

On Wisconsin

FOR UNIVERSITY OF WISCONSIN-MADISON ALUMNI AND FRIENDS WINTER 2017



348 REASONS TO LOVE THE UW

Vision

A floppy-eared smiley face greets the sunrise on Picnic Point on a December morning in 2016. UW students need to keep a sense of fun in the cold: since 2000, Lake Mendota has been iced over for an average of 85 days out of the year.

Photo by Jeff Miller





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Badger QB Gregg Bohlig '75 made history in 1974. See page 32.

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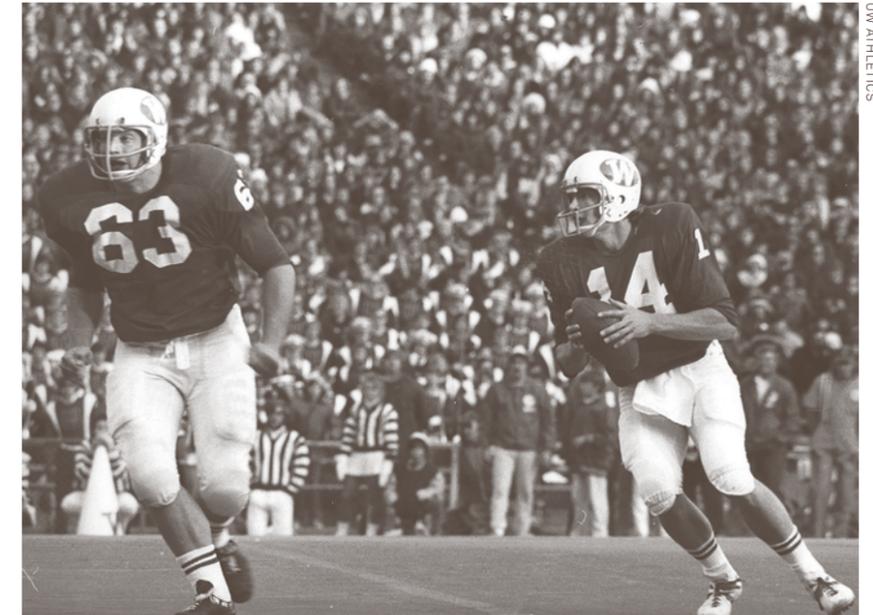
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UW ATHLETICS

22 FEATURES

Praise to Thee We Sing: 30 U-Rah-Rah Lists

We've scoured the campus — past and present — for events, people, and places that capture the essence of UW–Madison. What we found may bring back fond memories and, in some cases, surprise you.

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Inside Aldo Leopold's bag. See page 42.

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See page 37.

Cover
Illustration by
Bryan Patrick Todd.



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Communications

Football Reform

I thought I knew everything about [Frederick Jackson Turner] until I read your wonderful article. Many thanks.

Donna Shalala

*Former UW-Madison chancellor
Coral Gables, Florida*

Thank you for your incredible story about the 1904 effort to rid the university of football [“Football Fight,” Fall 2017 *On Wisconsin*]. If only the reformers had succeeded! Today’s football culture, as it was back in 1904, is anathema to an academic mission. Lower standards, glorification of a certain male identity, and appropriation of campus facilities as a minor league for the NFL provide just a short list of the problems, not to mention the brain injuries. I don’t deny the appeal of Camp Randall on a crisp Saturday morning, but, as with any addiction, we would be better without it.

John Wengler ’84

Nelson, New Hampshire

[Frederick Jackson] Turner’s criticisms of football are just as valid today. Snap courses for jocks? Special perks? I’m shocked, shocked! I am like the ESPN announcer who recently quit, saying he could not be complicit anymore. I’m not a UW football fan anymore. Now, if the UW really wanted to go “forward,” it could prioritize concussion studies and related research on permanent injuries from football.

John Wagner

High-Fat Diet

In “A High-Fat Diet that Heals” [Fall 2017], your expert seems wrong about the Bible using fasting to stop seizures. Modern translations either omit Matthew 17:21 (“this kind comes out only with prayer and fasting”) or note that it is absent from the oldest Biblical manuscripts. Mark 9:29 has a similar verse, but again, modern translations either omit “and fasting” or note that it is absent from earlier manuscripts.

