The Pharm" on the corner of Lake and State.

Owner **Oscar Rennebohm** **1911** was hailed as the textbook American success story. He grew up on a small farm in Leeds, Wisconsin, and purchased his first drugstore on University Avenue just a year after earning a pharmacy degree at the UW. The location largely served faculty and students. He turned that small-time operation into the largest chain in the city, with 15 stores by the 1950s and eventually double that (all under the Rexall franchise). Riding his reputation as a brilliant businessman, Rennebohm served as Wisconsin's governor from 1947 to 1951.

Rennie's, like many pharmacies of the era, doubled as a popular breakfast and lunch counter. In 1955, the soda fountains alone satisfied some 10,000 customers daily. The menu included a classic chili, ice cream concoctions, and freshy grilled foods — including

Rennie's attracted the campus crowd with Bucky Burgers and grilled Danishes.

What are your memories of Rennebohm Drug Stores? Email us at onwisconsin@uwalumni.com; write to WFAA, 1848 University Avenue, Madison, WI 53726; or leave a comment on this article on our website, onwisconsin.uwalumni.com.

the butter-dripped Danish dessert, the thought of which still makes long-ago customers drool.

The Rennebohm Drug Store name became so synonymous with the city that Walgreens kept it alongside its own for several years after the 1980 acquisition.

When the UW opened the Discovery Building on the spot of the first Rennebohm Drug Store in 2010, it paid tribute to the old pharmacy with a new Rennie's Dairy Bar that served organic Babcock ice cream. But even that Rennie's is no longer.

Still, the drugstore's legacy lives on through the UW School of Pharmacy's aptly named building: Rennebohm Hall. And the Oscar Rennebohm Foundation continues to support the university, including with an endowed scholarship for UW students — alas, sans lunch.

PRESTON SCHMITT '14



JAMIE ESPINOZA

Detecting and Preventing Digital Abuse

UW researchers are protecting survivors from cyber stalkers.

After identifying vulnerabilities in popular apps that can make it easy for an abuser to stalk individuals with little risk of detection, a team of UW-Madison engineers and computer scientists are developing an online service to find this covert abuse on digital devices.

The team has students to thank for the discovery. **Rahul Chatterjee MS'15**, an assistant professor of computer sciences, and his research group operate the Madison Tech Clinic, an initiative staffed by volunteer UW students and faculty to aid survivors of domestic and intimate partner violence and other technology-facilitated abuse.

Clinic volunteers discovered some abusers used automation apps, like Apple Shortcuts, to quickly and easily take over digital devices. Because of the nature of these apps, the digital intrusions were difficult for users to detect.

"Because of all of the capabilities of these automation apps, you can do a suite of things that previously would have required more technical sophistication, like installing a spyware app or using a GPS tracker," says **Kassem Fawaz**, associate professor of electrical and computer engineering. "But now, an abusive partner just needs a little time to set up these capabilities on a device."

In recent years, tech companies have released an array of automation apps to help simplify digital tasks like automatically turning down a phone's volume at school or work or setting up routines for smart home devices. On the flip side, an abuser who has access to another person's phone for even a few minutes can set up automation routines that share location or texting information, enabling them to control a phone, take unauthorized videos, and impersonate their partners.

Chatterjee first posed the issue to students in his seminar course, CS 782: Advanced Computer Security and Privacy. **Shirley Zhang PhDx'28** continued the investigation as part of her graduate research in Fawaz's lab. The researchers developed an AI system to detect shortcuts with the potential for abuse. They then turned this system into an online service people can use to detect malicious activities.

"This project is a strong example of the Wisconsin Idea," says Chatterjee. "Ultimately, it will give back to the community by providing a tool designed to prevent the abuse of automation apps and help protect survivors."

JASON DALEY



ALTHEA DOTZOUR

USA Today ranked college football venues for home-field advantage — in other words, how inhospitable they are for opposing teams. Camp Randall Stadium was 19th, with the "Jump Around" earthquake called out as particularly intimidating for Badger opponents. Meanwhile, the *Washington Post* named Madison among the top 10 best college football towns in America.



JEFF MILLER

Travel + Leisure picked the "30 Most Beautiful College Campuses in the U.S.," and guess who's on the list.

"There are a number of campuses set on pretty lakes," the magazine says, "but none commands its lakeshore setting quite like the University of Wisconsin-Madison. Its Memorial Union and outdoor stone terrace practically hug the shores of Lake Mendota."

The UW has many accomplished alumni, but did you know that the near-superhuman Ethan Hunt from the *Mission: Impossible* franchise is one of them (albeit a fictional one)? In *Mission: Impossible — Final Reckoning*, we learn that Tom Cruise's character "studied linguistics and theater and drama at University of Wisconsin-Madison." It seems like a random bit of back-story — until you learn that real-life UW student David Koepp x'85 cowrote the original 1996 *Mission: Impossible* movie.

Counting by County

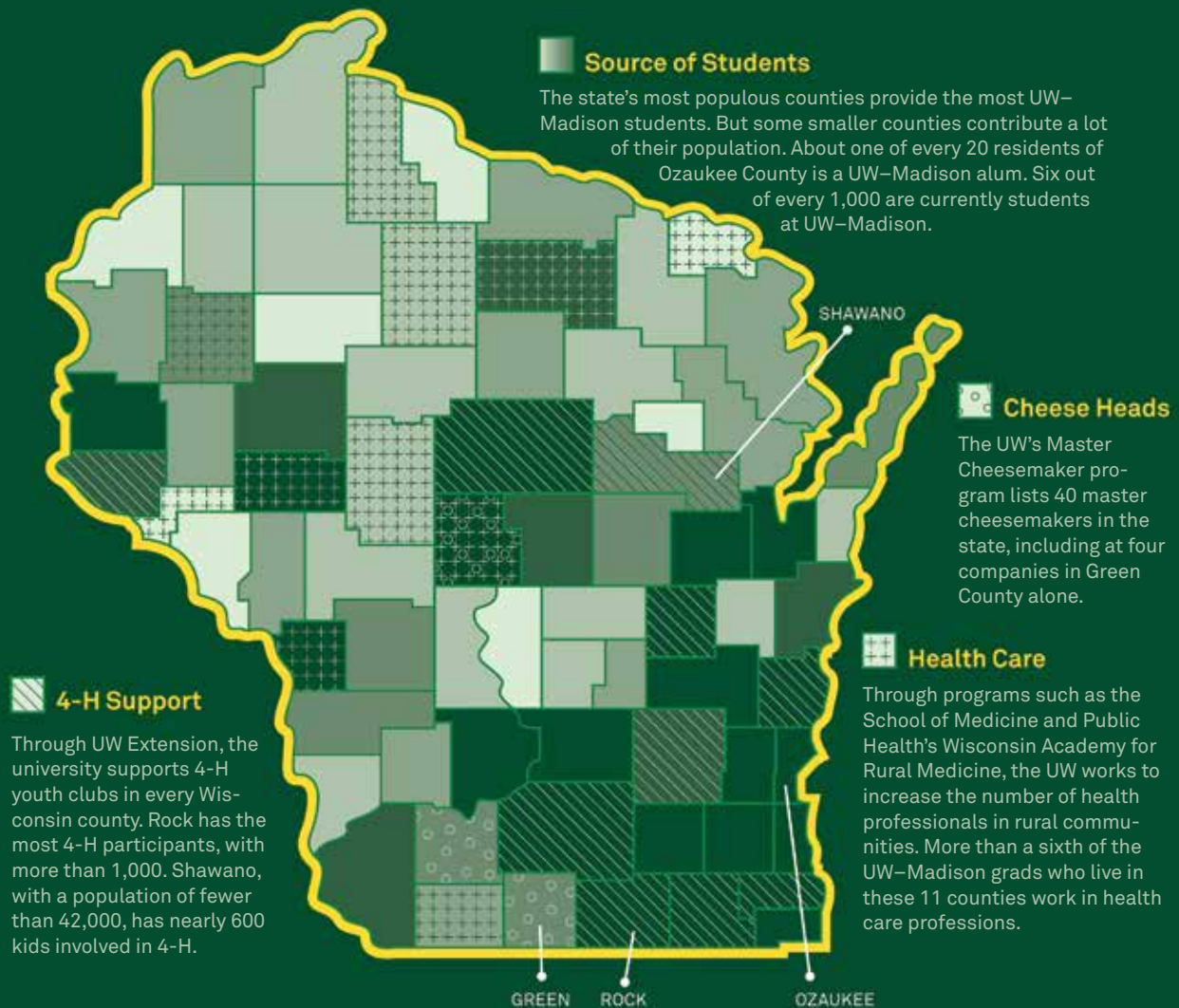
The Wisconsin Idea Database helps show the connections between UW–Madison and its home state.

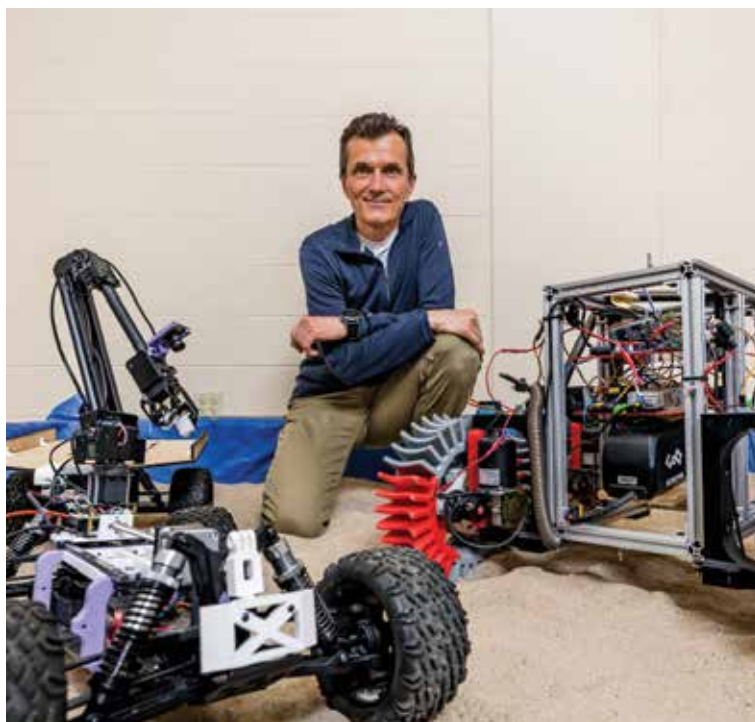
When UW–Madison refers to the Wisconsin Idea, it likes to point to a quotation from Charles Van Hise 1879, 1880, MS1882, PhD1892: “I shall never be content until the beneficent influence of the university reaches every home in the state.” The line is memorable because of how often UW leaders

quote it and because it’s probably the only context in which you’ve ever seen the word *beneficent*. But the Wisconsin Idea isn’t important for its vocabulary lesson. Rather, it’s important because of the intention behind it: the purpose of a state university is to serve its entire state, not just

those who have the good fortune to attend. To show that principle — and illustrate beneficence around the state — UW–Madison has created a couple of websites, impact.wisc.edu and wisconsinidea.wisc.edu. Here are a few bits of data from those sites.

JOHN ALLEN





JOEL HALLBERG, COLLEGE OF ENGINEERING

Keeping Rovers on a Roll

UW engineers are helping space missions run smoothly.

On the moon, the gravitational pull is six times weaker than on Earth. For decades, researchers testing rovers have accounted for that difference in gravity by creating prototypes that are a sixth of the mass of the actual rover. They test these lightweight rovers in deserts, observing how they move across sand to gain insights into how they would perform on the moon. However, this approach overlooked the pull of Earth's gravity on the desert sand.

Through computer simulation, **Dan Negrut** (above), a UW professor of mechanical engineering, and his collaborators determined that Earth's gravity pulls down on sand much more strongly than the gravity on Mars or the moon does. On Earth, sand is more rigid and supportive, reducing the likelihood it will shift under a vehicle's wheels. But the moon's surface is fluffier and therefore shifts more easily. Rovers have less traction, which can hinder their mobility.

The researchers' discovery resulted from their work on a NASA-funded project to simulate the VIPER rover, which was planned for a lunar mission. The team leveraged Project Chrono, an open-source physics simulation engine developed at UW-Madison in collaboration with scientists from Italy. This software allows researchers to quickly and accurately model complex mechanical systems.

The benefits of this research also extend well beyond NASA and space travel. Chrono has been used by hundreds of organizations to better understand complex mechanical systems, from precision mechanical watches to U.S. Army trucks and tanks operating in off-road conditions.

"It's rewarding that our research is highly relevant in helping to solve many real-world engineering challenges," Negrut says. "It's very unusual in academia to produce a software product at this level."

ADAM MALECEK '04



BRYCE RICHTER

Yay us: UW-Madison has moved up three spaces to 36th in the U.S. News & World Report ranking of the country's best colleges, and up one space to 12th among public institutions. Meanwhile, *Princeton Review* calls the UW one of 2025's "Best Value Colleges," a ranking that recognizes stellar academics, affordable cost, and strong career prospects for graduates.



SALLY GRIFFITH-04

Lingjun Li, a professor in the UW School of Pharmacy and Department of Chemistry, has spent decades developing powerful new ways to map the molecular machinery of life. She and her collaborators have introduced a new imaging technology with the power to reveal biomolecular detail in tissues like cancer tumors in their native environments, and at unprecedented resolution — a potential game-changer for biomedical researchers.

People in need of emergency care, rejoice! Researchers in the UW Department of Industrial and Systems Engineering have devised an ingenious mathematical model for forecasting discharges in emergency departments so that admitted patients aren't left waiting for open beds. The model allows for predicting the next hour to four hours, rather than the full-day projections typically used in the health care industry.



TAYLOR WOLFRAM '24; DAKOTA MACE '23. COURTESY OF THE NANCY M. BRUCE CENTER FOR DESIGN AND MATERIAL CULTURE

Quilts as Art and Artifact

Two dynamic exhibitions showcase designs that extend far beyond your basic bedspread.

The late **Nancy Meng Bruce '54**, a School of Human Ecology alum and founding member of its board of visitors, had a passion for antique quilt collecting. This fall, two new quilt exhibitions pay tribute to Bruce and celebrate the naming of the school's Nancy M. Bruce Center for Design and Material Culture.

Parallel Lines: Quilts and the American Landscape, which runs through May 10, displays 19th- and 20th-century Ameri-

can quilts from the school's noted Helen Louise Allen Textile Collection (seven of them donated by Bruce). The exhibition explores some of the most familiar quilt forms, such as eight-pointed stars and "log cabin" blocks with cloth strips radiating outward from a central square "hearth," as the basis for individual creativity and innovative design. It also shows how the geometric aspects of quilts echo elements of the built environment, such as farm fields and urban street grids.

Find Your Quilt runs through March 1 in the Ruth Davis Design Gallery, which Bruce helped establish in 1990. The exhibition is an examination of quilting as an art form. It includes a bold and vibrant selection of historic quilts from around the world, drawn from the rich holdings

Working within the design constraints of their craft, quilters around the world create objects of distinctive beauty.

of the Allen Textile Collection, alongside innovative contemporary quilts. The show explores how we define — and continually redefine — what quilts are, have been, and could be.

"Quilts are a fascinating form of art and craft because they show how much creativity can flourish even with constraints," says **Marina Moskowitz**, a professor of design studies who curated *Parallel Lines*. "These constraints range from the limit of what fabric is available, to the rigid geometry of a specific quilt block pattern, to the practicalities of the space and tools available to make the quilt. So the objects in both *Parallel Lines* and *Find Your Quilt* show how quilts — past and present — are ultimately about problem-solving."

NIKI DENISON



DANIELLE LAMRY

New Certificate in Aging Studies

UW–Madison has an answer for the shortage of eldercare professionals.

By 2034, older adults will outnumber children under the age of 18 for the first time in U.S. history.

The need for people with the expertise to work with older adults is increasing. However, there is a shortage of professionals specially trained to work with them.

“We are at a juncture in our society, because of the baby boomer generation, where we have a ton of older adults who need services. They’re going to need care,” says **Jaime Goldberg PhD’82**, a clinical assistant professor at the Sandra Rosenbaum School of Social Work. “Why not train our students across disciplines to provide that care?”

To address the need, the school, in conjunction with many other departments, launched an interdisciplinary undergraduate certificate in aging studies this fall.

“For students who are thinking about going into health care — medicine, pharmacy, nursing, occupational therapy, physical therapy, speech and language pathology, genetic counseling, nutritional science — this could be beneficial,” Goldberg says. She also mentions students in social work, psychology, rehab psych, law, and even engineering (think of the design of pill bottles and labels, for instance).

Goldberg will chair the certificate program with an interdisciplinary team of colleagues from departments and schools across campus. The certificate will provide students with comprehensive knowledge of the aging process from biological, psychological, and social perspectives. The broad, interdisciplinary curriculum is designed to be accessible to interested students from as many schools or departments as possible.

The certificate aims to expand the cultural understanding of caring for older adults, framing it as a rewarding privilege rather than a burden. It also seeks to dispel commonly held stereotypes regarding older adults and aging.

One class students can take to complete the certificate is Social Issues and Aging, which requires them to volunteer at least 25 hours working with older adults. Goldberg, who teaches the course, says that at least a third of last year’s class planned to continue volunteering with older adults even after the class was over.

“Many of them said, ‘You know, this helps me to understand my grandparents better and what they’re going through. This helps me to have more self-awareness and patience and empathy when I’m in a grocery store, and somebody in front of me in line is taking too long to count out their change.’”

JASON LEE MS’13



DANIELLE LAMRY

EMBRACING “Y’ALL”

As a lexicographer, **Kelly Wright** researches serious linguistic topics, such as how to get driverless cars to realize when a passenger is drunk and how to improve communications for patients using telehealth.

But the UW–Madison assistant professor of language sciences also attracts attention for more lighthearted subjects. She writes for a dictionary called *Among the New Words*, which has been keeping track of informal language for 84 years, and she helps run its word-of-the-year competition. (The 2024 winner: *rawdog*.) Wright, who was recently interviewed by National Public Radio about the term *y’all*, says that the phrase, which was traditionally associated with the U.S. South, is now becoming more common across the country.

She suspects that the usage is widespread now because younger people consider it more inclusive than the gendered alternative “you guys,” which was more common in the North.

“This word came from Irish immigrants,” Wright says. “It also arose in African American communities and as part of Appalachian traditions. It’s interesting that it can be all those things at once, which is what I love about it.”

Wright, who grew up in East Tennessee, says that when she hears someone say *y’all*, “it reminds me of home. I feel a kinship with this person. ... How we feel about language really informs a lot of things — how we feel about people, and how we feel about ourselves.”