Furthermore, it seems that both passages relate to the person praying for the ill person trying the fasting — not the sufferer.

James Golz ’69

Wausau, Wisconsin

Favorite Traditions

My favorite UW tradition [Fall 2017 Tradition, Marching Band Auditions] was the fun at football games between the band and cheer squad, as well as the Statue of Liberty on the lake (see page 37). What I remember most is just walking around campus, enjoying the architecture and the lake. There was always something going on. When I visit, I have to stop at the Rathskeller to enjoy another favorite place.

Ron Williams

Baraboo, Wisconsin

Muir Knoll Refuge

Thank you for the story on Muir Knoll [Summer 2017, Destination]. I transferred from another state school and attended the UW from 1974 to 1977. Those were difficult times for me, and when things got rough, Muir Knoll was my refuge. Sitting on the hill and looking out at the lake always made me feel calmed and restored. Good memories!

Luanne Bethke Redmond ’77

Chicago

Thanks, Mr. Mayor

What a great issue! [Summer 2017.] The broad range and perspective of the articles was impressive — well done.

Joel Skornicka ’59, MS’64

Madison mayor, 1979–83

X-planation

What does the *x* mean before someone’s graduation year?

Walter Weirich MS’70,

PhD’71

Tucson, Arizona

Editor’s Note: An *x* preceding a degree year indicates that the person did not complete, or has not yet completed, that degree at UW-Madison.

4 INSTAGRAM PICKS

UW-Madison social media specialist Nate Moll ’13 selected some of his favorite Instagram images from Badger alumni and the campus community. “Photos that say, ‘On, Wisconsin!’ from a unique perspective really capture my eye,” Moll says.



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Winter 2017

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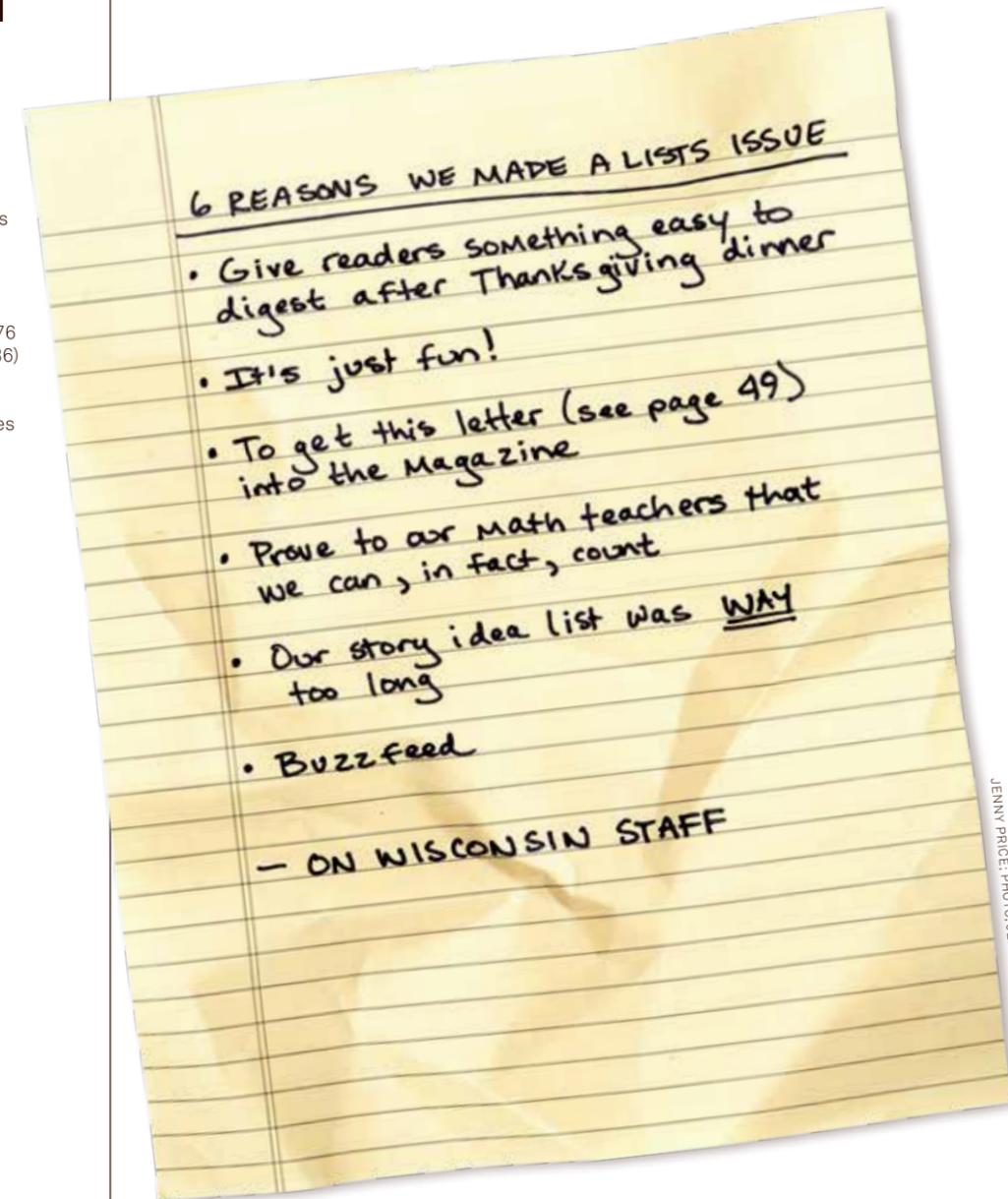
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JENNY PRICE: PHOTO, JEFF MILLER

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Witness to History

Professor has a front-row seat to U.S. counterterrorism efforts.



SARAH MORTON

UW military history professor John Hall (left) grew up in Wisconsin and served in the Army.

Military history professor **John Hall** spent 15 years on active duty as an infantry officer and strategic planner for the U.S. Army before joining the UW-Madison faculty in 2009. Now he is recording history as it happens.

In a new Pentagon appointment as a historian for the Joint Chiefs of Staff, he follows the development of counterterrorism plans and strategy at the highest levels of the U.S. government and then writes the official history of these efforts.

While counterterrorism may be a relatively new subject to document, the armed forces have been recording military happenings in real time since World War II.

“The U.S. military has been very good for a very long time in recognizing the importance of faithfully capturing details of what transpired, as it transpired, so there’s an accurate historical record,” Hall says.

The job’s requirements — among them a PhD in history, top security clearance, and an Army reservist rank of colonel or lieutenant colonel — fit Hall’s background and his dedication to both scholarship and service. After growing up in southeastern Wisconsin, Hall left the state to attend the U.S. Military Academy at West Point. In the second half of his military career, he embarked on what he calls “the military version of academia,” earning a master’s degree and PhD in history at the University of North Carolina at Chapel Hill before returning to West Point to teach.

At the UW, Hall has taught a variety of classes on military history, including advanced courses on the American military experience since the early 20th century. He also teaches Native American and early American history and has earned several distinguished teaching and writing awards.

Hall’s work at the Pentagon over the next several years will be highly classified, but he plans to bring his experience to the classroom upon his return to campus.

KATIE VAUGHN '03



Cheers to Wisconsin!

Featuring wines made from grapes, honey, cherries, cranberries, and more, UW-Madison hosted the first “Wine Is Wisconsin” competition in August, and the winner — called Sparkler — was an effervescent wine produced by Parallel 44 Vineyard and Winery in Kewaunee.

Wisconsin has more than 120 wineries and adds two or three each year, says **Nick Smith**, an outreach specialist with the Department of Food Science. “There are opportunities to grow grapes in places that have not been available historically, and so we’re seeing an expansion across the Upper Midwest,” he says.

CHRISTINE KNORR



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BRYCE RICHTER

HONORED GUEST

The International Division presented **Ian Khama**, president of the Republic of Botswana, with a Global Citizen Award in July. Since taking office in 2008, Khama has worked to build Botswana into one of Africa’s most stable nations and championed sustainable growth and responsible conservation. While in Madison, he met with 25 Mandela Washington fellows — a group of young Africans who spent six weeks on campus as part of a program designed to prepare them to be future leaders in their countries.

3 Kinds of Smiles

The smile may be the most common and flexible expression, used to reveal some emotions and cover others. But how do we know what a smile means? UW psychology professor **Paula Niedenthal '81** studied smiles and found that they fall into three broad categories, each of which uses the facial muscles differently to communicate different things.