NIKI DENISON



GOODSPORT

A SUPERIOR SIP

GoodSport, a sports drink developed in part at UW–Madison’s Center for Dairy Research, has the potential to turn the sports hydration industry on its head. Using ultrafiltered milk permeate, it offers essential vitamins, nutrients, and minerals such as calcium, magnesium, sodium, and potassium.

Entrepreneur **Michelle McBride** got the idea for GoodSport when her son started playing baseball.

“We didn’t want him drinking traditional sports drinks because they’re filled with artificial ingredients and too much sugar,” McBride says. “So we tried some natural options, but he didn’t like the taste, and I learned that they provided no better hydration than plain water.”

K. J. Burrington ’84, MS’87, former coordinator for dairy ingredients, beverages, and cultured products at the Center for Dairy Research, helped McBride select milk permeate for developing GoodSport.

Research shows that the beverage promotes the ability within cells to retain and hold more fluid, providing superior hydration.

“I remember K. J. and I toasted with our little sample cups, and then we tasted it,” McBride says. “Right away I knew we had done it, and I literally cried tears of joy right there with K. J. in the lab.”

SHELBY ANDERSON

CALLING ALL ENTREPRENEURS

Last fall, the university released a report commissioned by Chancellor **Jennifer L. Mnookin** that outlines a new strategy to boost entrepreneurship at UW–Madison. One outcome of the report is the recently opened Wisconsin Entrepreneurship Hub, which aims to develop new resources and programs to support aspiring business owners.

“UW–Madison has a long legacy of innovation and entrepreneurship, from the discovery and patenting of the blood thinner warfarin to today’s spinoff companies pioneering modern solutions, such as fusion energy,” says Mnookin. By providing the right support and infrastructure for those building new enterprises, she says, “we can create even greater economic growth throughout the state.”

The Wisconsin Entrepreneurship Hub is part of the university’s overall strategy to become a leading destination for entrepreneurs and entrepreneurship. It will help UW–Madison students, faculty, and staff transform their ideas into real-world impact.

To that end, the Hub will work with university leaders, faculty, staff, partner organizations, and the business community to recruit entrepreneurial individuals, develop entrepreneurial talent, and launch impactful entrepreneurial careers and enterprises.



ALTHEA DOTZOUR

The New Home for Digital Dreams

The seven-story Morgridge Hall opened this semester, bringing the disciplines in the School of Computer, Data & Information Sciences (CDIS) under one roof for the first time. CDIS is UW–Madison’s fastest-growing academic unit, and Morgridge Hall provides enough space to double the faculty and meet the demand. Named for UW benefactors **John ’55** and **Tashia ’55 Morgridge**, the building includes spaces for classroom instruction, research, and study, with a design that encourages connection and creativity.



COURTESY OF KEITH BECHTOL

A Closer Look at the Cosmos

UW-Madison physicists play a key role in an innovative observatory.

The first images from a state-of-the-art telescope have been released by the Vera C. Rubin Observatory, with an assist from UW-Madison physics professor **Keith Bechtol** (above).

“Rubin Observatory is a confluence of technology that allows us to map the universe faster than we’ve ever been able to before,” Bechtol says. “It will catalog more stars, galaxies, and solar system objects during the first year of science operations than all previous telescopes combined.”

Space-based telescopes like Hubble and James Webb typically focus on one spot for a prolonged time. In contrast, the ground-based Rubin Observatory, positioned on a mountaintop in Chile, will quickly scan the sky, taking an image with its 3.2-billion-pixel camera every 40 seconds and collecting 20 terabytes of data each night. It will capture the entire southern hemisphere sky every three nights.

Bechtol has been part of the international collaboration since 2016. He is one of five technical group leaders who are organizing the building, implementation, and testing of the facility. Bechtol and his UW-Madison research group have been key players on a team of thousands of people working toward a fully operating observatory.

“I gather the evidence to show that all components of Rubin Observatory are working together to produce the most detailed time-lapse view of the cosmos ever made,” Bechtol says. “I’ve been responsible for anticipating things that could go wrong and helping to address those challenges, designing observation plans, rehearsing observatory operations, and implementing tests of increasing sophistication as we built the observatory.”

Bechtol and his group will use the data to probe fundamental questions related to dark matter, dark energy, and the early universe.

“We’re using the whole universe as a laboratory to ask big, open questions about the nature of matter, energy, space, and time,” Bechtol says. “What is the universe made of? How did the universe begin? How will it end?”

SARAH PERDUE '02



The number of UW-Madison living alumni has passed the half-million mark. That’s a lot of Wisconsin grads living out the Wisconsin Idea and extending the university’s benefits to the wider world, along with introducing unfortunate nongrads to the unique joys of brats, beer, and Badger spirit.

“While campus cannot replace all interrupted or canceled federal funds, it is crucial that we strategically invest, as widely as possible, in ongoing and future research in affected fields and focus on protecting our mission of excellence in research.”

— UW vice chancellor for research
Dorota Brzezińska



PUTTING THAT DEGREE TO WORK

LinkedIn has rated UW–Madison 50th in the nation — and 10th among public universities — for setting up graduates for long-term career success.

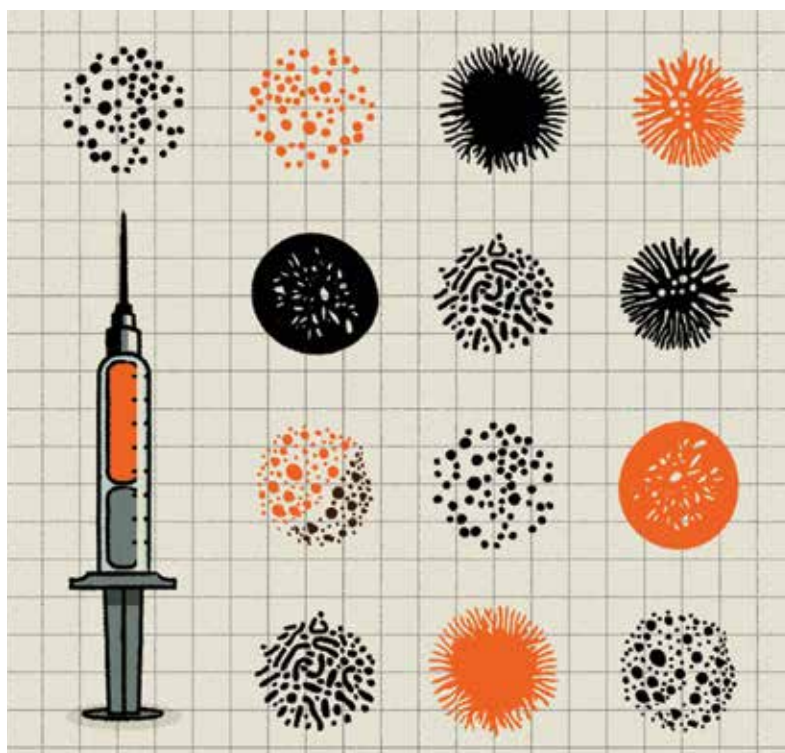
The inaugural rankings are based on LinkedIn’s data on career outcomes, job placement rates, and advancement of alumni, among other things. The popular social media platform focuses on professional networking and career development, connecting individuals with colleagues and employers.

“Graduates of top programs often land jobs sooner, build strong professional networks, and advance into leadership faster,” LinkedIn said.

The UW was rated among the top five schools in the “knowledge breadth” category, reflecting the wide array of fields of study and skill-building opportunities. The leading industries for graduates were technology and internet, higher education, and medical practices.

“This ranking highlights how UW–Madison students are prepared for a complex and ever-changing workforce through the breadth of their educational pursuits on campus,” says **Tara Milliken**, director for institutional career services strategy in the Office of Academic and Career Success. “We know that employers value the academic preparation our students receive in the classroom and the skills they build on campus and beyond that equip them to be successful in their careers.”

MIKE KLEIN



JAMIE ESPINOZA

A Personalized Cancer Vaccine

A new treatment may prevent tumor recurrence.

Using a newly discovered byproduct of dying cancer cells, UW–Madison researchers are developing personalized vaccines that could help keep aggressive tumors from recurring.

Led by **Quanyin Hu**, an assistant professor in the UW–Madison School of Pharmacy, the research team has already found success slowing the recurrence of tumors in mouse models of triple negative breast cancer and melanoma. Currently, the long-term prognosis for human patients with these cancers is relatively poor. That’s in part because the diseases have a tendency to recur after the initial treatments to remove the tumors.

The personalized vaccine approach is an extension of the team’s recent discovery of pyroptotic vesicles, which are tiny sacs filled with the remnants of cancer cells when they undergo programmed cell death. Crucially, the remnants in these microscopic sacs include antigens specific to the tumor, along with other molecular bits that can help direct immune cells to find and suppress cancer cells that might remain after a tumor is surgically removed.

Hu and his colleagues engineered these sacs to carry an immune stimulating drug. They then embedded the engineered vesicles into a hydrogel that can be implanted into the space left behind after surgical removal of a tumor.

“Compared to the other approaches, ours shows a much stronger immune response,” says Hu. He notes that the approach could theoretically apply to any cancer that tends to recur, such as pancreatic cancer and glioblastoma.

Several of the mice that received the highest doses of the experimental treatment remained cancer-free throughout the course of the study.

“That’s really exciting,” Hu says, “because we demonstrated that we could essentially cure these mice with no tumor recurrence.”

WILL CUSHMAN MS’16

How Music Makes Us Human

In the age of artificial intelligence, Mead Witter School of Music director Dan Cavanagh passionately defends individual creativity.

Since becoming director of the Mead Witter School of Music in 2023, **Dan Cavanagh** has kept one eye on the past — maintaining the school's excellence in classical music and jazz — and one eye on the future. He wants to equip students with the tools they'll need to thrive in the modern world, including a grasp of rapidly changing technology. Artificial intelligence is transforming music, just as it's transforming the rest of the world, and every last violist and tuba player needs to understand it. Cavanagh, an award-winning composer and pianist, acknowledges AI's



For a video of Dan Cavanagh performing on piano, scan the QR code or visit go.wisc.edu/cavanagh.

benefits while passionately defending people's role in the musicmaking process: the "human-to-human connection."

What's the upside of artificial intelligence in music?

Generating and recording music is now possible for a wider range of people who don't have musical training. Computers can generate interesting chord progressions or write a whole pop song and play it back to you. But there's something you'll never fully get without a human being involved. We want our students to understand how to use these tools without losing sight of the ultimate goal, which is making music to connect with other human beings.

Are you worried that AI might make human musicians obsolete?

I think AI is something we have to understand and adapt to. When calculators came in, it was a similar conversation: oh, this is going to ruin people's

ability to do math, the world is ending, and humans are going away. Well, that's not what happened. As we all know now, a calculator is a tool. And I'm optimistic that generative AI in music will be a tool — in the mixing and mastering process of music production, for example. It's a tool that can allow humans more time to bring our creative, critical, and emotional contributions to music.

Can you give me an example of the human-to-human connection in music?

A few months after I came to UW-Madison, I went to our Wind Ensemble concert, which featured a work for wind ensemble and soprano voice by the brilliant composer Caroline Shaw. And I got the chills in a way that I never do with sound that comes from an electronic speaker. There's something about the humans in the room, and the people you're sitting next to while listening to the concert, and the people's faces on stage, and the emotion they're putting into the music. This represents only a small part of the way that music makes us human and distinguishes us from other life forms.

Interview by Dean Robbins

Photo by Althea Dotzour



Badger Standout

Brianna Decker '14 is UW-Madison's first woman inductee to the Hockey Hall of Fame.

Brianna Decker '14 was mowing the lawn the day the call came in. Not recognizing the Toronto, Canada, number, she sent it to voicemail. But after the number showed up on Decker's screen again, she decided it might be important.

It was. On the other end of the line was Ron Francis, former Stanley Cup champion and current chair of the Hockey Hall of Fame Selection Committee. He was calling to let Decker know she would soon become a member of the Hall, joining the 2025 cohort in November. "I was so surprised and super emotional," says Decker. "I never dreamed I'd be part of the Hall of Fame."

Decker may have been surprised, but a quick look at her lengthy résumé suggests she shouldn't have been. Her achievements include Rookie of the Year at UW-Madison for her 2009-10 season; 15-time member of the U.S. National Team, winning eight world championships; three Olympic teams, including one gold-medal-winning performance; and a professional career with the Boston Blades, Calgary Inferno, and Boston Pride. She was also the recipient of the Patty Kazmaier Award, which honors the top female college ice hockey player.

Decker is the first Badger women's player to enter the Hockey Hall of Fame, and that's saying something. She comes from a roster that has included the likes of **Meghan Duggan '11** and **Hilary Knight '12**,

both standouts on their own. Together, the trio led the Badgers to the 2011 national championship, which Decker still considers one of her career's biggest highlights. "We just had an incredible team and knew we could win no matter what," she says.

Decker also points to the 2018 Olympic gold-medal performance. "After coming up short in 2014, that win felt extra special," she says.

Decker got her start in hockey like many other Wisconsinites — playing on a pond. "I grew up with three brothers in a small town," she says. "I saw them playing hockey and I wanted to be like them, and my parents encouraged me to play."

And play she did, early on helping the Madison Capitols under-14 youth hockey team win a state championship. Decker followed that up with four years at the Shattuck-St. Mary's School in Minnesota. While there, she loyally wore a Gophers shirt, but underneath it, she sported a Badgers tee.

"Heading into college, I was recruited by many schools, but I always had my heart set on being a Badger," she says. "In the fourth grade, a teacher had us write a letter to ourselves about what we wanted to be when we grew up. I said a dentist and a Badger hockey player."

Decker's prestigious career came to an unexpected end at the 2022 Olympics in Beijing in an early-round game. A collision with an opposing player resulted in a broken fibula and injured ankle that prevented Decker from advancing with her team.

"It definitely took a toll, both mentally and physically," she admits. "It gave me a chance





Decker, shown here in a game against Bemidji State in 2012, went on to star on three Olympic teams, followed by a career in professional women's hockey.

to coach the national team, however. I was excited to help my teammates from a coaching standpoint, because I couldn't participate, which was unique."

It also led her back to Shattuck-St. Mary's School, where she coached the next generation of women's hockey players. And while it's hockey that got her the coaching gig, Decker's UW major in human development and family studies proved particularly valuable in that role.

"When I was in school, I was so focused on hockey that I didn't think much about where I'd go with my major," she says. "But it has helped in so many ways."

She points to her understanding of family dynamics, which she found helpful for

coaching a group of girls living in a boarding school.

Last August, Decker opted to continue on her career path by becoming an assistant coach with the Minnesota Frost, a two-time champion Professional Women's Hockey League team.

"I'm incredibly grateful for the opportunity to work with the Minnesota Frost and to be surrounded by professional athletes who are committed to growing their game every single day," she says.

For a Wisconsin girl whose life aspiration was to play for the Badgers, entering the Hockey Hall of Fame is an unexpected bonus. Modest as always, Decker offers this parting shot: "It just shows that I was surrounded by incredible athletes and coaches my entire career."

BY AMANDA LOUDIN

PHOTO BY DAVID STLUKA

How to Win a Nobel Prize

Meet the UW–Madison faculty and alumni whose discoveries changed the world.

BY PRESTON SCHMITT '14

Science is a team sport. Every discovery is collaborative in nature, building on basic scientific research and the iterative contributions of untold scientists around the world.

Therefore, we do not envy those in Stockholm, Sweden, who must isolate all the variables and single out particular scientists for every Nobel Prize.

Nineteen scholars with UW–Madison ties have won a Nobel, including alumni and faculty members (past or present at the time of the award). This number places the UW in elite company — by most counts, among the top 20 universities in the country.

And still, it doesn't seem enough for all the Nobel-worthy work that takes place on this campus.

Some observers were stunned when UW biologist James Thomson, who first derived human embryonic stem cells in the lab, was not among the stem cell scientists who shared in the 2012 Nobel Prize. That same year, the “God particle” Higgs boson was discovered with critical contributions from UW physicists Sau Lan Wu and Wesley Smith and computer scientist Miron Livny. But the following year, the Nobel Prize went to a pair of international researchers who had first theorized about Higgs's existence. So it goes.

The UW's last Nobel Prize winner came in 2015, when William Campbell MS'54, PhD'57 earned recognition for discovering a popular antiparasitic medication. Who will be next? We can't say for sure, but sources tell us that several UW researchers remain in serious consideration for the world's most prestigious award.

With federal research funding at risk here and elsewhere, it's time to celebrate the Nobel-winning Badgers who — sometimes in dramatic fashion — made life-changing breakthroughs for the benefit of us all.

Despite his colleagues' initial skepticism, Temin's discovery revolutionized molecular biology.



A Heretic Turned Hero

Howard Temin had a hunch. It would lead the UW–Madison virologist to a Nobel Prize in 1975 and later contribute to the discovery of HIV. But first, it earned him the scorn of the scientific community.

Prior to 1970, the field of molecular biology operated on the central dogma that genetic information in cells is transferred in one direction — from DNA to RNA — to produce proteins. Never the other way. But closely studying the anomalies of a cancer-causing virus in chickens, Temin theorized in 1964 that some viruses — later classified as retroviruses — could reverse this process to spread.

For six years, this stance caused him ridicule. A former Cal Tech colleague gave a professional talk on these viruses without citing any of Temin’s seminal contributions. When pressed by the audience why not, the researcher responded: “I’ve given Temin’s work the amount of attention it deserves.”

Intellectually fearless, Temin never wavered. “All of these doubts were based not on experimentation or alternative hypotheses, but merely arguing from the central dogma that viruses don’t behave that way,” he later told the UW Oral History Project.

Then in 1970, Temin discovered the enzyme — reverse transcriptase — that does, in fact, allow genetic information to flow backward. When he went home that evening, his excitement was so palpable that his wife, renowned UW medical geneticist Rayla Greenberg Temin MS’58, PhD’63, knew instantly that he had proven his hunch right.

Practically overnight, he reflected, “I went from being a rebel to establishment.”