PAULA NIEDENTHAL (3)

Reward Smile

“Probably the most intuitive,” Niedenthal says, this is “the kind of smile you would use with a baby, so he will smile back or do things you like.” It’s a symmetrical hoist of facial muscles plus a dash of eyebrow lift and some sharp lip pulling.



Affiliative Smile

Used to communicate tolerance, acknowledgment, or a bond, this smile shows that you’re not a threat — it comes with a similar symmetrical upturn to the mouth, but spread wider and thinner with pressed lips and no exposed teeth.



Dominance Smile

Used to signify status and manage social hierarchies, this smile dispenses with symmetry, pairing a bit of lopsided sneer with the raised brows and lifted cheeks typically associated with expressing enjoyment.

IMMIGRANT MYTHS

Public debate on immigration law has outpaced research, prompting UW sociology professor **Michael Light** to launch a series of studies on undocumented immigrants and public health and safety. His most recent findings debunk claims that undocumented immigration increases drug and alcohol problems.

Light and a team of researchers at Purdue University, where he was on the faculty when he began the work, used immigration data spanning 1990 to 2014 to examine the relationship between undocumented immigration and drug and alcohol arrests and deaths.

Despite having less education and wealth — factors associated with drug and alcohol problems — undocumented immigrants engage in less crime and stay healthier than expected, Light says.

And yet undocumented immigration is often stirred into debate of social ills such as opioid use. It’s unquestionable that drugs are smuggled across the border between the United States and Mexico, Light says, but it doesn’t mean drug smuggling and unauthorized immigration are one and the same.

“If you want to fight the opioid epidemic or reduce drunk driving, deporting undocumented immigrants residing in the U.S. is likely not going to be the most effective policy,” he says.

CHRIS BARNCARD

Bygone 6 Classes



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If you had been a female student at the UW in the late 1860s, your first year would have included the not-so-challenging courses listed in red at right. For a brief period in its early days, the University of Wisconsin had a special college known as the Female College. Although the university began welcoming women in 1863 — partly to boost enrollment when many male students enlisted in the Civil War — the practice was short-lived.

When the UW recruited Paul Chadbourne, an opponent of coeducation, to serve as president in 1867, he made it a condition of his employment that the university segregate by gender. He believed that in allowing men and women to study together, “you have an element of incalculable mischief introduced into the institution.”

As a result, the Female College, located in South Hall, opened in 1867 with its own headmistress and curriculum. The innovation was not popular with its students. Jennie Field Bashford 1874 wrote, “The feminine mind was kept in a constant state of irritation by the subordinate position assigned to it at the University.”

Jennie Muzzy Covert 1872, writing in the March 1901 *Wisconsin Alumni Magazine*, noted, “When I entered, the experimental policy of a ‘ladies’ department’ had given rise to a most anomalous and unsatisfactory condition of affairs. ... The young women were coming, craving opportunities for growth and mental development, and finding the restrictions imposed upon them more and more irksome and galling. This feeling of turbulent unrest and dissatisfac-

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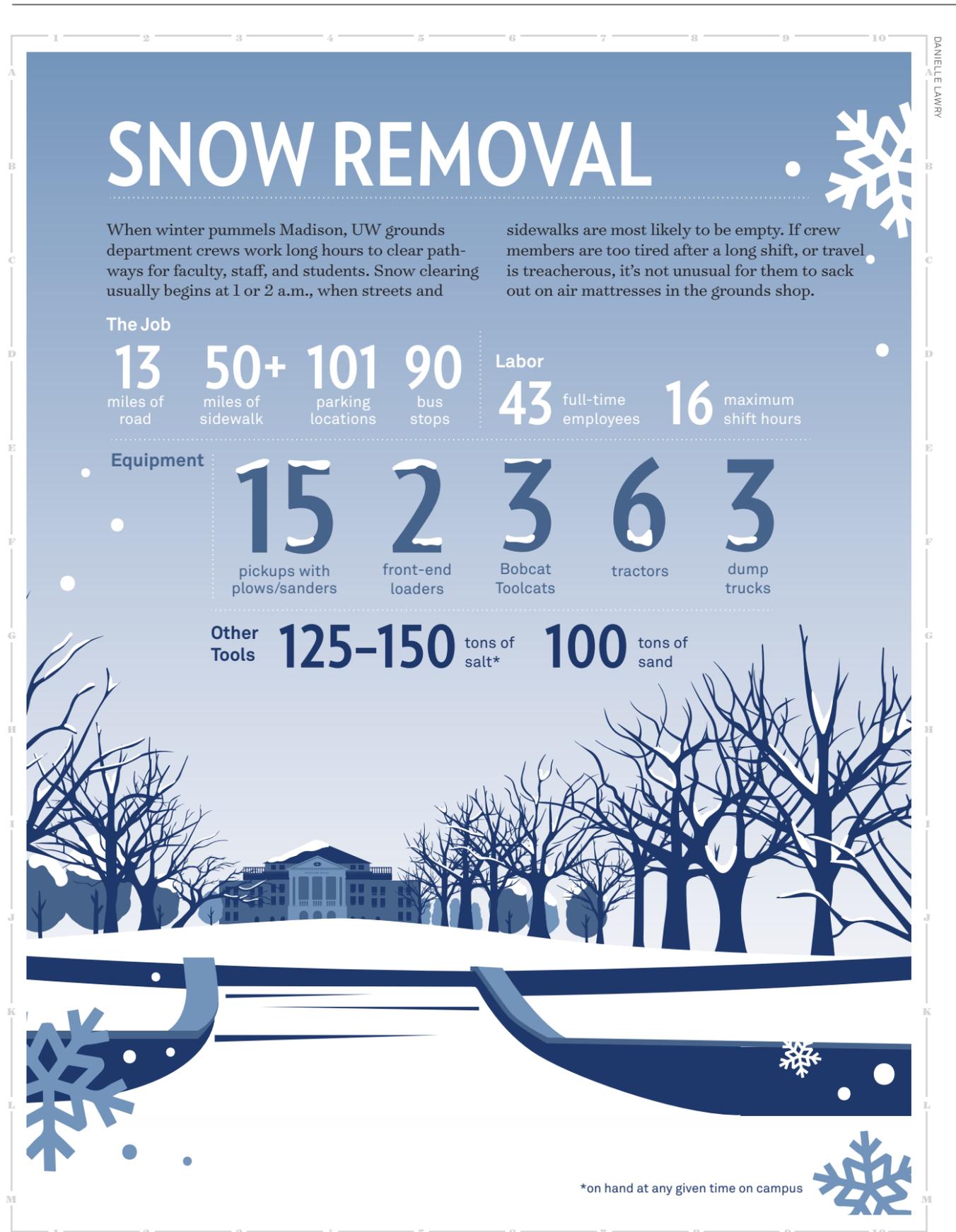
General Exercises

Reviews

tion reached its zenith ... in 1870 and 1871, and particularly through the senior girls of the class of '70. A quartette of forceful, brainy, spirited young women, they were pronounced leaders in denouncing offensive rules and regulations, in scheming to obtain larger liberties, and in general mutinous conduct.”

With Chadbourne’s departure in 1871, the university soon reaffirmed its commitment to coeducation, partly because it was inefficient to maintain two separate colleges. The newly constructed Ladies Hall (shown above) served as the women’s dormitory, but they were once again allowed to attend classes with men. Ladies Hall was later named Chadbourne Hall by acting president Edward Birge to commemorate “Dr. Chadbourne’s contumacy regarding coeducation.”

NIKI DENISON



DANIELLE LAWRY



BRUCE RICHTER

Dow: 50 Years Later

On October 18, 1967, student activists at UW-Madison amassed to protest Dow Chemical Company's recruiting efforts on campus. The company made napalm, a flammable gel used as a weapon in the Vietnam War.

What began as a peaceful act of civil disobedience turned violent as city police officers in riot gear forcibly removed students from the Commerce Building (today's Ingraham Hall), where they were blocking the Dow interviews. The clash involved thousands and injured dozens, hardened campus relationships, and became a catalyst for a new wave of emboldened pacifists.

Demonstrations against Dow had begun on campus the prior winter, but it was the fall 1967 conflict that propelled the UW to the forefront of the national antiwar movement. Demonstrations would roil the campus for years to come.

Bob Grueneberg '71 (pictured above) was a bystander when a tear gas canister hit his bike. "[The police] were basically treating the crowd as if everybody was involved in the protest," he says. "Well, that was the beginning of what might be called my radicalization." His experiences on campus kindled his commitment to fairness, and he went on to become a lawyer and an assistant U.S. attorney. "That was one of the best things that ever happened in my life," he says of attending the UW during the '60s.