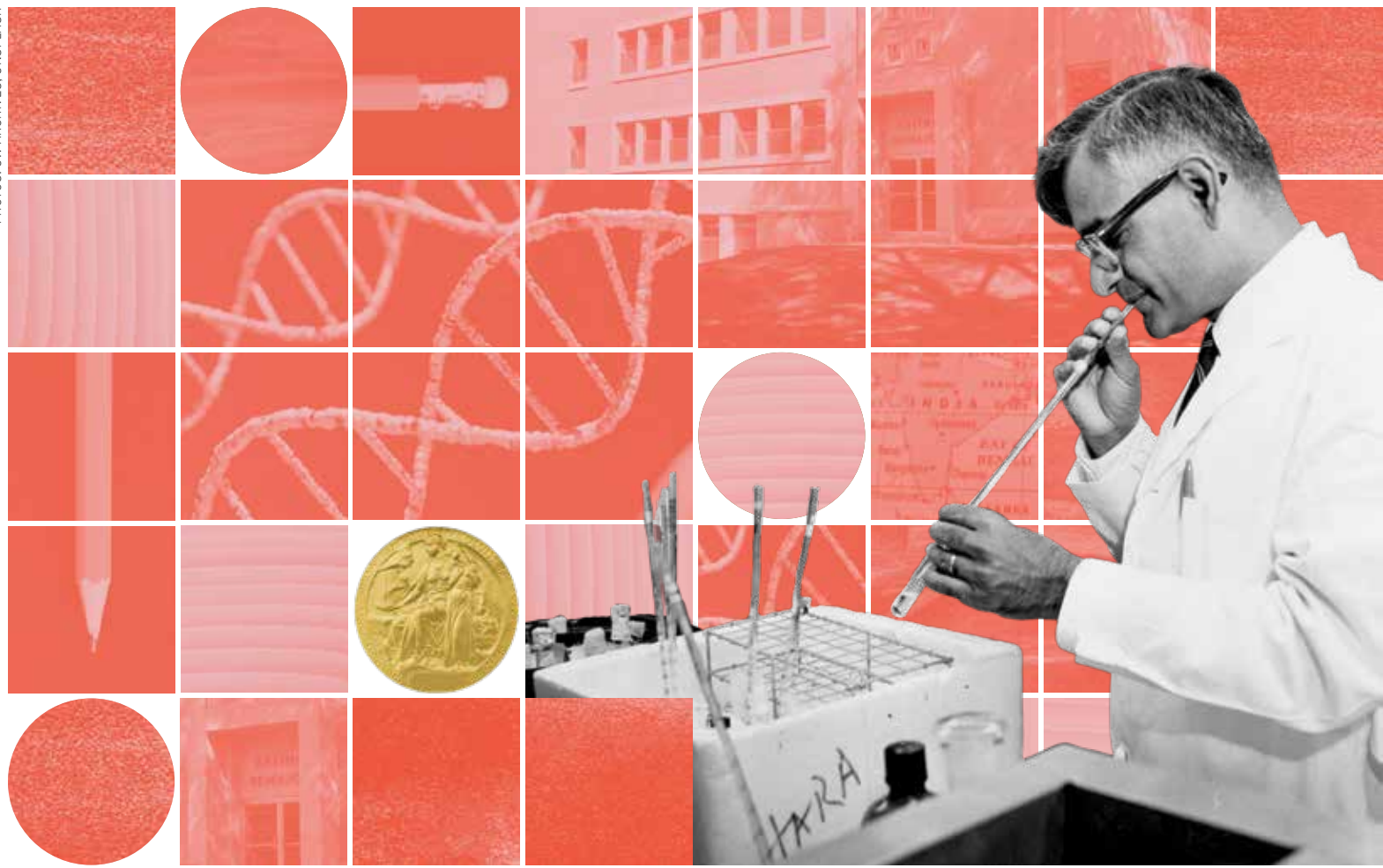
Temin’s discovery revolutionized molecular biology, opening doors to new areas of cancer research, drug development, and gene therapy applications. It also provided the roadmap for researchers to identify HIV, the retrovirus that causes AIDS, early in the epidemic and to eventually develop effective antiretroviral treatments. Temin played an active part in research and public policy efforts related to the AIDS crisis in the 1980s and early ’90s.

When he accepted his Nobel Prize, he proved again that he was not afraid to speak his mind. Toasting a banquet audience filled with cigarette smokers (including the king and queen of Sweden), Temin expressed “outrage” that, while his fellow researchers were tackling cancer in the lab, so little was being done to address a leading and preventable cause of it.

“And then I sat down,” Temin recalled, “and everyone in the audience, including the royalty, put out their cigarettes.” (In a cruel twist of fate, Temin died from a nonsmoking form of lung cancer in 1994 at age 59.)

Temin joined the UW’s McArdle Laboratory for Cancer Research in 1960 after finishing graduate school and a postdoc fellowship. He claimed that the center had reached out to “practically every young virologist, as many as 40 or 50, and none would come,” since, nationally, viruses were not viewed as a particularly important aspect of cancer research. We now know that viruses cause up to 20 percent of all cases.

When Temin arrived in Madison, he found his first lab to be unsuitably located in a dark basement surrounded by steam pipes and next to an open sump pit. From that inauspicious start, he went on to become a giant in his field and the UW’s only individual Nobel Prize winner to finish out his career at the institution. Upon being named a Nobel laureate, he thanked the university “for having provided ... an environment in which unorthodox ideas could be considered and established.”



Khorana (above) cleared the way for modern gene therapy and genome editing. Bardeen (opposite page) won a pair of Nobel Prizes and ushered in our age of personal electronic devices.

Cracking the Genetic Code

Har Gobind Khorana grew up in poverty in the small village of Raipur, India. His family home was partly a courtyard, shared with cows and horses. There was no schoolhouse, so the future Nobel laureate learned to read under a tree from his father. When Khorana, at age six, owned his first pencil, it was a life event.

“Although poor, my father was dedicated to educating his children, and we were practically the only literate family in the village inhabited by about 100 people,” Khorana wrote in an autobiographical entry for the Nobel Prize.

Eventually, Khorana attained formal education in India, proving himself a genius. In 1960, he came to the UW to be a professor of biochemistry and codirect the Institute for Enzyme Research. Here, he and his colleagues discovered how genes direct the production of proteins — groundbreaking work that cracked the genetic code and resulted in a 1968 Nobel Prize.

Khorana was the last of his family, including his kids, to learn of the award. Harking back to

his humble childhood, he often retreated to the Wisconsin countryside to collect his thoughts. Khorana was watching the sun rise when his wife, having failed to reach him several times by phone, drove over to relay the news.

In 1970, Khorana created the world’s first synthetic gene, demonstrating that the basic unit of heredity can be constructed with organic chemicals in a lab. His discoveries helped clear the way for modern gene therapy and genome editing, which have resulted in revolutionary treatments for those with severe genetic diseases.

Apparently, Khorana’s understated personality made him easy to miss in the public eye. In 1969, just a year after he had earned the Nobel Prize, Wisconsin state senator Ernest Keppler ’49, LLB’50 took to the chamber floor to lament that some public employees were making a higher salary than the governor. Referencing a list of names, he sneered: “How about Har Gobind Khorana? Any of you know him?”

MIT leadership certainly did, hiring Khorana away from Madison after a decade of work that changed the scientific world forever.

An Electronic Miracle

A quartet of UW alumni have earned Nobel Prizes for their work in supercharging the digital revolution and the many electronic devices in your home, at work, in your hand, and on your wrist.

John Van Vleck 1920, the “father of modern magnetism,” laid the foundation with his novel theories on the magnetic properties of solid-state materials. Alan MacDiarmid MS’52, PhD’53 discovered polymers (think plastics) that conduct electricity, with applications that now span from rechargeable batteries to electronic sensors to LED displays. Before creating the handheld calculator, Jack St. Clair Kilby MS’50 helped invent the integrated circuit, or microchip, an essential component of modern computers and the key to our miniaturized devices.

But only one Badger brainiac has won a pair of Nobel Prizes: **John Bardeen ’28, MS’29.**

Bardeen was born and raised in Madison, where his father served as the UW’s first medical school dean. He lived at home while studying electrical engineering at the university and enrolled in one of the first quantum theory courses in the country with Professor Van Vleck. He continued his graduate work at Princeton under Eugene Wigner, a theoretical physicist who would later work at the UW and earn a Nobel Prize himself.

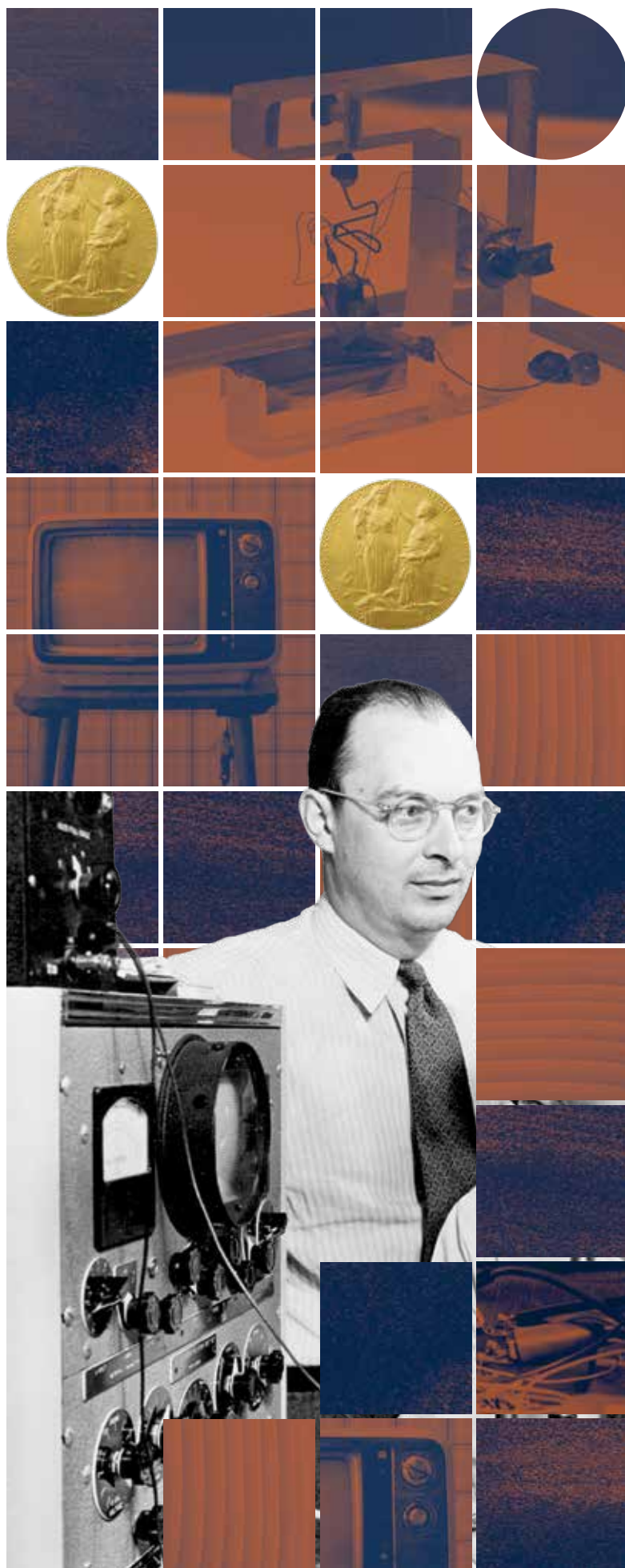
Being surrounded by such brilliance paid off. After serving in World War II, Bardeen landed at Bell Labs and coinvented a semiconductor device called the transistor. Hailed as an electronic miracle, it replaced the much larger and less efficient vacuum tube that amplified early radios, televisions, and computers. (Today, an iPhone 15 Pro has some 19 billion transistors in its main processor alone.)

When Bardeen came back from the lab after his breakthrough on the transistor, he told his wife in his typically understated way: “I think we discovered something today.” The invention earned Bardeen and two colleagues the Nobel Prize in Physics in 1956.

At the Nobel Prize ceremony, the king of Sweden teased Bardeen for only bringing one of his three children. The scientist responded, presumably in jest, that he would bring all of them the next time he won a Nobel Prize.

Remarkably, 16 years later, that’s exactly what he did. He won his second prize for the fundamental theory of superconductivity (when electrical resistance vanishes below a certain temperature) — knowledge that is now applied in technologies such as the MRI scanner.

Bardeen is one of four laureates who have earned more than one Nobel Prize, and the only to double dip in the physics category.



Mr. and Mrs. Lederberg

It started as a picture-perfect story. The *Wisconsin State Journal* called the UW geneticists “one of the top husband-wife science teams in the nation” who “spend many more hours together in the laboratory than in their home.” And together they earned the 1956 Pasteur Award for their joint contributions to microbiology.

But in 1958, **Joshua Lederberg** won the Nobel Prize, while Esther Zimmer Lederberg PhD’50 was barely a footnote. In a famous picture of the couple from the ceremony, an expressionless Esther stares blankly ahead at the camera. Fittingly, she’s now the face of the Matilda Effect — a term coined by historian Margaret Rossiter MS’67 to describe the historical bias against recognizing the contributions of female scientists and instead attributing their findings to male colleagues.

Joshua Lederberg won the Nobel Prize at the young age of 33 for his field-altering discoveries around bacterial reproduction, producing an understanding of how traits like antibiotic resistance can spread. He was the UW’s first active faculty member to earn a Nobel Prize, sharing the honor with his mentor Edward Tatum MS’32, PhD’34.

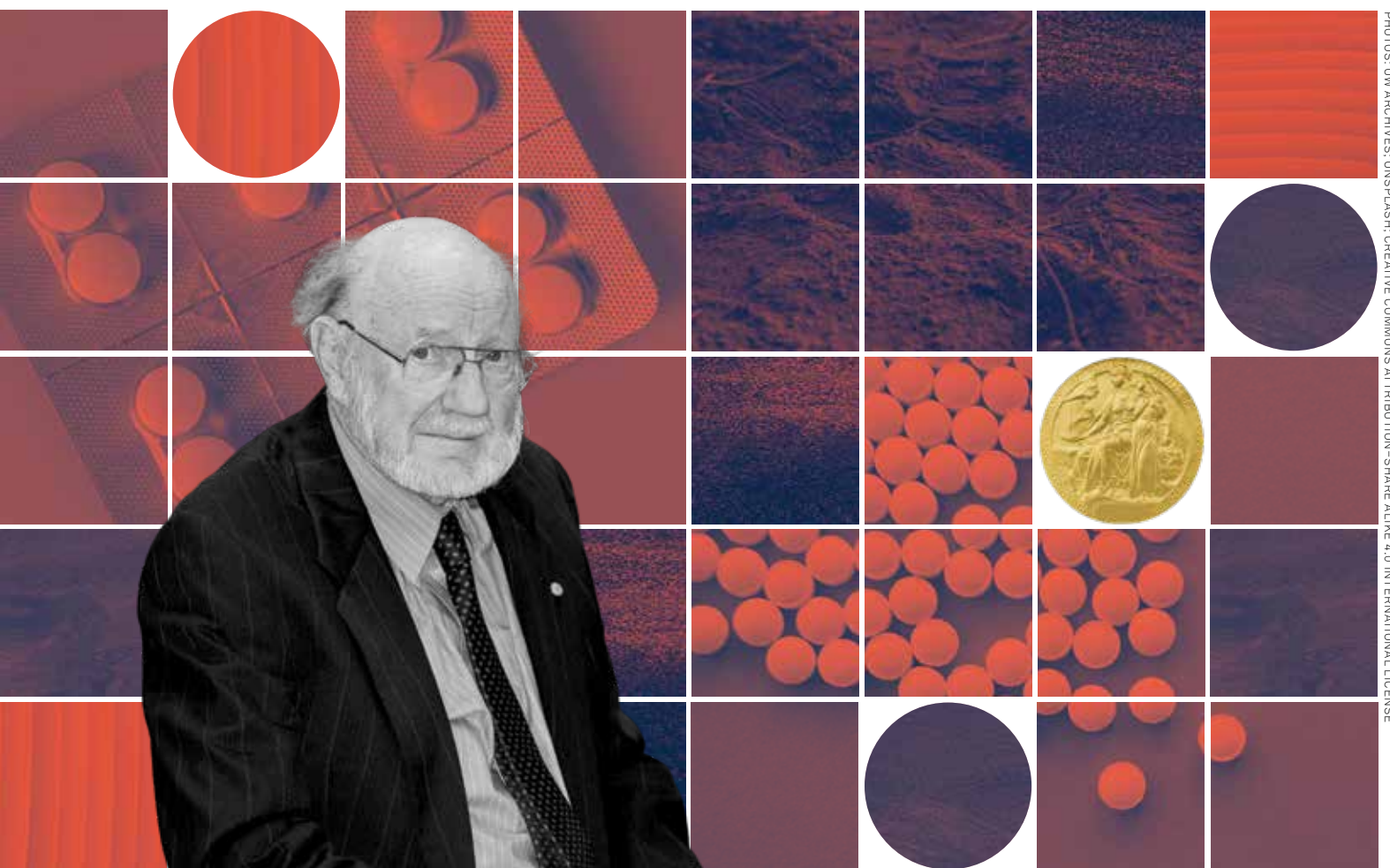
Esther Lederberg met Joshua while she was finishing up her master’s degree at Stanford, and they both moved to Madison when he accepted a professorship at the UW in 1947. After earning her doctorate, she became a research associate in her husband’s lab. In a 1998 interview with the UW Oral History Project, Joshua called Esther a “superb” and “very meticulous experimentalist” who organized and executed many of the lab’s studies.

During this time, Esther discovered the lambda phage, a stealthy bacterial virus that could stay dormant in an infected host until suddenly striking. It’s become a go-to model organism in the study of other viruses and in the work of genetic engineering. She also helped to develop a modern research technique called replica plating — using velvet cloth to efficiently transfer colonies of bacteria from one dish to another. Until recent years, the scientific community had primarily attributed replica plating to Joshua.

During his Nobel Prize lecture, Joshua noted that his research “enjoyed the companionship of many colleagues, above all my wife.” But the award marked the start of their divergent careers. When Joshua was offered a position to lead the genetics department at Stanford in 1959, Esther had to settle for an untenured research faculty position there — and then fight to stay employed at all after the couple split in 1966.

“Esther, in her life, had to face a number of hurdles that had been placed in her way by the times,” her former colleague Stanley Falkow said at her memorial service in 2006. “She did so with extraordinary grace, gentleness, and with a respect and love for science that is important to remember and emulate, especially in a time when the pursuit of basic knowledge is becoming so very difficult.”





A Wonder Drug

Last January, the World Health Organization announced that Niger was the first African country to eliminate the transmission of river blindness. Before the 1980s, the disease — caused by a parasitic worm and spread from blackflies — became a public health crisis in developing nations and caused blindness in hundreds of thousands of people around the world. Now the disease is on a steep decline, thanks to the mass distribution of an antiparasitic medication called ivermectin — the wonder drug first discovered by UW alumnus **William Campbell**.

Campbell was a scientist at the pharmaceutical company Merck in the mid-1970s when he found that an active substance in a new species of soil bacteria was extraordinarily effective in killing roundworms in mice and other parasites in farm and domestic animals. A more potent derivative called ivermectin was released as an animal health product in 1981 and is a commonly used drug for heartworm prevention for dogs and cats today.