Read more Dow stories from UW alumni at 1967.wisc.edu.

DOUG ERICKSON

Fresh Eyes

The UW is taking a second look at its history. Chancellor **Rebecca Blank** has appointed a study group to research two student organizations that were active during the 1920s and named after or otherwise affiliated with the Ku Klux Klan. The study will examine the extent to which the campus organizations were aligned with the national KKK movement, their actions, and their legacies.

"UW-Madison rejects the ideologies of white supremacist groups and all groups that express hatred of people because of their identities," Blank said in a statement announcing the move. "These organizations are antithetical to the values of respect and inclusion that our university strives to represent."

The study group — cochaired by UW history professor **Stephen Kantrowitz** and **Floyd Rose**, who leads 100 Black Men of Madison, Inc. — includes students, faculty, staff, and alumni. Blank asked the group to advise her how the campus can best acknowledge and respond to this history. The university is also exploring naming and signage that will reflect the Native history of the lands on which the UW sits.

In addition, Blank has asked the Wisconsin Union to identify space within the renovated Memorial Union that could be used to document the history of these student organizations on campus, rather than hide it away. The building's Fredric March Play Circle and Porter Butts Gallery are named for alumni who were members of a KKK-affiliated group.

JENNY PRICE '96

NEWS FEED



SEVIE KENYON; BRUCE RICHTER

UW scientist and entrepreneur Mark Cook passed away in September. Cook taught Animal Science 101 for many years, but he also received more than 40 patents and launched three startup companies. He was a leader of the UW's D2P (Discovery to Product) initiative.

A federal judge ruled in July that Apple had infringed on a UW patent and ordered the computer firm to pay the Wisconsin Alumni Research Foundation \$506 million. Apple has filed notice to appeal.



Supreme Court Justice Elena Kagan visited campus in September and spoke about the experience of becoming a high-court judge, saying, "There was no justice school ... They throw you into the deep end of the pool and say, 'Swim, why don't you?'"



UW-MADISON SSEC/CIMSS

EYE ON IRMA: Before Irma turned into a Category 5 hurricane, UW–Madison’s Tropical Cyclone Research Group was the first to spot the then tropical storm off the coast of Africa. The UW scientists share such findings with National Hurricane Center forecasters, who then release

warnings to the public. “You have to take a little pride in being a small slice of the process that lets people know what will happen — so they can get out of the way,” senior scientist Chris Velden MS’82 told the *Milwaukee Journal Sentinel*.

NEWS FEED

A new three-week program called gALPHA+CS is supporting student entrepreneurs. As a partnership among the startup accelerator gener8tor, WARF, and the university, faculty and experts help students develop ideas into marketable products.



Chancellor Rebecca Blank has proposed a new program to encourage first-generation college students to attend UW–Madison. Badger Promise will offer two years of free tuition to in-state, first-generation college students who transfer from a two-year program at another state college.



Best. Internship. Ever. Ali Walton x’18 and Ryan Holtz x’18 worked as interns for CBS television, ending their time by attending the Primetime Emmy Awards in September. Holtz’s internship was created by Kelly Kahl ’89, president of CBS Entertainment.

COURTESY OF ALI WALTON

Conversation Shilagh Mirgain

Shilagh Mirgain wants you to create a bucket list. She first wrote hers long before the hit movie of the same name arrived in 2007 — and the UW Health psychologist has been encouraging people to develop their own ever since. Bucket lists, she says, are about more than traveling the world. They can contain childhood dreams, things you’d like to learn, and what you want to be remembered for.

Bucket lists can seem very light-hearted. What’s their value?

In the business of life, it’s easy to just get on autopilot. Over time, you can lose touch with those deeper yearnings, those curiosities, those longings that may have been with you in childhood. Reflecting on a bucket list helps us get back to the core of who we are and what really helps make our life meaningful. I think about bucket lists as a North Star

to guide your life. What do we tend to remember at the end of our life? It’s not work, usually.

How can we follow through on our bucket list items?

Coming up with an actual list can be really fun. I really recommend having it someplace visible, where you see it regularly. We can’t do it all at once, and there are some things that the you today can’t achieve, but that the you 10 years from now, or 20 years from now, can achieve. It’s what matters to you, not to anyone else. ... I climbed Mount Kilimanjaro a year and

a half ago. The climb was very hard, and near the end I wasn’t sure if I was going to make it — but that sense of “this is on my bucket list” allowed me that extra oomph to get to the top and achieve it.

How do you feel about the rise of bucket lists on social media?

I can imagine that those are definitely post-able moments. However, I think there’s probably a downside, like, “Oh, everyone else is achieving this and it looks easy.” I think it’s important to keep believing in yourself, keep listening to what’s right for you, and know that these things don’t happen overnight and that’s okay.

Can you explain the psychology of bucket lists?

There will be naysayers, so I think you want to be a little protective of who you share it with. People who bring to your awareness all the reasons why it’s not going to work or why you don’t have what it takes — those would not be the people to share it with. There will be obstacles. Right before we achieve it, we’re tested. So we have to reaffirm our commitment to it.

*Interview conducted, edited, and condensed by Madeline Heim x’18
Photo by Bryce Richter*





JEFF MILLER

To thank the university that launched you into the real world, sometimes writing a check doesn't feel like enough.

That was certainly the case for **Tom Koehler MS'96**, who gave his 40-acre yak farm to UW–Madison in 2012. The aptly named “Green Bay Yakkers” property in Door County will eventually be sold, with proceeds benefiting the School of Medicine and Public Health.

Gifts come in all shapes and sizes from alumni who want to give back to their alma mater, says **Scott McKinney JD'98**, chief operating officer of the UW Foundation. “They want to put it toward something that was very meaningful to them: the university,” McKinney says.

Of course, there are gifts just too unusual to accept. McKinney recalls a fishing boat, timeshares, and a coin collection, among others. Most often, though, the UW can find ways to use such gifts, no matter how unconventional, on campus. Here are some — from a very long list — that we found particularly fascinating.

Polar bear

Legally hunted and imported by a private citizen years ago, the 12-foot-tall taxidermic bear now perches atop a foyer in

Birge Hall and belongs to the UW Zoological Museum's permanent collection.

Nurses' military uniforms

Decades after military nurses tended to wounded World War II soldiers, the UW's School of Nursing displays a few of the nurses' uniforms during special events. Former faculty members and alumni of the school donated the uniforms, which they wore while serving in the Army Nurse Corps and the Navy.

Hair wreaths

Of the 14 examples of hair art in the School of Human Ecology's Helen Louise Allen Textile Collection, one was owned by Allen herself — a small tribute to the overtly sentimental styles of the 19th century, when it was common for hair to be exchanged as a gift.

Leaded glass

The bright yellow shard of glass is a fragment from a window at the Hanford Site, a nuclear production complex in Washington State that made plutonium for the Manhattan Project during the mid-20th century. The shard was donated to the university in 2013 by the Friends of the Geology Museum.

Brains

Donations to the Wisconsin Brain Donor Program, part of a research center at the School of Medicine and Public Health, provide an important look at the differences between cognitively healthy adults and those who suffered from impairments such as Alzheimer's disease.

Thai Pavilion

The 30-foot-high ornate structure, donated to the university by the government of Thailand and the Thai chapter of the Wisconsin Alumni Association, was constructed in its home country, carefully taken apart for shipping to Madison in 2001, and reassembled at Madison's Olbrich Botanical Gardens.