Not yet satisfied, Campbell advocated for potential human applications and identified river blindness as a promising target. Ivermectin was approved for human use in 1987, and since then Merck has donated

some five billion doses to combat river blindness. The drug has also been used to treat scabies, head lice, and other tropical diseases such as elephantiasis — benefiting hundreds of millions of people, many in the poorest parts of the world. In 2015, Campbell shared a Nobel Prize for his heroic contributions.

Campbell grew up in Ireland and sailed to the U.S. for graduate work in veterinary science and zoology at the UW. He was hooked on parasites all the way back in high school, when an outing to an agricultural show introduced him to a common liver parasite in sheep and cattle. He was fascinated that a drug could so easily treat it.

His adviser at the UW, veterinary science professor Arlie Todd, encouraged Campbell to apply to Merck after earning his doctorate. At first, Campbell had “considerable misgiving” about starting off in the pharmaceutical industry.

“I only wanted to work on science for the sake of science and not for utility,” he said after earning a 2023 UW Distinguished Alumni Award, “but I discovered the tremendous joy and excitement of doing something that might actually be useful.” ●

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

The Lederbergs (opposite page) made joint contributions to microbiology, though only Joshua received a Nobel Prize. Campbell (above) discovered ivermectin, a drug that has benefited hundreds of millions of people.

UW Nobel Winners

How many Nobel Prizes can UW–Madison claim? It depends on how you'd like to count them.

Nineteen UW faculty and alumni have won a Nobel. Because John Bardeen won twice, the university can (and does!) use the nicely rounded number of 20 Nobel Prizes. But a pedant could point out that Edward Tatum and Joshua Lederberg shared in the same Nobel Prize in 1958, and the same for Joseph Erlanger and Herbert Gasser in 1944, bringing the UW's number of distinct awards down to 18.

The UW has nearly added other future Nobel winners to its faculty. Milton Friedman, who helped establish the Chicago school of economics and won a 1976 Nobel Prize, briefly taught at the UW as a visiting scholar in the early 1940s. He withdrew his name for consideration as a tenured professor and left the economics department amid internal disputes. Richard Feynman was set to join the physics department in 1942, but the university discreetly granted him leave so that he could work on the government's Manhattan Project. He won a Nobel Prize in 1965 for his theory of quantum electrodynamics. And George Smith, who worked at the UW as a postdoc in the 1970s, won the 2018 Nobel Prize in Chemistry for a technique in studying protein interactions.

The following list includes only UW faculty and alumni who were individually named for the prize. Professors Jonathan Patz and John Magnuson served as lead authors for the UN's Intergovernmental Panel on Climate Change, which shared the 2007 Nobel Peace Prize with former Vice President Al Gore.

— P. S.



1944

PHYSIOLOGY OR MEDICINE

Joseph Erlanger

former faculty

for "discoveries relating to the highly differentiated functions of single nerve fibers" (1/2 prize share).



1963

PHYSICS

Eugene (E. P.) Wigner

former faculty

for "contributions to the theory of the atomic nucleus and the elementary particles, particularly through the discovery and application of fundamental symmetry principles" (1/2 prize share).



1977

PHYSICS

John Van Vleck

1920 + former faculty

for "fundamental theoretical investigations of the electronic structure of magnetic and disordered systems" (1/3 prize share).

PHOTO: UW ARCHIVES



2000

CHEMISTRY

Alan MacDiarmid

MS'52, PhD'53

for the "discovery and development of conductive polymers" (1/3 prize share).

PHOTO: CREATIVE COMMONS ATTRIBUTION-SHARE ALIKE 3.0 UNPORTED



1944

PHYSIOLOGY OR MEDICINE

Herbert Gasser

1910

for "discoveries relating to the highly differentiated functions of single nerve fibers" (1/2 prize share).



1968

PHYSIOLOGY OR MEDICINE

Har Gobind Khorana

active faculty

for the "interpretation of the genetic code and its function in protein synthesis" (1/3 prize share).

PHOTO: UW ARCHIVES



1979

ECONOMICS

Theodore Schultz

MS'28, PhD'30

for "pioneering research into economic development research with particular consideration of the problems of developing countries" (1/2 prize share).

UNIVERSITY OF CHICAGO PHOTOGRAPHIC ARCHIVE, APF1-07486R, HANNA HOLBORN GRAY SPECIAL COLLECTIONS RESEARCH CENTER, UNIVERSITY OF CHICAGO LIBRARY.



2000

PHYSICS

Jack St. Clair Kilby

MS'50

for "his part in the invention of the integrated circuit" (1/2 prize share).

PHOTO: NOBEL FOUNDATION



1956
1972

PHYSICS

John Bardeen

'28, MS'29

for "research on semiconductors" and "discovery of the transistor effect" (1956; 1/3 prize share); for the "jointly developed theory of superconductivity, usually called the BCS-theory" (1972; 1/3 prize share).

PHOTO: NOBEL FOUNDATION



1979

CHEMISTRY

Stanford Moore

PhD'38

for the "contribution to the understanding of the connection between chemical structure and catalytic activity of the active center of the ribonuclease molecule" (1/4 prize share).

PHOTO: INGEBERT GRÜTTNER (THE ROCKEFELLER UNIVERSITY DIGITAL COMMONS)



1991

PHYSIOLOGY OR MEDICINE

Erwin Neher

MS'67

for "discoveries concerning the function of single ion channels in cells" (1/2 prize share).



2007

PHYSIOLOGY OR MEDICINE

Oliver Smithies

former faculty

for "discoveries of principles for introducing specific gene modifications in mice by the use of embryonic stem cells" (1/3 prize share).

PHOTO: UW ARCHIVES



1958

PHYSIOLOGY OR MEDICINE

Joshua Lederberg

active faculty

for "discoveries concerning genetic recombination and the organization of the genetic material of bacteria" (1/2 prize share).

PHOTO: UW ARCHIVES



1975

PHYSIOLOGY OR MEDICINE

Howard Temin

active faculty

for "discoveries concerning the interaction between tumor viruses and the genetic material of the cell" (1/3 prize share).

PHOTO: UW ARCHIVES



1977

CHEMISTRY

Paul Boyer

MS'41, PhD'43

for the "elucidation of the enzymatic mechanism underlying the synthesis of adenosine triphosphate (ATP)" (1/4 prize share).

PHOTO: CREATIVE COMMONS ATTRIBUTION-SHARE ALIKE 4.0 INTERNATIONAL



2015

PHYSIOLOGY OR MEDICINE

William Campbell

MS'54, PhD'57

for "discoveries concerning a novel therapy against infections caused by roundworm parasites" (1/4 prize share).

PHOTO: CREATIVE COMMONS ATTRIBUTION-SHARE ALIKE 4.0 INTERNATIONAL



1958

PHYSIOLOGY OR MEDICINE

Edward Tatum

MS'32, PhD'34

for the "discovery that genes act by regulating definite chemical events" (1/4 prize share).



1976

LITERATURE

Saul Bellow

MAx'38

for the "human understanding and subtle analysis of contemporary culture that are combined in his work."



1999

PHYSIOLOGY OR MEDICINE

Günter Blobel

PhD'67

for the "discovery that proteins have intrinsic signals that govern their transport and localization in the cell."

PHOTO: INGEBERT GRÜTTNER (THE ROCKEFELLER UNIVERSITY DIGITAL COMMONS)

*Lucas Liske
(left) and Emily
Mihalovich turn
visitors' vague
ideas about the
UW into vivid
impressions.*



What I Saw on the Campus Tour

A former student guide marvels over new UW–Madison attractions — and all the new ways of showcasing them.

BY JESSICA STEINHOFF '01

PHOTOS BY TAYLOR WOLFRAM '24

I remember a surprising number of details from the campus tour I took before becoming a Badger.

In 1996, the UW Law Library had just opened its gleaming glass reading room overlooking Bascom Hill. The hill was the heart of my tour that crisp fall day. At the bottom, my guides gestured toward College Library, noting that it had been named one of the country's best places to find a date. At the top, I learned about “traying,” the tradition of sledding down campus slopes on fiberglass cafeteria trays.

My group wanted to know how much hill climbing was expected of first-year students. A few years later, when I led tours for UW–Madison's Student Orientation, Advising, and Registration (SOAR), this was still a hot topic. I fielded questions while scaling the mountain backward in my favorite Chuck Taylors and a Bucky-printed bucket hat.

Campus tours have changed a lot in 20-plus years, with new facilities to explore, fresh facts to share, and increased accessibility for guests with disabilities. There's even a Zoom session where six campus tour guides share their experiences and answer questions about life on campus. For in-person tours, two guides from UW Campus and Visitor Relations lead each group of 15 to 20 guests, covering a third of the campus on foot in 75 minutes. They take turns presenting, then get new partners for the next tour. This makes each tour unique, keeps the guides on their toes, and energizes the tour group.

Though backward-walking guides and the Bascom Hill endurance test are long gone, campus tours are more memorable than ever. I don't recall much about the students in charge of my inaugural UW tour, but today's tour-goers get to know their guides almost as well as the campus. The guides' personal experiences — and personalities — can be a real factor for visitors when choosing a college.



Reading Your Guests

Abby Medhin x'26 wouldn't be a Badger if not for her tour of UW–Madison. The Milwaukee native was set on attending an out-of-state college but agreed to a tour when her dad urged her to check out the campus.

"The two guys who led it were so enthusiastic about UW–Madison and did a great job explaining student life. I started picturing myself here, which I hadn't done before," she says.

The experience inspired Medhin to become a campus tour guide last January. So did her goal of getting comfortable talking to acquaintances. As a future nurse, Medhin knows the value of building rapport with patients, but sometimes anxiety derails her efforts to connect.

"Social anxiety has been a factor in my life for a long time. Being a tour guide gives me lots of practice talking to new people, which really helps," she says.

The experience also helps Medhin navigate the performance anxiety that used to make public speaking unbearable. Rehearsing her tour script has an advantageous side effect: she feels more at ease giving class presentations.

"My friends tell me I'm good at it now, which I can hardly believe," she says.

I see a little of my 20-year-old self in Medhin, remembering how I used the tours to work on my own stage fright. Her warmth and excitement shine through when she divulges her favorite study spots and the best movies she's seen at Union South's Marquee Cinema.

TOUR GUIDE FAVORITE FACT

"A lot of guests are amazed that 'Jump Around' causes a small earthquake at Camp Randall during football games. I love that scientists have measured the effects of thousands of jumping students in this way."

— Macy Olson



Campus and Visitor Relations employs 75 tour guides each semester, and they memorize a 10-page script outline filled with facts about university history, academics, and resources. They don't recite it verbatim, however. They enhance it with personal experiences from the classroom and beyond. Guides often share what they've learned by studying abroad or participating in student organizations. Many discuss acclimating to campus or working with academic advisers. The challenge is choosing the right stories for your audience.

When representatives from a Thai university joined one of Medhin's tours, for example, she asked them about the ways their institution resembled and differed from the UW. Then she used this information to customize their experience. Medhin



Abby Medhin (left) and Macy Olson enhance their script with personal experiences.

highlighted organizations that might help Thai students feel at home and spent extra time explaining things that might be unfamiliar, including the way classes are structured and the role of academic advising.

"Reading your guests — learning who they are and what they need — is a huge part of the job," she explains.

Fascinating Factoids

Sometimes an energy boost is what's needed most. I took a morning tour last spring to learn about the latest approach to showcasing campus (see sidebar), and a few people in the group yawned as they introduced themselves. The leaders — seasoned guide Emily Mihalovich x'26 and knowledgeable newcomer Lucas Liske x'27 — noticed this and took action. Soon their witty quips and fascinating factoids had us laughing and asking questions.

TOUR GUIDE FAVORITE FACT

"The resources at the Bakke Recreation & Wellbeing Center are incredible: napping pods, sports simulators, a teaching kitchen. I also like mentioning that there are free movies at Union South's Marquee Cinema and that sometimes they haven't been released yet."

— Abby Medhin



Mihalovich, a finance and accounting major from the Phoenix area, used colorful descriptions to entertain and educate. While discussing housing



and safety, she called the residence halls on the west side of campus “the cheapest lakeshore property you’ll ever have.” Ears perked up when Liske, a communications and psychology major from Medford, Wisconsin, mentioned that he plays sax in the UW Marching Band. Soon he was tackling their questions about Badger football games.

TOUR GUIDE FAVORITE FACT

“I talk about the different sports and outdoor activities students can try. I went curling during the Winter Carnival my first year here and ended up on a competitive curling team.”

— Lucas Liske



My group passed by a Chemistry Building classroom, strolled up North Charter Street, and walked through Grainger Hall. A dozen other groups followed the same route at the same time, but we didn’t crash into each other. Every group got its own spot at each destination. It was a complicated dance, but the guides choreographed it perfectly.

“It can be tricky to find places to stand so guests can see everything, especially in the summer, when we have more tours going at once,” Medhin says. “You have to imagine things from their perspective and remember that they may not have seen the campus before.”

Knowing shady spots to rest and where to hang out during thunderstorms is also essential, since most of the tour is outdoors. Plus, it’s wise to check in with the group in case someone needs a breather

Liske hopes his work as a tour guide will make him a more polished presenter.

Send us your memories of going on the UW–Madison tour or serving as a campus tour guide! Email onwisconsin@uwalumni.com; comment on this article at onwisconsin.uwalumni.com; or write to 1848 University Avenue, Madison, Wisconsin, 53726.

or a bathroom break. Liske made sure everybody was comfortable as we approached Library Mall.

Sometimes a more complicated challenge arises. According to Macy Olson x’26, who supervises fellow student guides, training is a valuable tool for navigating these situations.

“If a guest asks about something not so positive — maybe college tuition getting more expensive — it’s important for guides to give honest answers,” she says, adding that a little diplomacy can go a long way. This echoes the advice Zola Dincin Schneider ’46 shares in the popular *Campus Visits and College Interviews: A Complete Guide for College-Bound Students and Their Families*, which insists that the best type of campus tour guide “speaks from the heart, is candid, and answers questions without hiding the true facts.”

Unlike my UW campus tour in 1996, this one didn’t mention Library Mall’s history of student demonstrations. Though I missed that discussion, I appreciated the new ways the guides addressed student engagement, weaving it into descriptions of campus organizations and volunteer opportunities.

During their training, the guides give mock tours peppered with various disruptions, from loud noises to strangers trying to join the group.

“We learn to be very aware of our surroundings and adapt quickly,” Medhin says. “We want everyone on the tour to be safe, comfortable, and focused on what the campus has to offer.”

“Loved the Tour So Much”

Leading tours is a chance to turn visitors’ vague ideas about the UW into vivid impressions. Sometimes a



tour helps them embrace a possibility they hadn't considered, as in Medhin's case. Other times, it provides a sense of belonging that they haven't found elsewhere. Olson witnessed this phenomenon while leading a tour for a middle-school group.

"One of the students asked me about LGBTQ resources," she recalls. "After I shared what he needed, he said, 'This is so helpful and makes me feel better about going here.' That made me feel really good, and I'm so glad he felt comfortable asking me for this information."

TOUR GUIDE FAVORITE FACT

"People love hearing about the different ways students use Lake Mendota. I've kayaked, ice-skated, and polar-plunged there, and I talk about all of it on my tours."

— Emily Mihalovich



Mihalovich uses colorful descriptions to entertain and educate.

Olson, a social work and legal studies major from Freeport, Illinois, is considering careers in advocacy, counseling, and human services. Creating an atmosphere where people can explore difficult questions is key in all these fields, and supervising other guides has helped her hone the skill.

"Being a new guide can be intimidating, so we try to help everyone feel truly welcome and make them want to come to work each day," she says. "We've also built a strong feedback culture, one where it's normal to ask questions and where we're constantly thinking about how to improve."

Like Medhin, many students apply to be guides because they want to strengthen a skill set or rise to a challenge.

Liske hopes to become a more polished presenter. The tour-guide experience is quite different from his previous job at a small-town cheese-packaging factory.

"I spent last summer moving 40-pound blocks of cheese, so I decided to spend this summer talking with people," he says.

Meanwhile, Medhin is realizing just how impactful she can be. She recalls a woman sprinting toward her during a recent tour stop — a mom from a tour she'd given the previous winter.

"She told me her son loved the tour so much that he couldn't talk about any other university afterward. It turned out that he was attending SOAR that day," Medhin recalls. "I felt so proud that I was part of the reason he chose UW-Madison." ●

Jessica Steinhoff '01 can still walk up Bascom Hill backward.

LET'S TAKE THE TOUR!

After getting acquainted with **Union South**, **Camp Randall**, and each other, my tour group from last spring walked to the **Chemistry Building**, where stories of accomplished alumni line the walls. Families from Los Angeles, Chicago, and Minneapolis mingled with the Wisconsinites, making small talk about ice cream and SATs. We took in a short presentation on campus-area transportation, then headed to **Grainger Hall**, where we discovered that UW–Madison has 37,000 undergrads but an average class size of 34 students.

Inside **Sellery Hall**, we learned about the university residence halls and got an overview of dining options for students who live there. When we ventured outside, the guides noted how the nearby **Nicholas Recreation Center** has a track on its highest level and an Olympic-size swimming pool on its lowest. They also highlighted the spa-like features of the Bakke Recreation & Wellbeing Center, which replaced the Natatorium. I want to try its napping pods!

In the courtyard outside **333 East Campus Mall**, a guide detailed the wide range of University Health Services offerings, clubs headquartered at the Student Activity Center, and scholarships available through the Office of Student Financial Aid.

The **Library Mall** stop was packed with information about campus libraries and other study spots. Each flight of stairs you ascend at **Memorial Library** takes you to an even quieter level than the last, according to one of our guides. He also discussed what's inside the **Red Gym**, including the Study Abroad office, the Morgridge Center for Public Service, the Multicultural Student Center, and the Gender



and Sexuality Campus Center. The **State Street** restaurants received a mention, which inspired a daydream about spring rolls.

Next up were **Lake Mendota** and the **Memorial Union Terrace**, where sunburst chairs, sailboats, and the outdoor stage were on full display. Our guides shared their best descriptions of Rathskeller cheese curds and the Babcock Dairy ice cream served at the Daily Scoop. One guide mentioned mini golfing on Lake Mendota when it's frozen. Putting that on my bucket list. Before departing, we learned how **Alumni Park** honors more than 100 Badgers.

We made a beeline for North Park Street's sidewalk, where we gazed up **Bascom Hill**. First we heard how the land the university occupied once belonged to the Ho-Chunk Nation, which was forced to relocate in 1832. I made plans to attend the UW's First Nations Cultural Landscape Tour the guide mentioned during this presentation. She also described the university's

early days in **North Hall** and the 1979 Pail and Shovel Party prank that famously filled the hill with pink plastic flamingos. "I really like the flamingo thing," said Jenna Grooms, a high school senior from Oconomowoc, Wisconsin.

Our last stop before returning to Union South was the **Discovery Building**, a campus hub for research. It didn't exist when I was a student, but it's one of my favorite campus haunts now. Fossils are embedded in its limestone tiles, and the building's climate-controlled ecosystem supports the Mesozoic Garden, a living collection of plant species that have existed for at least 175 million years. It's a wonderful place to contemplate how both the university and the larger world have evolved.

The guides seized the opportunity to note that undergrads can get involved in campus research as soon as their first day of class.

— J. S.

The tour guides' personalities can be a real factor for visitors when choosing a college. Left to right: Olson, Medhin, Mihalovich, and Liske.





Hygge for Happiness

*The UW's Claus Andersen
explains Denmark's cozy concept.*

**BY JOHN ALLEN
ILLUSTRATIONS BY JAIME ESPINOZA**





Once the days start to shorten, it happens again, sure as the solstice and nearly as regular: Claus Elholm Andersen begins receiving requests to explain the Danish concept of *hygge* to Americans.

Hygge (pronounced HOOG-uh, with the *y* sounding like the *oo* in “good”) is a Danish concept that implies warmth, simplicity, and comfort. In the 21st century, as digital media have become more invasive, hygge has grown increasingly popular in America. Andersen, an associate professor in the UW’s 150-year-old Scandinavian studies department, is an expert on Danish culture — he grew up in Denmark and studied at the University of Copenhagen. He’s been on the UW faculty since 2017, and hygge has become something of a cottage industry for him, though he’d like you to know that its appeal stretches beyond cottages — in fact, beyond all the stereotypical hearth-and-home trappings of tradition that style magazines and websites promote.

Andersen frequently speaks about hygge to alumni audiences, as well as at Badger Talk programs and Wisconsin Public Radio’s *University of the Air*. “I’m probably asked to do five or six of these talks a year,” he says, “and then often on the media, [with] radio and TV interviews asking me to give the 30-second version of hygge.”

Hygge is popular in wintertime because of its associations with comfort and family — with warm sweaters and crackling fires. But this is an oversimplification.

“You hear that the concept is untranslatable,” he says. “But it’s essentially the art of creating coziness, familiarity, friendliness.” It’s an experience that people can create anywhere, anytime. If you want to incorporate a little hygge into your life, here are Andersen’s tips, in his own words.



Hygge Is Social

My definition of hygge is “pleasant togetherness.” *Pleasant* is about atmosphere. *Togetherness* is about being social. In the pleasant column would be things like candlelight. It would be things like indirect lighting in your house. It would be, maybe, a fireplace, relaxed clothing. On the social side it would be intimacy with friends and family.



Hygge Is Intentional

In Denmark, what is very important is the word itself. And the word hygge exists as a verb, “to hygge”; a noun; and an adjective, *hyggelig*. Part of doing hygge is using the word. The word kind of becomes a speech act. You’re sitting in an environment with friends, and then you say, “This is hygge.”

In our home, we have a tradition called *eftermiddagsmad*, an afternoon snack. And literally, it is hygge. At one point in the afternoon, we sit down together. We have a cookie, or we might have pumpkin pie. My wife and I have coffee. It might last anywhere from two to 10 minutes, but we sit down. We take a breather. We spend time together.



Hygge Is Egalitarian

Hygge is also used as a way of social control to create egalitarianism. If someone has a lot of money and builds a house that’s too big, the worst thing you can say is that it is not hygge.



Hygge Can Be Anytime

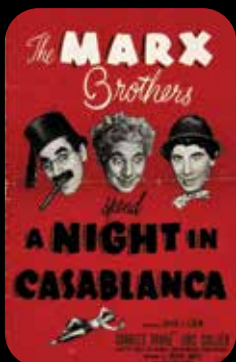
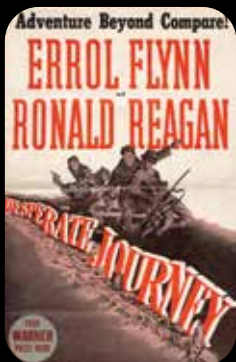
One misunderstanding is that you can only be hygge in the wintertime. Hygge is an important component in the winter months, but hygge is something that you do all year round. It’s also on a long summer evening, where it’s light until midnight and you are sitting outside and cozying up. It doesn’t have to be indoors.



Hygge Evolves

Most people think of hygge as a constant concept, but if you look at it historically, it changes with the times. If you had gone to Denmark a decade ago and said, “Let’s do hygge with the electric candles,” people would have laughed at you. But there has actually been a shift in Denmark. People buy fewer real candles and more electric candles. Half a generation ago, the typical Danish house would have been mid-century architecture. Now it’s clean, sharp corners, everything white or black — not at all soft. I think this shows the flexibility of hygge. Most people think it can’t be changed, but each generation uses it in a new way. ●

John Allen, the associate publisher of On Wisconsin, is still trying to make his mouth pronounce hygge.



The center safeguards precious bits of film history, such as the pressbooks (left and right) that advertised new releases.

Hollywood in the Heartland

The Wisconsin Center for Film and Theater Research has compiled a world-class collection of materials from the entertainment industry.

BY GAYLE WORLAND

If you dream of reading the original screenplay that kicked off the *Jurassic Park* film franchise, look no further than Box 1, Folder 15, of the David Koepp Papers.

That precious bit of movie history is safeguarded by UW-Madison's Wisconsin Center for Film and Theater Research (WCFTR). Koepp x'85 entrusted it to the center along with many of his other early drafts and final scripts, including *Mission: Impossible* (1996) and *War of the Worlds* (2005), which he cowrote with Steven Spielberg.

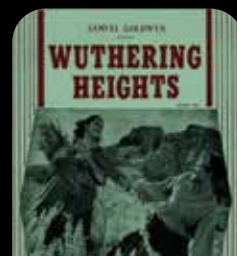
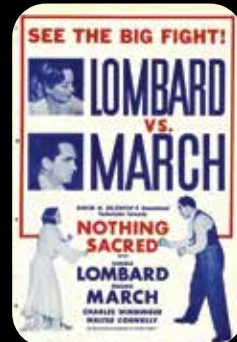
One of the top archives of its kind in the world, WCFTR has for 66 years been preserving — and sharing — resources from the film, theater, and broadcasting industries. Although it's located on the UW-Madison campus, some 2,000 miles from Hollywood, the center's rich collection draws scholars, researchers, and movie buffs from around the globe.

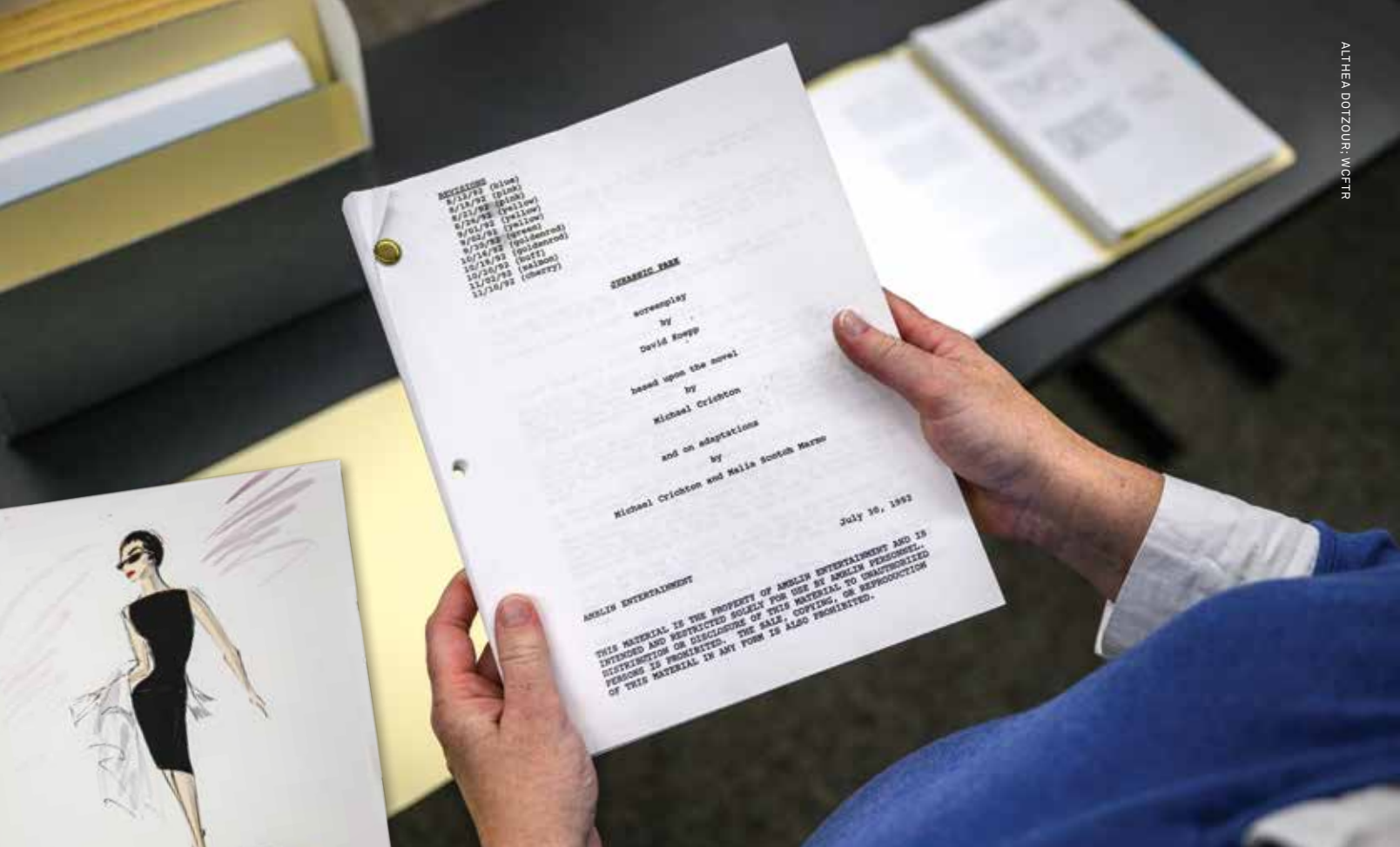
And a rapidly growing digital presence means that many of the jewels in this fascinating collection can be accessed from anywhere, for free, 24/7. Through the center's Media History Digital Library (mediahistoryproject.org), online visitors can view millions of pages of historical books and magazines focused on film, broadcasting, and recorded sound, gaining insight into American culture.

"We are doing more than ever before to bring our collections to the world," says director Eric Hoyt, the Kahl Family Professor of Communication Arts.

The center "is a treasure trove of insight, images, and ideas about film and theater," says the filmmaker and film scholar Karen Pearlman, who came from Australia to tap the archival riches for her book about the 20th-century American dancer and filmmaker Shirley Clarke. Pearlman and Richard James Allen, who together direct the Physical TV Company, went on to donate their papers and films to WCFTR as well.

How did a heartland university become a premier destination for entertainment history? Top-notch faculty helps. And, crucially, UW-Madison saw the value of preserving film materials long before other major institutions.





“New Ways for Understanding Ourselves”

The collection was made possible in 1960 by a collaboration between UW-Madison and the Wisconsin Historical Society. In 1969, the Wisconsin Center for Film and Theater Research acquired the hugely significant United Artists collection, containing nearly five decades of records from the film production and distribution company founded by movie legends Charlie Chaplin, Mary Pickford, Douglas Fairbanks, and D. W. Griffith.

Today, the center is part of UW-Madison's Department of Communication Arts. It contains an astonishingly wide range of holdings, including the collections of Broadway greats such as Hal Holbrook, Moss Hart, and George S. Kaufman; plus film and television collections from pioneering late-night TV host Faye Emerson, *Twilight Zone* creator Rod Serling, MGM studio head Dore Schary, and blacklisted screenwriter Dalton Trumbo.

“It houses one of the best and most useful collections of material for film studies anywhere in the nation,” says Thomas Doherty, a film scholar and professor of American Studies at Brandeis University. Doherty turned to the Wisconsin Center for Film and Theater Research as he did research on blacklisted screenwriters in the 1940s for his book *Show Trial: Hollywood, HUAC, and the Birth of the Blacklist*.

“Wisconsin was one of the first universities to

realize that the records of the studios and filmmakers were worthy of preservation and cataloging, at a time when snooty universities turned up their noses at collections from Hollywood,” he says.

WCFTR's archives are rivaled only by those at the University of California-Los Angeles, the Harry Ransom Center at the University of Texas at Austin, the Academy of Motion Picture Arts and Sciences, and the Library of Congress.

Working hands-on with the actual artifacts can be a thrill, says Mary Huelsbeck, the center's assistant director. “I love any chance I get to work with our movie posters,” she says. “I’m amazed not only at the artwork but all the movies I’ve never heard of.”

Film archivist Amanda Smith says that one of her favorite corners of the center's collection is “our growing number of press junket interviews.”

“We have one collection from news broadcaster John Stoffer '83 during his time as an entertainment reporter in Seattle and another from Milwaukee-based entertainment reporter Gino Salomone. The footage consists of three- to five-minute interviews with basically every celebrity who was producing work from 1990 to today.” Particularly fun, Smith notes, are the few seconds before and after the official interview, when reporter and star are just casually chatting.

The center's materials are often used in the classroom. UW-Madison communication arts professor Jeff Smith MA'89, PhD'95, for example, borrows a 16mm print of the nearly forgotten Warner Bros.

Among the center's treasures are the original Jurassic Park screenplay and Edith Head's sleeveless black dress design for Audrey Hepburn in 1961's Breakfast at Tiffany's.



movie *Nora Prentiss* for his film noir class. For his course American Film Industry in the Era of the Studio System, Hoyt has students select and analyze a paper artifact — newspapers, scripts, memos — from U.S. cinema history prior to 1940.

“Research in the humanities is vitally important,” says Hoyt. “This work confirms what we think of as our history, and sometimes it challenges it. It cares for a shared past and gives us new ways for understanding ourselves.”

“Our Shared Knowledge of America and the World”

The Wisconsin Center for Film and Theater Research has been one of the most successful humanities units on campus in terms of receiving federal grants. From 2023 to 2025, it won three separate grants totaling \$550,000.

One of the center’s largest efforts has been Project Ballyhoo, a five-year initiative to digitize and share motion picture pressbooks, which contained promotional materials. The open-access database allows users to view the material and to see how these early marketing tools made their way into newspapers and trade magazines.

The innovative technologies and data analytics methods created by the WCFTR team for Project Ballyhoo are also designed to serve as a model for future researchers. To speed up its work, the center has leveraged the high-level computing power of the Center for High Throughput Computing,

UW–Madison’s core research computing center.

In January 2025, Project Ballyhoo was awarded a prestigious, roughly \$150,000 Digital Humanities Advancement Grant by the National Endowment for the Humanities (NEH). However, less than three months later, the government terminated that federal grant, plus an even larger one to digitize the work of video artist Wendy Clarke. The American Council of Learned Societies, the American Historical Association, and the Modern Language Association responded with a lawsuit asking that the NEH funding be restored.

Last July, a federal judge issued a preliminary ruling that was supportive of many of the plaintiffs’ claims. Project Ballyhoo was one of the NEH awardees referenced in the decision as “among our nation’s most significant humanities projects” that holds the potential to contribute something great to “our shared knowledge of America and the world.” Nevertheless, the ruling did not order the NEH to immediately restore the grants.

Due to the loss of federal funds, the Wisconsin Center for Film and Theater Research is putting a greater emphasis on growing its base of donor support.

“The funding landscape will change,” says Hoyt. “Our commitment to access, preservation, and history never will.” ●

Gayle Worland works in the UW–Madison Office of Strategic Communication.

The center’s Early Television Collection includes a still from 1958’s World of Giants in which production crew members prepare an enormous telephone on set.

To see more images from the Wisconsin Center for Film and Theater Research, search for this article on our website, onwisconsin.uwalumni.com.

*Vetter and
Officer Ryan
Conybear (left)
and Rettke and
Officer Jolene
Eck stop for a
glamour shot in
Camp Randall
Memorial Park.*





Horse Power

The UW Police Department's equine partners build trust and connection with the community.

**BY JESS MILLER MA'25
PHOTOS BY TAYLOR WOLFRAM '24**

In 1915, there were more than 20 million horses in the United States. Most of them worked plowing fields and moving people. When tractors and cars came along, many of those horses were put out to pasture. By 2023, the U.S. horse population was 6.65 million — barely a third of its peak a century earlier.

Today, most of the horses that do work are the equine equivalent of professional athletes: racing and showing. But a select few pursue more modest careers in public service.

Two of those horses are Rettke and Vetter. They and the human officers who ride them, Jolene Eck and Ryan Conybear, make up the UW Police Department's Mounted Unit.

You've probably seen them standing guard at Badger football games or keeping the peace on busy weekend nights downtown. But the Mounted Unit plays another, less visible role on the UW force — one that cars would be hard-pressed to replace.

"It's a way for us to make a connection with our students and our community," Conybear says.



Champing at the Bit

Conybear and Eck were the first to volunteer when the UWPD brought back the Mounted Unit in 2022.

Before cars, police horses were the fastest way for officers to get around. A 1929 Milwaukee newspaper boasted that the city would purchase four horses from the U.S. Army for the city's police force. But in the 1940s, the Milwaukee police motorized, and the horses were phased out.

By the fourth quarter of the 20th century, interest in mounted police rebounded, as departments recognized the animals' prowess in public relations. The City of Madison's Mounted Patrol Unit got its start in 1986, and the UW Police Department (UWPD) Mounted Unit began in 1989.

Early on, as with many latter-day mounted patrols, the UW's officers rode their personal horses, so the unit's size (and existence) fluctuated. In 2015, the unit's last horse, Vegas, was diagnosed with an incurable muscle disease. In 2017, Vegas was put down after serving 12 years with his owner, Assistant Chief Kari Sasso.

The unit was essentially dormant until 2020, when UWPD leadership made a push to revive it. A call went out to the officers to gauge interest in mounting up. Eck and Conybear were the first to put their names in for the job. Rettke and Vetter were purchased by the university and officially joined the force in 2022. In honor of the 50th anniversary of Title IX, the horses were named after two legendary UW female athletes: Jessie Vetter '09 (hockey) and Dana Rettke '21 (volleyball).

Back in the Saddle

When they started with the Mounted Unit, Eck and Conybear worked four to five regular patrols per week, responding to calls for service as any other officers would. Except instead of showing up in a squad car, they showed up on horseback.

"We found some limitations," says Eck. "There are certain calls for service that we can't necessarily get to as fast as you could in a vehicle — off-campus buildings or the far west side."

In those days, the unit even performed routine traffic stops. The horses wore a breast collar fitted with lights, and the officers had lights on their vests and saddlebags that could flash red and blue like the lights on a police car. In lieu of sirens, the officers used whistles to get drivers to pull over.

"Not every time we attempted a stop did a car stop," Eck admits.

To be sure, there are tasks for which gas-powered cruisers are better suited than grass-powered ones. But Vetter and Rettke can work a crowd.

Today, most of the Mounted Unit's duties involve interacting with the community. In large crowds, like those on game days or late nights on State Street, the horses' height gives the officers extra visibility. And the animals can move through congested areas more nimbly than a car.

Then there's the intimidation element. Rettke stands five feet eleven inches at the shoulder and weighs almost 2,000 pounds; Vetter, the runt, is 5

feet seven inches and 1,750 pounds. In many cases, Eck says, the sheer size of the animals can deter would-be troublemakers.

“If people on State Street or Library Mall get into a fight, just bringing the horses to that area can make them want to leave,” Eck says.

But the primary effect of the horses’ presence is positive. When they’re not doing crowd control, they’re usually out on “community rides” — easy-going patrols through neighborhoods or visits to specific spots on campus. People are encouraged to pet the horses and get to know the officers.

“A lot of smiles and excitement” are typical reactions, Eck says.

The community rides take the unit through neighborhoods such as Eagle Heights and to stops like the dean of students’ office. The officers make a special point to visit residence halls, Eck says, “so that when the students see us, they’re not like, ‘Oh my goodness, police are here.’”

Even in more chaotic environments, such as a Friday night on State Street, the horses can completely change the energy. Conybear remembers something an apprehensive stranger said to him on one such night: “I don’t really like police, but can I ask you a question about your horse?” That’s the kind of stuff that sticks in your mind,” he says.

Right: The mounted officers typically develop very close bonds with their equine partners. Below: UWPD officers get reinforcements from the Madison Police Department’s mounted unit for Badger games.



For a video of the police horses on the job, scan the QR code or visit go.wisc.edu/mountedunit.





BRUCE RICHTER



BRUCE RICHTER

Before working a home football game, Conybear makes sure that Vetter is groomed and looking her best.

Horse Sense

What makes a good police horse?

The Mounted Unit doesn't know much about Vetter's and Rettke's lives before they joined the force. They're originally from Canada but came to the UWPD through Mounted Police International, a Texas-based mounted police training and consulting company.

There's no statutory retirement age for police horses — the animals typically live for 25 to 30 years. The City of Madison's Mounted Patrol Unit has a 23-year-old police horse, Bubba, who, according to Conybear, shows no signs of slowing down. Vetter is 13 and Rettke is eight.

Both are draft horses, bred for agricultural work. Rettke is a Percheron, with a dark brown coat and a mane and tail to match. Vetter is a Clydesdale-Percheron cross with a dappled coat and flaxen mane that's neatly braided during hot summer months. The horses were selected for their strength, size, and temperament — calm, cool, and collected. But what really sets them apart is their training.

The Mounted Unit's work requires a level of social awareness that both horses and humans have honed over the last three years. To strengthen the bond between horse and rider, the officers were partnered with specific horses: Eck, a more experienced equestrian, with the younger Rettke; Conybear with the more mature Vetter.

In addition to learning standard care and riding techniques, the officers had to train the horses to be

comfortable around crowds and loud noises — and, most importantly, to be comfortable around them.

"We have a pretty close relationship," Conybear says of Vetter. "She's a very opinionated lady. She'll tell me when something bugs her, whether it's how she tips her ears or her breath work and things like that."

Eck says working with Rettke has taught her as much about herself as it has about horses. "We can't both be energetic and fast-paced," Eck says. "She's taught me that sometimes I have to just keep calm throughout my whole body, because she can sense that when I'm riding."

Eck says both horses are "definitely food motivated." During our interview, when the officers weren't paying close attention, Rettke and Vetter availed themselves of the freshly cut grass across from the UW police station on Monroe Street.

The two-horse team may take a little more upkeep than a 400-horsepower squad car. The Mounted Unit spends eight hours a week training at Dawson Pointe Stables in Oregon. Add to that the time it takes to get the horses ready for work — brushing them, cleaning them, loading them into the trailer, and driving them to wherever the day's event is, all of which the officers do themselves. And, of course, there's the poop. (The officers always pick up after their partners.)

But at the end of the day, the advantage is clear. No one wants to pet a police car. ●

Jess Miller MA'25 is a Madison-based writer and communications manager.

Eck encourages campus visitors Tyler and Cooper Yacco, of Rochester, New York, to pet Rettke.



Badger Love Matches

*UW sweethearts share stories
of how they met on campus.*

In true college tradition, many UW grads gain not only a degree, but also a partner. When the Wisconsin Alumni Association (WAA) put out a call for how-we-met stories, it elicited a huge number of responses. From an ugly-sweater party to a modern literature class, from a residence hall to the UW Marching Band — everyplace on campus is fair game for meeting your soulmate when you're young and carefree and in the market for a lifelong connection.

Below are just a few of the love stories you shared. WAA will post a new batch of stories in 2026. To submit your own story of how you met, go to uwalumni.com/news/badger-sweetheart-submission.



Kelly Widule '14 and Matt Widule '15 met at an ugly-sweater party and reunited through a Facebook shout-out when Matt wrote, "You were the most beautiful girl I've ever seen."





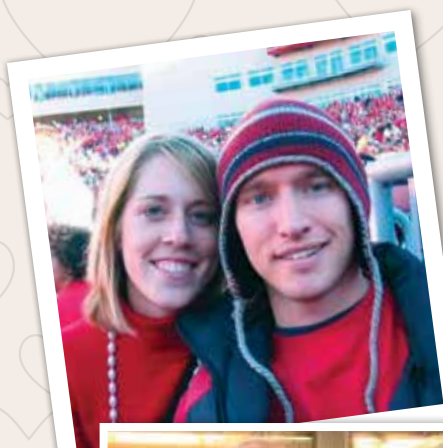
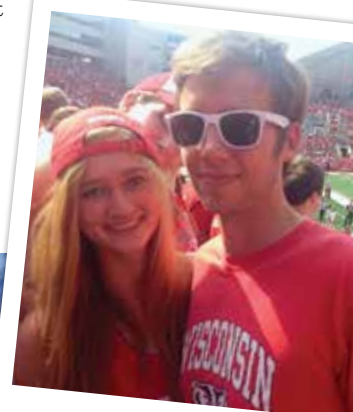
Ryan Parkos '10 and Chris Sina '10 met at an Allen Centennial Garden event and married 10 years later.

I met my now-husband, Mike, in Bascom Hall on the first day of spring semester in 2012. I was on a mission to sit next to the cutest boy in class, so I scanned the big lecture hall and picked him out of the crowd. We introduced ourselves but then didn't talk for months (I was too nervous). We eventually bumped into each other again after class one day, and we've been together ever since!

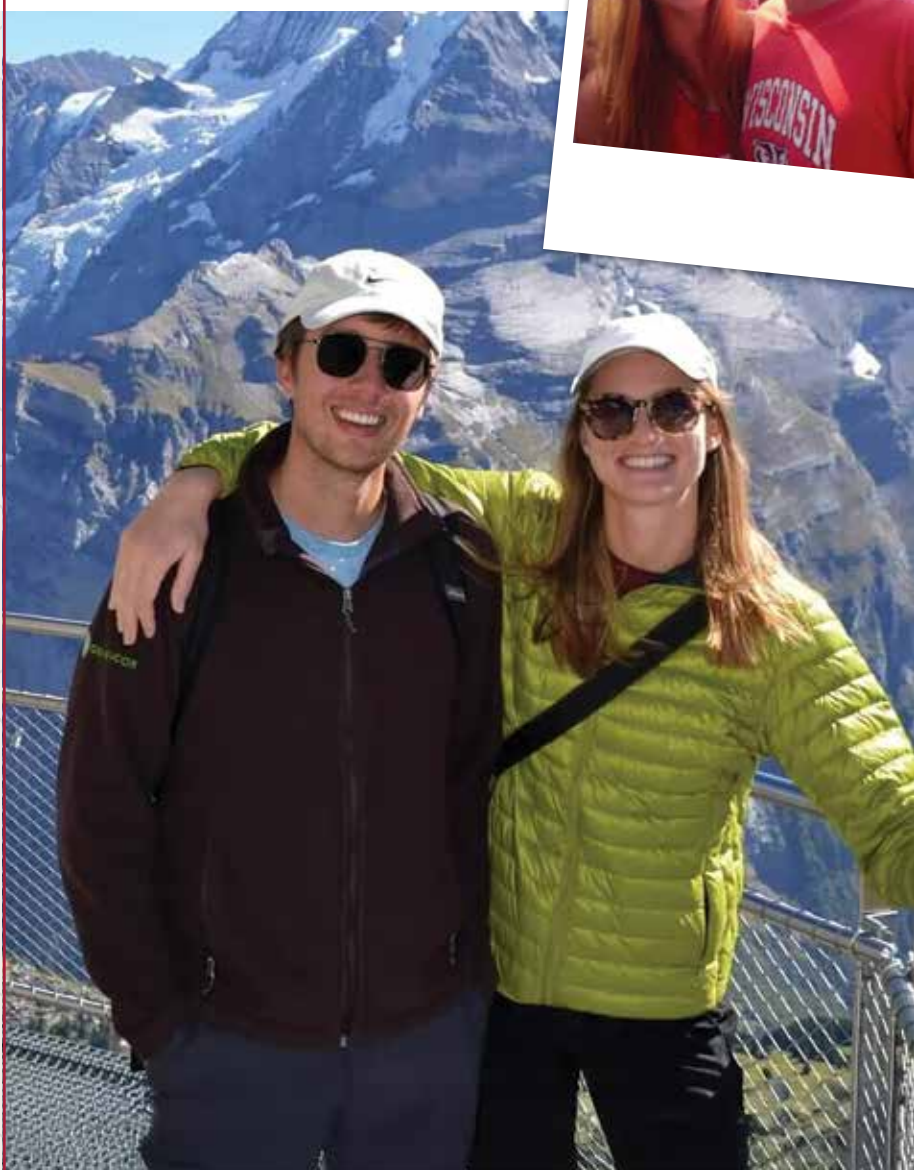
We got engaged in front of Bascom Hall on a frigid January day, the seven-year anniversary of when we met. We've now been married for five years, live in rural Wisconsin, and love traveling the world together. It's crazy to think how we might have never met if it weren't for that cultural anthropology class!

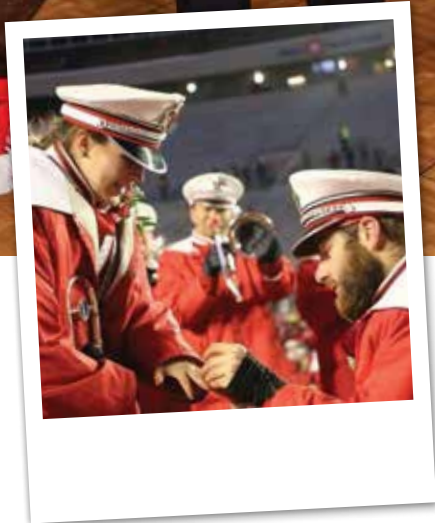
— Austin Yantes '15 and Mike Kubisiak '12

To view all the responses, visit uwalumni.com/news/badger-love-stories.



David Bryant '02 and Jennifer Rens '02 met in Witte in 1998 when she walked into his room and introduced herself.





It all started our freshman year when we were both in the same Chemistry 103 class. You could say Rachel and I had chemistry. Our first date was going to see *Mission: Impossible — Ghost Protocol*, and we still love that series today. We had the best times with band, and almost all our best friendships to this day were made in the band. So the obvious choice was to propose to Rachel in the biggest way possible, during the Fifth Quarter of our final home game in 2015 against Northwestern. I had let band director Mike Leckrone know my plan and had him make sure to play “Hey! Baby” as the first song of the Fifth Quarter. As soon as the song started, I grabbed Rachel by the hand and sprinted out to the center of the W at midfield and started singing “Hey! Baby” to her while a good portion of the band surrounded us to sing and play along. After the first chorus was finished, I popped the question in front of 80,000-plus Badger fans, band members, and our family and friends in the stands.

— Karl Schmirler '16 and Rachel Schmirler '16



Xai Xiong '15 and Maisie Her '15 were part of the Summer Collegiate Experience program, but Xai says they didn't meet “until I followed a couple of folks down to the docks on the lake-shore.” They started dating in 2010 and married in 2019.

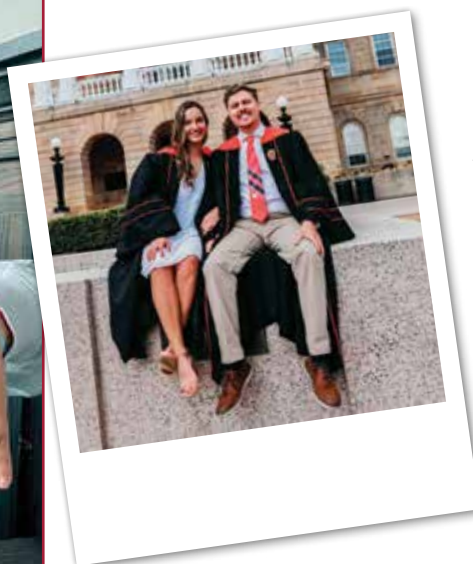
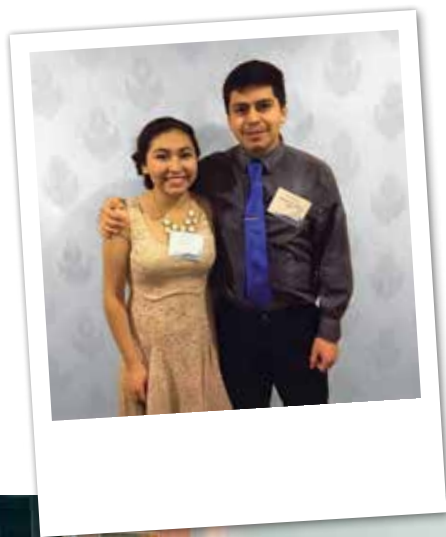


I was a nursing student, and Paul was in landscape architecture. We were introduced by mutual friends on a blind date. From then onward, we dated exclusively, enjoying every UW event and the beautiful campus and falling in love. We were married in 1975 and will celebrate 50 years by taking an alumni trip in November. Two of our three children graduated from UW-Madison, and the grandchildren want to be Badgers as well.

—Barbara Bergum '73 and Paul Bergum '73

Joaquin and I met through PEOPLE [the Precollege Enrichment Opportunity Program for Learning Excellence] when we were in high school, but we began a relationship our freshman year at UW-Madison. We would spend a lot of time walking down the Lakeshore Path to Picnic Point and looking at the koi fish at Allen Centennial Garden until we both graduated in 2019. We are now coming up on our 10-year anniversary. We are also engaged and planning to marry at Allen Centennial Garden next year.

— Alma Sida Ontiveros '19, JD'21 and Joaquin Lara '19



We met in College Library (Helen C. White Hall) during our freshman year through a mutual friend. Our first date was during the beginning of the next school year at the Farmers' Market on the Capitol Square. We then worked together at Gordon Dining and Event Center. We recently got engaged and are planning to get married in 2026.

— Maria Wedig '21 and Garrison Kohn '21



We met in Introduction to Occupational Therapy, though neither of us became OTs. We were instructed to introduce each other to the class on the first day and discovered we had many similarities. We hung out occasionally the rest of the semester. We started dating about a year and a half later after prompting from mutual friends and have been together ever since. We have lots of great Madison memories from the library to the Library [bar] to football games, including a Rose Bowl. We still make the trip back to Camp Randall a few times a year.

— Jordan Seitz '13 and Nathan Seitz '13, DPT'16



I met Alex during my sophomore year and his junior year. We were both enrolled in a modern literature class in the Mosse Humanities Building. We sat near each other every Tuesday and Thursday and had minimal conversation. One day, the professor offered an extra-credit movie, and I asked him to watch it with me. Our first date after the movie was late-night ice-skating at the Shell. After dating for six years, we got married in May 2025. Since graduating, we have bought Badger season football tickets and love going back to cheer on our team in the place we fell in love.

— Sophie Sjo '21 and Alex Pillard '20 ♥

Thanks to Andrea Stegman of the Wisconsin Foundation and Alumni Association for collecting these stories.

On Alumni

News from Home and Abroad

Help Preserve UW Research

Two new emergency funds address federal cuts.

UW–Madison has been one of the top 10 leaders in research for decades. But now, a convergence of federal actions jeopardizes the university’s ability to pursue breakthroughs and remain globally competitive. Grant terminations, legal uncertainties, shifts in funding priorities, and removal of support for international students and scholars threaten the UW’s ability to innovate and support rising talent.

Ongoing and proposed challenges to research funding would have devastating impacts on the university and the broader community, from canceling crucial research programs to limiting opportunities to train students to enter the workforce. A loss of funding would interrupt student progress on degrees and career readiness and potentially even damage the state and nation’s innovation economy and international competitiveness.

Continued federal investment is key to sustaining this vital work. The Office of the Vice Chancellor for Research has created two emergency support funds to help safeguard UW–Madison’s research mission and preserve its historic excellence.

The Graduate Fellows Forward Fund provides emergency support for graduate students who have lost external funding or are at risk of losing it. And the Research Forward Fund will provide faculty research support for projects whose funding has been frozen or canceled.

Some graduate students who have lost funding may be forced to leave UW–Madison or pause their academic journey.



BRUCE RICHTER

For instance, the National Science Foundation (NSF) graduate fellows program, which supports early-career scientists, suffered a 50 percent funding cut this year. There are currently 45 UW–Madison students who were highly rated by NSF but didn’t receive the fellowship and need to quickly find new funding sources.

“Research saves lives and transforms our world,” says **Dorota Brzezińska**, vice chancellor for research. “We must act quickly to support our talented students to continue their academic journey at the UW and fuel their ability to live out the Wisconsin Idea.”

The Research Forward Fund will support research projects that have either been frozen or canceled. As of mid-September, this included more than 100 projects. Critical work on Alzheimer’s disease is just one area at risk. **Sterling Johnson**, director of the Wisconsin Registry for Alzheimer’s Prevention, notes the effect of such uncertainty.

“We’re all on edge,” he says. “There’s worry and doubt, not just in the workforce, but among research participants who wonder if we’ll be able to stay with them in their journey through this disease.”

A small infusion of bridge funding can help labs keep moving

while they seek larger grants, publish critical findings, or pivot to new research directions when traditional funding is no longer available. Research leaders will prioritize projects on the verge of discoveries that have the greatest impact in their field and potential for economic impact.

For more information on how you can help the university continue to fuel discovery, innovation, and economic vitality, visit go.wisc.edu/research-impact.

JESSICA ARP '04

\$5M

funds sought for Graduate Fellows Forward Fund

\$10M

funds sought to support research projects that have been frozen or canceled.



ALTHEA DOTZOUR



To support research with frozen or canceled federal funding, scan the QR code or visit supportuw.org/giveto/research-funding.

FUN WITH GRANDKIDS

Grandparents University drew 1,275 people this past summer. Since 2001, more than 21,000 people have participated in the program that allows grandparents and their grandkids to take campus field trips and attend special classes in various “majors.” See go.uwalumni.com/gpu-fun for a video of the most popular major, physics.



JEFF MILLER

The UW's Mini Movie Palace

Cinematheque offers a world-class filmgoing experience.

Alumni from the 1960s through the '90s will recall that movie-loving groups called film societies often repurposed UW–Madison lecture halls for after-hours screenings. The uncomfortable seats weren't especially easy on the back, but the opportunity to see Hollywood classics, international cinema, and challenging indie fare was undoubtedly good for the soul.

The film societies died out after video players became widely available, creating a void for movie nuts like me who craved a communal viewing experience with a sophisticated selection of films. Enter Cinematheque. Since 1998, the UW's own cinematic paradise has offered free screenings for both students and the public, chiefly in the mini movie palace of 4070 Vilas Hall.

Staffed by experienced pros, Cinematheque is distinct from the Wisconsin Union Directorate's film committee, whose student members program films mainly for their peers in other campus venues. The 170-seat Cinematheque venue advances the Wisconsin Idea by reaching out to the wider world of moviegoers who crave a big-screen alternative to the latest multiplex blockbuster.

"There's nothing like this in the country: a thorough repertory cinema program where, on any given

With its sophisticated selection of films, Cinematheque offers a big-screen alternative to the latest multiplex blockbuster.

week, you can see up to three or four great movies that have been curated for free in a cinematic setting," says **Jim Healy**, who became Cinematheque's director of programming in 2010 after stints with the Chicago International Film Festival and other prestigious exhibitors.

Cinematheque outdoes the old film societies with comfy seats, a state-of-the-art sound system, and high-quality prints sourced from archives around the world. Along with offering digital projection, its custom-made 35-millimeter projectors give audiences the chance to see vintage movies in exactly the way they were originally screened. Well, almost exactly — you can sense Healy's disappointment that antique carbon arc lamps are no longer available.

Attendance is strong at Cinematheque screenings — a testament to the legendary UW film culture, which has produced big-time writer-directors such as **Michael Mann '65**, **Errol Morris '69**, **Jim Abrahams x'66**, and **David '70** and **Jerry '72 Zucker**. But Healy is especially proud of the program's appeal to garden-variety movie fans. "It affects students and community members from all walks of life," he says, "not just those interested in film careers."

I'll second that. My favorite Cinematheque experience was seeing Orson Welles's *Othello* with my movie-obsessed teenager in 2015. After an immersion in the ravishing black-and-white images, we left 4070 Vilas Hall in a state of awe — and I'm happy to report that my back had never felt better.

DEAN ROBBINS

40s–60s

A cross-country move was in the cards for **Robert Rosenblum '47**, who relocated from New York City to San Diego in 1954. After working with construction firm American Housing Guild, he joined Cabrillo Travel as an agent in 1969. At age 60, he opened his own agency, Travel-On Tours and Cruises, which he ran until retiring at age 85. Rosenblum is also an avid bridge player and has achieved the title of Sapphire Life Master. In 1981, he and his late wife founded Adventures in Bridge, which became the 14th-largest bridge club in the U.S.

Jim Van Eimeren '53 has lived life to the fullest since his time at the UW! After winning a graduate fellowship to Florida State University, he graduated with a master's degree in 1956. Van Eimeren served as a first lieutenant in the military police at Fort Leavenworth, Kansas, from 1955 to 1957. After living in Rome, Italy, for almost a year, he taught at the Layton School of Art in Milwaukee from 1958 to 1961. From 1961 to 1999, he taught graphic design, film animation, and computer graphics at California State University–Long Beach. He also completed two professor exchanges teaching graphic design in Germany. When he wasn't in the classroom, Van Eimeren scuba dove all over the world for more than 50 years, and he boated until he turned 93 in 2024. Cheers to many more happy, healthy, and fulfilling years!

Carol Abrams '62 of Evansville, Indiana, was named a 2024 Hoosier Jewish Legend by the Indiana Jewish Historical Society. Abrams was recognized for her volunteer work and activism in support of education and the arts. She is a cofounder of the Committee to Promote Respect in Schools and was integral in bringing a portion of Steven Spielberg's

Shoah Foundation Visual History Archive, which documents testimonies of Holocaust survivors, to Evansville.

Andrew Sundene '65 celebrated his 82nd birthday by traveling to Breckenridge Ski Resort to enjoy his lifelong passion for skiing. He has skied at mountain resorts in Colorado, Utah, New Mexico, Nevada, California, Washington, and Chile.

For more than 50 years, **Natalie French '66** has been a pillar of public education. She spent 25 years as a special education teacher in the Milwaukee Public Schools, where she helped establish the Urban Waldorf School, the first public Waldorf school in the country. Later, she joined Milwaukee Area Technical College as a GED-prep and precollege instructor and field work coordinator for their Teacher Education Program. With the Inner-City Teaching Corps of Chicago, French mentored special-education teachers in the Chicago Public Schools, and since 2013, she has served as a reading specialist and tutor for English-language learners at Malcolm X Community College in Chicago.

70s–80s

Thank you, **Ian Gilson '70**, for sharing this inspiring story about the power of scientific inquiry: "**Dr. Howard Temin** [a professor in the UW's McArdle Laboratory for Cancer Research] gave a lecture that I attended as a UW undergraduate in 1969. He discussed his discovery of a novel enzyme he called 'RNA-dependent DNA polymerase' [and] stated that this may be a key to the cause of human cancer. He won a Nobel prize for this work in 1975 [see page 24]. As it turns out, he was wrong. ... However, this discovery turned out to be the most important concept I learned in college for the impact on my future medical career. In 1985, I saw my first patients with

AIDS. Dr. Temin's enzyme, now called reverse transcriptase, was detected in lymph nodes of people with AIDS and was produced by a virus later renamed HIV. ... I was able to refer one of my first AIDS patients to the first clinical trial of a drug that blocked reverse transcriptase, and after the trial was shown to be successful, I was able to treat patients and extend their lives for a short period of time. ... In teaching trips to Kenya in 2004 and 2007, I saw some of the first East Africans to receive antiretroviral drugs and then witnessed the dramatic turnaround in their medical status. ... Reverse transcriptase inhibitors are still the mainstay of therapy in the western world and their use in the PEPFAR [President's Emergency Plan for AIDS Relief] program has saved over 26 million lives in Africa and other developing countries. ... Sometimes, basic science takes us down a path whose destination cannot be imagined at the moment of discovery."

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

Former roommates Joe Weigler, Roger Sharpe, and Michael Sievers pose with Sharpe's "Sharpshooter" pinball machine at the Pinball Perfection museum in Pittsburgh.



Nice shot! In October 2023, former roommates **Roger Sharpe '71**, **Michael Sievers '71**, and **Joe Weigler '71** celebrated their 75th birthdays with a reunion at the Pinball Perfection museum in Pittsburgh. They posed with Sharpe's legendary "Sharpshooter" machine, which he designed in 1979. Sharpe is the subject of the 2022 film *Pinball: The Man Who Saved the Game*, which tells the story of Sharpe's successful 1976 endeavor to overturn New York City's 30-year

BOOK NEWS?
See page 64.

CLASS NOTES SUBMISSIONS
uwalumni.com/alumni-notes/submit • Class Notes, Wisconsin Alumni Association, 1848 University Avenue, Madison, WI 53726

ban on pinball. For more about Sharpe, see “The Man Who Saved Pinball” in *On Wisconsin’s* spring 2016 issue.

We simply had to swing at this pitch: after a long career as an award-winning filmmaker and documentarian, **Henry Schipper ’73** penned an ode to the national pastime in his poetry collection *The Ball Dreams of the Sky*. His poems explore everything from the grit and glory of baseball to larger themes of life. “‘Love is the most important thing in the world,’ Yogi Berra said, ‘but baseball is pretty good, too,’” writes Major League Baseball’s official historian, John Thorn. “So is beauty, which Henry Schipper’s poems find in unlikely places.”



After 50 years of serving up weather forecasts “with a side of ’stache,” **Bill Steffen ’74** retired as chief meteorologist of west Michigan’s WOOD-TV. Steffen arrived in Grand Rapids, Michigan, in 1974 as a meteorologist at WZZM-13. In 1978, his 72-hour broadcast of west Michigan’s largest winter storm on record earned him the title of the “Blizzard Wizard.” He became chief meteorologist at WZZM-13 in 1986 before joining WOOD-TV’s Storm Team 8 in 2001. Off the air, Steffen spent more than 30 years as an emcee for west Michigan’s Math Counts competition and as a regional supervisor for the Michigan Science Olympiad. In retirement, he continues to report the weather on his daily forecast vlog.



MINDY TUCKER

From Law to Comedy

When Kashana Cauley ’02 shared her acerbic wit on Twitter, it led to a career in TV, magazines, and now novels.

Kashana Cauley ’02 majored in economics and political science at UW-Madison and graduated from Columbia law school, but she credits X (formerly Twitter) with the education that forged her career. Unhappy with the hours and stress of practicing antitrust law for a Manhattan firm, Cauley started writing jokes on the social media platform. She kept tinkering with her style until she found her now-characteristic acerbic wit. “It was a good medium,” Cauley says. “You had to be short and punchy — say something funny in just 140 characters — and you could see what worked live and what didn’t.”

X also delivered her unexpected career break. After putting her jokes out there and writing an essay for the *Atlantic* about how becoming a mom converted her from an early anti-vaxxer stance, she received a message asking her to write for *The Daily Show with Trevor Noah*.

“It was a Saturday at 3 a.m. — it was so obviously fake,” she said of her initial reaction. But the offer turned out to be real. That led to the fulfillment of her childhood dreams to be a writer and to do comedy. She’s followed that up writing for *The Great North* and *Pod Save America*. She’s also written for the *New York Times*, *Esquire*, the *New Yorker*, and *Rolling Stone*, among other publications. Now she’s writing novels.

Her debut, *The Survivalists* — a dark comedy about a young Black lawyer risking her career and conscience to move in with her doomsday-prepper boyfriend — made multiple best-of-2023 lists, including *Marie Claire’s* and *Ms. magazine’s*.

This past summer, she published *The Payback*, described by the *New York Times* as “a novel that takes on our absurd, predatory student loan system with a zany sense of humor.”

Cauley jokes that she was able to draw upon her personal experience with higher education in writing about student loans. “The UW was responsible for making some of that debt possible.”

Seriously, though, she says she’s indebted to the university for more than student loans. As a first-generation college student from a working-class family, Cauley learned to think critically on the Madison campus. “It made me the thinker I am today,” she says.

Cauley is at work on another novel and says she’d welcome the chance to write for TV again, employing her characteristic biting satire to address the systemic injustices that trouble her. “You can lecture people,” she says, “but if you put jokes in there, they’ll be laughing and maybe realize they have learned something, too.”

JOHN ROSENGREN



COURTESY OF CALIFORNIA NATURAL RESOURCES AGENCY

Preserving Public Lands

Wade Crowfoot '96 seeks to protect natural resources for all Americans.

Wade Crowfoot '96's passion for natural spaces started on the banks of Loon Lake in Ontario, Canada, when he was a boy. There, at his family's cabin, he'd pick blueberries and fish for bass, perch, and catfish.

More than three decades later, Crowfoot's love of the outdoors extends 2,500 miles west to California, where in 2019, Governor Gavin Newsom appointed him secretary of natural resources.

In that cabinet-level role, Crowfoot manages 25,000 employees who steward state forests, natural lands, and waterways. He also advises Newsom on natural resources and the environment.

For Crowfoot, defending public lands isn't just an environmental issue — it's a democratic one. "These are lands that you can enjoy whether you're rich or poor, regardless of your background," he says. "Public lands are uniquely American. They are our heritage."

Additionally, under Crowfoot's leadership, California has become a national model for tribal partnerships. (Crowfoot's English surname is often mistaken as Native American.) More than 100,000 acres of ancestral land have been returned to Native communities, and more than half of the state's park land acreage is now comanaged with tribal nations.

At UW-Madison, Crowfoot majored in political science and quickly immersed himself in state government. He found a mentor in **Dennis Dresang '64**, professor emeritus of public affairs and political science. The mentorship led to a page position at the state capitol, and eventually to an honors project on public-private partnerships.

Crowfoot's turning point came during his sophomore year, when he and a friend took a semester off to drive across the country in a Volkswagen van. They camped their way through the national parks and ultimately arrived in the Bay Area. En route, Crowfoot was enchanted by the starkness of the eastern Sierra Nevada and the sublimity of Big Sur's precipitous coastal cliffs. After studying abroad in Costa Rica, he returned to Madison to finish his degree, and then he moved west.

Crowfoot has witnessed how Californians across the political spectrum rally around wild spaces: "They're a connector in a time of great political division." Despite growing environmental threats — and political opposition in some quarters — Crowfoot remains relentlessly hopeful. His work is animated by a belief in the Progressive tradition, one he traces back to Wisconsin's political history. "The idea that we can use government to improve society — that's at the core of everything I do."

ANDREW FAUGHT

The Society for Cinema and Media Studies presented **Janet Staiger PhD'81** with the 2025 Distinguished Career Achievement Award for her pioneering research on reception studies, film historiography, spectatorship, and gender. Staiger is the William P. Hobby Centennial Professor Emerita of Communication and professor emerita of women's and gender studies at the University of Texas–Austin.

Nancy Siebert Murphy '83 was named communications director of the National Cancer Institute (NCI) within the National Institutes of Health (NIH). Murphy previously served as associate director for communications planning and coordination in NCI's Office of Communications and Public Liaison. Prior to joining NCI in 2013, Murphy owned and operated a public relations firm with clients including the NIH, the U.S. Food and Drug Administration, and the Department of Health and Human Services.

Dave de Csepel '88 is the new executive director and CEO of the Alliance for SoCal Innovation. The organization brings together Southern California's research institutions, business leaders, and advisers to develop and match high-potential start-ups with investors. De Csepel is chairman of angel investor TCA Venture Group and former chairman of angel investor Pasadena Angels. He is also an adjunct professor of entrepreneurship at ArtCenter College of Design in Pasadena, California.

Treks up Bascom Hill surely helped prepare **Jim Evanger '89**, who summited Tanzania's Mount Kilimanjaro in January. Kilimanjaro is the world's tallest freestanding mountain above sea level.

Heidi Laros '89 is the founder and CEO of Cribbed, a platform that helps homeowners sell their homes without the help (and fees) of an agent, but



Jim Evanger summited Tanzania's Mount Kilimanjaro in January.

with all the polish and branding of one. Laros founded Cribbed after her own work as a real estate agent revealed how much equity sellers often lost to agent fees. Before her career in real estate, Laros spent 15 years working in marketing research across industries.

90s

Kurt Kayser '91 was recognized as the Wisconsin School Safety Coordinator of 2025. The award was presented by Wisconsin Attorney General Josh Kaul during the 2025 Wisconsin School Safety Coordinator Association Conference. Kayser is the chief operations officer of the Siena Catholic Schools of Racine. Before his career in organizational operations, Kayser served in the U.S. Air Force, where he achieved the rank of colonel.

Dignity Health, a member of CommonSpirit Health, welcomed **Robert Miller '92** as the new regional vice president of marketing and communications for California. Miller comes to the role with more than 25 years of experience in health care marketing. He most recently served as chief marketing officer at the Gateway Foundation, one of the country's largest nonprofit providers of addiction treatment.

Sifting, winnowing, and Badger tenacity serve entre-

preneur **Bob Paulsen '93** well in his new field of medical research and advocacy. Paulsen had just sold his most recent company when his son, Quinn, was diagnosed with Charcot-Marie-Tooth disease (CMT) in 2023. CMT is a neuropathy that causes gradual degradation of the nerves and muscles, and it currently has no cure. Committed to finding one, Paulsen connected with **John Svaren**, a UW professor of comparative biosciences and board member of the Charcot-Marie-Tooth Association. In partnership with that organization, Paulsen launched Project Foresee, an effort to advance the most promising gene-therapy cure for CMT in existence.

Congratulations to **Enid Gruszka MA'94**, who retired from the Milwaukee Public Library after 30 years of service. Gruszka was most recently director of the library's East Branch. Cheers to a new chapter in retirement!

“Sometimes, basic science takes us down a path whose destination cannot be imagined at the moment of discovery.”

— Ian Gilson '70

Katie Coulson '96 is the executive vice president and general manager of Skanska Advanced Technology, a specialized operating unit of global construction and development firm Skanska that will focus on high-tech and semiconductor manufacturing. Coulson joined Skanska in 1999 and most recently served as senior vice president and account manager. She is a member of the Industry Visiting Committee for UW-Madison's Department of Civil and Environmental Engineering and chairs the executive committee for the Construction Suicide Prevention Partnership.

The Wisconsin Institute of Certified Public Accountants

(WICPA) welcomed **Stacy Stinson MBA'98** as chair of its 2025–26 board of directors. Stinson is an assistant professor of accounting at Concordia University Wisconsin. She previously worked as a corporate accounting manager and corporate consolidations manager at Harley-Davidson. Stinson is a 20-year member of WICPA and received the organization's Diversity and Inclusion Impact Award in 2022.

Sarah Anderson '99 is helping professionals achieve AI fluency as cofounder of VILAS. The Minneapolis-based AI education and training company offers in-person and virtual workshops for teams and leaders seeking to develop practical skills and harness the power of tools like ChatGPT and Microsoft Copilot. Anderson is also a brand strategy consultant and owner of the Marcell Group, a marketing services firm.

Casey Batten '99 was named chief medical officer of the 2028 Olympic and Paralympic Games in Los Angeles. Batten is a sports medicine specialist at Cedars-Sinai Medical Center, the official medical provider for the LA28 Games, where he is codirector of Nonoperative Orthopaedics and Sports Medicine and director of the Primary Care Sports Medicine Fellowship in the Department of Orthopaedics. He is also head team physician of the Los Angeles Rams. Batten is a member of the NFL Physicians Society and the American Medical Society for Sports Medicine. Before joining Cedars-Sinai, he was head team physician for the University of California–Berkeley.

Angel Cruzado MBA'99 is the founder of Respiris, a human-resources consulting agency that partners with companies to provide comprehensive and compassionate support to former employees navigating layoffs. Respiris combines career-search coaches with AI-powered

tools to help individuals navigate job boards, résumés, and interviewing in order to reduce unemployment time. Cruzado has spent more than two decades working in human resources at companies including Medtronic, Microsoft, Fidelity Investments, and T-Mobile.

00s

Chris Sprague PhD'04 is in the inspiration business as founder and CEO of the Enluma Leadership Group. The company offers accessible leadership development and training resources for individuals at all levels of large organizations. Sprague is also the author of *Lead without Limits: How Inspirational Leaders Make the Improbable Possible*. Prior to launching Enluma, Sprague was the director of organizational effectiveness at biopharmaceutical company AbbVie.

Knock on wood, we think this business venture is a blueprint for success: **Clint Rusch '05** is the new president and managing partner of Cabinetry and Millwork Concepts (CMC), a 30-year-old architectural millwork and casework firm in Topeka, Kansas. Rusch was president and CEO of North Point Logistics and interim chief operating officer of medical clinic Flow Therapy before acquiring CMC this year. Prior to his civilian career, Rusch served for eight years in the U.S. Army.

"Aaron Herm '06 to the principal's office." Herm began his tenure as principal of Kaukauna High School in Kaukauna, Wisconsin, at the start of the 2024-25 school year. He comes to Kaukauna from Oshkosh West High School, where he spent six years as associate principal.

As the founder and director of Portland-based insights and strategy studio MADO, **Jaclyn Suzuki '06** is helping major brands forecast industry

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

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.

trends and forge innovative futures in them. Most recently, she worked with toy company Mattel on "The Shape of Play," a global study of the evolving role of play across life stages. Suzuki's other project partnerships include a 50-year roadmap of the future of toothpaste and introducing Gen-Z consumers to the science of scent. Before launching MADO, Suzuki was the director of innovation at Ziba Design.

Sports Business Journal named **Mitchell Pinta '08** to its Forty under 40 Class of 2025. Pinta is the deputy athletic director and chief revenue officer of Wisconsin Athletics. He returned to the UW in 2022 after more than 13 years with the NFL, where he most recently served as director of business development.

Noodle on this: **Travis Thul MS'08** is the inventor of the Ramen Now! Described as "the world's first Keurig-style ramen machine," the device cooks ramen noodle soup without a stove, microwave, or Styrofoam. After working with the UW Law and Entrepreneurship Clinic to patent the invention but failing to land a licensing deal, Thul was featured on an episode of *Freconomics* radio about how to fail in style. An angel investor heard the show and helped bring the Ramen Now! to market. Thul is the vice president for student success and engagement at Minnesota State University-Mankato.

Liza Meredith '09 was promoted to associate teaching professor of psychology in the College of Liberal Arts at the University of Minnesota (UMN). In April, she received the UMN Award for Excellence in Academic Unit Service for her contributions to the Department of Psychology, including her highly rated teaching, her leadership of the department's Research Experience Program, and her additional mentorship and instruction. Meredith is also

a practicing psychologist at the LynLake Centers for WellBeing in Minneapolis.

10s

Amanda Greeley '11 is serving up style as the founder and creative director of Spence, an athletic-apparel brand geared toward players and fans of racquet sports. Spence's website launched in March. Greeley is also a creative director with luxury interior design retailer Serena & Lily.

As director of education at toy company Tonies, **Drew Vernon MBA'12** is giving kids an enriching source of storytelling with the Toniebox, a screen-free, sensory-friendly audio player. In 2024, Vernon partnered with the UW School of Education to study the effect of Toniebox usage on daily average screen time and its impact on early developmental measures. The study found that children who listened to a Toniebox scored 32 percent higher on emergent literacy scores than children who did not. They also observed a 25 percent reduction in excessive screen time with Toniebox usage. Vernon joined Tonies as a marketing director in 2020 after three years as a brand manager with LEGO.

Logan Reigstad '17 was elected to the Fitchburg Common Council in Fitchburg, Wisconsin. He currently serves on the Transportation and Transit Commission, the Library Board, the Landmarks Preservation Commission, and the Public Safety and Human Services Committee. Reigstad is a communications specialist in the UW Office of the Registrar.

Congrats, grad! **Helen Rottier '18** earned her doctorate in disability studies from the University of Illinois-Chicago in May. Her dissertation focused on supporting college students who have disabilities, which Rottier continues to do as a program coordinator in the UW's

Disability Cultural Center. She has led the center since it opened in 2023 and organizes speaker events, hosts crafting sessions, and collaborated on the 2024–25 Go Big Read programming.

20s

Law firm von Briesen & Roper welcomed **Reilly Kulas JD’23** as an associate in its Neenah, Wisconsin, office. Kulas focuses her practice on estate planning and advising fiduciaries in trust and probate administrations.

Michael Luckey MPA’23 was appointed administrator of Jefferson County, Wisconsin, in a unanimous vote by the Jefferson County Board. Luckey had been serving as interim director since December 2024 after serving as assistant to the county administrator since 2023. Before joining Jefferson County, Luckey was a chief of staff in the Wisconsin State Senate, a policy adviser and legislative aide in the Wisconsin State Assembly, and the first executive director of the Wisconsin Interagency Council on Homelessness.

Joseph Romero-Reyes PhD’24 received the 2024–25 Division J Dissertation of the Year Award from the American Educational Research Association. His research examined the experiences of first-generation and low-income men of color transitioning from community colleges to four-year universities. “In a time when the work we do in higher and postsecondary education faces significant pushback, this honor is a reminder that student narratives of resilience and perseverance need to be told,” Romero-Reyes told the UW’s School of Education. He is an assistant professor of community-college leadership and higher education at Iowa State University.

Megan Provost ’20 wishes a happy soup season to all who celebrate.

It’s Never Too Early for an Estate Plan

Grace ’16 and Michael van Meurer ’15 are changing the conventional gift paradigm.

An alumni couple in their early 30s are one of the youngest ever to create an estate plan benefiting UW–Madison.

Grace ’16 and **Michael van Meurer ’15** ran cross country and track as students, but they didn’t meet until they attended an end-of-season party and both arrived on time to find they were the first ones there. They joke that they still pride themselves on punctuality.

Perhaps that’s why they are thinking ahead with estate planning. “It comes down to it’s such an easy thing to do,” says Michael. “It’s also something I don’t have to think about for a very long time. It’s a really easy way to make a lasting legacy at Wisconsin.”

Grace adds, “We don’t have ties to a church or many other organizations, and Wisconsin really is where our lives kind of took off. We owe our education and our careers to Wisconsin, and we also met each other there. It’s extra special to us.”

The plan calls for the couple to give \$1 million to the UW upon their deaths.

Michael believes that younger alums might think that an estate plan is beyond their reach. But, he says, “this is the time in many young people’s lives when they’re thinking about starting a family and protecting them, but you can very easily leverage your life insurance coverage for the things that you care about outside of your immediate family.” Life insurance forms a portion of the van Meurers’ plan.

Michael is in technical sales with Snowflake, a cloud-based data-storage company, and Grace is an art director for Alloy Marketing. On the side, they also run Studio van M, a graphic design company focused on the interior design and luxury hospitality industry. The business takes its name from a combination of their last names — in 2017, Michael Van Voorhis and Grace Meurer legally changed their surnames to combine the two.

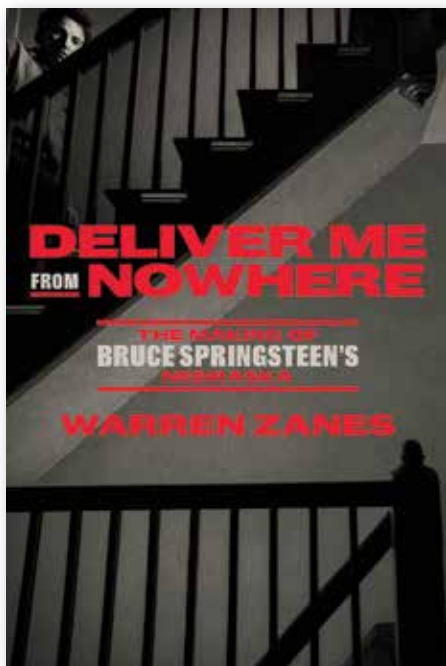
They have decided to direct their planned gift toward endowed scholarships that they set up this year, with one for each of their respective majors — engineering for Michael and art for Grace. Grace says that an art degree might be especially hard to justify for students with financial need, but that a scholarship can make it possible.

“A big part of it is wanting to give back to people who otherwise would not have the opportunity to even go to Wisconsin,” says Michael.

NIKI DENISON



MADISON BESS



The film adaptation of *Deliver Me from Nowhere* premiered in theaters on October 24.

Springsteen, Lost and Found

In *Deliver Me from Nowhere*, Warren Zanes MA'95 goes deep with *Nebraska*, the beloved dark horse of the Boss's discography.

For more than 50 years, Bruce Springsteen has been the people's rock star. Hit songs like the hopeful "Promised Land" and the anthemic "Born in the U.S.A." are homages to the working class from one of their own. But it's *Nebraska*, the unfiltered, unapologetic, unyielding album recorded in a rented farmhouse on rudimentary equipment, on which Springsteen lays his humanity bare. In *Deliver Me from Nowhere: The Making of Bruce Springsteen's Nebraska*, musician and historian **Warren Zanes MA'95** breaks down the record and follows the many lives it's lived since its quiet 1982 debut.

"*Nebraska* was a recording that was really close to me," Zanes says. "I would return to it particularly when there was trouble in my life, but it was a recording that I still didn't understand."

The follow up to Springsteen's first number one album (*The River*) and first top 10 single ("Hungry Heart"), *Nebraska* was an anomaly. Recorded on convenience-store cassettes, it could not be mixed or mastered, much less played on FM radio. The songs were gray and gritty, with characters who sat in electric chairs instead of Cadillacs and pleaded with state troopers instead of "Sherry darling." It was released without promotion and to much puzzlement.

"He made this strange record right at a point where, career-wise, he could have gone from stardom to superstardom," Zanes says. In *Deliver Me from Nowhere*, Zanes interviews individuals whose lives were touched by *Nebraska* — from fellow artists who credit it as an inspiration to Springsteen himself — to answer the questions that have haunted the album for more than four decades.

Zanes's book was adapted into a major motion picture, *Springsteen: Deliver Me from Nowhere*. It premiered at the Telluride Film Festival in August and was released in theaters in October.



Tiny Vices

LINDA DAHL '72

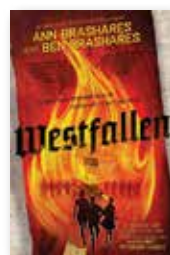
When the Talley siblings take a road trip to Rincón Bay, Mexico, under the pretense of one last family hurrah, they each carry more than their suitcases and sunscreen. In Dahl's novel, Kathy prepares to face a traumatic past. Corina wants to make one more memory before Alzheimer's steals them all. Pete's past addictions haunt him through present ailments, and Becca's struggling to raise a troubled teenager. Will this trip prove the solution to their problems, or the cause of more?



Grandmother Moon

BARBARA ELGUTAA MS'89

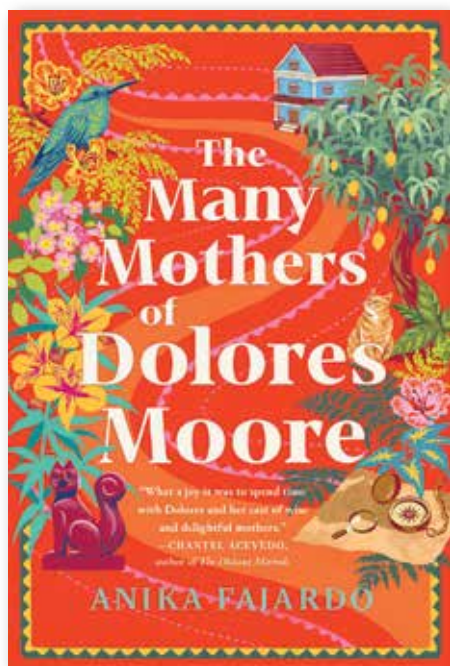
Lonely in her journey across the night sky, Grandmother Moon stops to hear stories from Brother Mountain — which also stops the sun from setting on one side of Mother Earth and rising on the other. In this children's book, the Creator steps in to make sure the sky continues to move from night to day and that Grandmother Moon doesn't stay lonely along the way. Elgutaa is a member of the Turtle clan of the Oneida Nation of Wisconsin.



Westfallen

BEN BRASHARES '97

The old radio that Henry, Frances, and Lukas unearth from Henry's backyard is more than just a relic of the past — it's a direct line to it. Talking to a group of kids from their same town, but 80 years in the past, the three friends answer questions about the future (their present) before asking a favor of the kids in 1944. What starts as an innocent endeavor to save a candy store quickly becomes a look into a world in which Germany won the second World War. The novel's sequel, *Westfallen: Into the Fire*, was released this September.



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

Benevolent spirits bring magical realism to Fajardo's story of tracing one's roots.

Adventures of an Adult Orphan

Anika Fajardo '97's *The Many Mothers of Dolores Moore* reminds readers that even in loss, one is never truly alone.

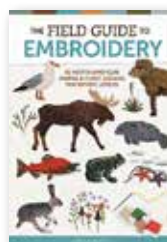
Dolores “Dorrie” Moore has always heard voices. It started with the death of her grandmother when Dorrie was a child, and at 35, Dorrie’s accrued a Greek chorus of deceased relatives opining on her life like omniscient narrators. In **Anika Fajardo '97's** *The Many Mothers of Dolores Moore*, these benevolent spirits guide Dorrie on a journey of self-discovery that brings her closer to her roots — and to the women who raised her.

“Mothers and mother figures are powerful, and that’s where the idea for this novel came from,” Fajardo said at an event at Magers & Quinn Booksellers in Minneapolis. “[It was] born out of the memory of my own grandmother’s voice in my ear.”

It’s a deathbed promise to her mother — her last living relative — that sends Dorrie from Minnesota, the only home she’s ever known, to Colombia, her birthplace, and a land as foreign to her as this new life alone. But since she’s recently laid off, newly single, and without family ties, there are few reasons for Dorrie not to trace her ancestry across the globe — and plenty of familiar voices to accompany her along the way.

“Sometimes we need to tunnel into the past in order to find our way forward,” writes author Lindsay Starck. “Anika Fajardo’s *The Many Mothers of Dolores Moore* is a vibrant, expansive, warm-hearted novel about the places that shape us, the loved ones who never leave us, and all the wrong turns that eventually bring us right back to where we belong.”

Fajardo is the author of Minnesota Book Award finalist *Magical Realism for Non-Believers*, a memoir of her own experience returning to her birthplace of Colombia and finding family. She’s also written the children’s books *Meet Me Halfway* and *What If a Fish*.



The Field Guide to Embroidery: 52 North American Animal and Plant Designs for Nature Lovers

JESSICA KEMPER '14

What started as a hobby of embroidering wildlife images onto thrifted flannels became a passion project for the planet. Kemper, a self-taught fiber artist, founded her company Field Guide Embroidery to sell her creations and donate part of the proceeds to conservation nonprofits. Her book, formatted as a field guide and organized by ecosystem, includes beginner-to intermediate-level patterns for embroidering species from bears and badgers to osprey and orcas.



Birds of the Great Lakes

DEXTER PATTERSON '14

Patterson distills his knowledge of the avian species of the Great Lakes region into a handy guide for new and seasoned birders alike. The book includes the basics of species identification and location alongside best practices for observation and habitat protection. Patterson is the cofounder of Wisconsin’s BIPOC Birding Club and a faculty associate in the UW’s Department of Life Sciences Communication.



Social Work to Wealth

TAYLOR GILBERT MSW '18 AND FAITH VOSS MSW '18

On their podcast, Gilbert and Voss are helping fellow social workers pursue financial freedom and professional fulfillment by getting real about the field. They talk about career paths, salary progressions, paying off debt, budgeting, and other topics related to forging sustainable and attainable futures in social work. Gilbert is a medical social worker, and Voss has a private practice.

MEGAN PROVOST '20



ALTHEA DOTZOUR

Another Round for the Red Shed

The campus-favorite hangout preserves old memories in a new location.

If the phrases “White Willy,” “nickel taps,” or “Nerd shot” mean anything to you, you’ve probably been to the Red Shed. From its foosball table to its shoe-string French fries, not much has changed at the beloved bar since it opened on Frances Street in 1969 — other than its address.

When the Red Shed’s lease came up in 2023, owner **Lynn Dieffenbach ’90** wasn’t ready for last call, so she made like a college kid and moved the Red Shed to its new home at 508 State Street. Dieffenbach met her late husband, Joel, at the Red Shed in 1990, when he was a bartender and she was a student at the UW. Joel worked at the Red Shed for 30 years before buying the busi-

ness in 2019. He died of cancer in 2020, and in 2022, Dieffenbach retired from her job as a respiratory therapist to manage the bar.

“I feel like just a small blip in the Red Shed’s history, but it’s fun to hear people’s memories and, as an alum, to be part of the tradition of going to the UW,” she says.

Dieffenbach likens the Red Shed to “your uncle’s basement,” unfussy and unfazed by the passage of time. The worn-wood booths, neon signage, and iconic covered wagon from the original location are right at home in the new one. The TVs are few, and the tabletop games are plenty. Patrons have played checkers with bottle caps since the original game pieces went missing. And when

One of Madison’s oldest bars made its new home on historic State Street.

it’s time for another round, the bar caters to every generation with trendy hard seltzers, timeless labels like Pabst and Schlitz, and the Red Shed’s signature mason-jar Long Island iced teas.

“You can gauge by what a customer is asking for, and what memories they’re bringing up, where they fall in the history of the Red Shed,” Dieffenbach says.

Like your uncle’s basement, the ties that bind Badgers to the Red Shed are less about a place and more about the people they shared it with. Photos that once plastered the beams of the old space fill an entire wall in the new one, a gallery of loyal customers sporting Red Shed T-shirts — at their weddings, underwater, on Mount Everest. At the center are two framed collages of even earlier patrons sporting the fashion and facial hair of the ’70s and ’80s.

It’s hard to forget a place that never forgot you.

MEGAN PROVOST ’20

What are your memories of the Red Shed? Email us at onwisconsin@uwalumni.com; write to WFAA, 1848 University Avenue, Madison, WI 53726; or leave a comment on this story on our website, onwisconsin.uwalumni.com.

Here For Every Rah-Rah.

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