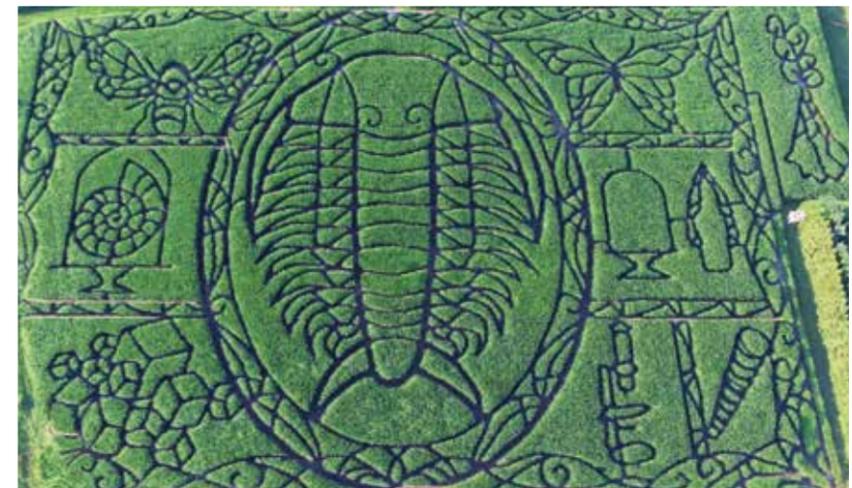
Edison's gramophone

Although inventor Thomas Edison never set foot on campus, he donated a gramophone to physics professor Benjamin Snow in 1919 after hearing that the department would be opening a museum. Today, the piece serves as an occasional teaching tool for physics students — and it still plays records.

MADELINE HEIM X'18

A-maze-ing

Angie Treinen '88, DVM'93 received a novel idea this year from the UW's Geology Museum for her family farm's award-winning corn maze: a giant trilobite. The now-extinct marine creature — and the state's official fossil — once cruised the planet's seas, including those that covered Wisconsin. The maze, cut into corn planted by Treinen's husband, **Alan Treinen '79**, also features the honeybee, the state insect; cubes of galena, the lead ore that drew miners to Wisconsin and made it the home of the Badgers; and a rendering of the field microscope used by **Charles Van Hise 1879, 1880, MS1882, PhD1892**, a geologist, University of Wisconsin president from 1903 to 1918, and father of the Wisconsin Idea.



ANGIE TREINEN

“That most of these women remain unknown has nothing to do with their demonstrated skills and everything to do with their valuation as citizens in the 20th century.”

Marie Hicks, a UW assistant professor of history and author of Programmed Inequality: How Britain Discarded Women Technologists and Lost Its Edge in Computing, in response to a Google software engineer's memo that claimed women are less likely to pursue leadership roles in the tech industry because of “biological differences.”

NEWS FEED

UW freshman Sam Jeschke x'21 handed out 43,000 packages of Mentos gum during his first week on campus. His prize: a year of tuition and a concert for UW students by hip-hop star DJ Khaled at the Kohl Center in October.



Step lively! A research team led by materials science professor Xudong Wang installed a new floor at Union South — one that captures energy from the footsteps of people walking on it. The floor then converts that energy to electricity.



Pets might be good at preventing allergies, a School of Medicine and Public Health study suggests. Professor James Gern led the study, which found that infants who were exposed to high indoor levels of pet or pest allergens have a lower risk of asthma during their first seven years.

GAFFERA/ISTOCK

Contender *James White*

"It sucks to lose the last game, man."

That may sound like an odd quote coming from a Super Bowl hero. But for James White x'14, a running back for the New England Patriots, losing the last game was an all-too-familiar reality during his time at the UW. Each of his four college seasons ended with a postseason loss, including three consecutive Rose Bowl defeats.

"Whenever I have a chance to go back, I just preach to those guys at Wisconsin to finish that season strong, because I can't say that I ever did," White says.

But you'd be hard-pressed to find a player who's finished a season better than White did in February, when the Patriots overcame a 25-point deficit to beat the Atlanta Falcons in the Super Bowl. White's 14 receptions and 20 points scored — three touchdowns and a two-point conversion — both broke previous Super Bowl records. And his game-winning two-yard dive marked the first overtime touchdown of the Super Bowl era. (Before then, former Wisconsin running back Alan Ameche '56 was the only

player to score a game-winning touchdown in overtime of a championship game.)

"I heard the play call and knew the ball was coming to me. I was just trying to find a way in," White says, recalling the moment. "After that, I can't even really describe the feeling."

White is actually a two-time Super Bowl champion, although he was inactive for the championship game in his rookie season. His MVP-worthy perfor-



James White broke records in the 2017 Super Bowl.

mance, though, brought a trip to Disney World and a new pickup truck from talk-show host Conan O'Brien. Patriots quarterback Tom Brady, who was officially named Super Bowl MVP, first suggested that White deserved the truck formerly gifted to MVPs. But the NFL had stopped the promotion, so O'Brien, a Patriots fan, happily filled the void and surprised White on national TV with a new truck.

Perhaps as improbable as New England's historic comeback was White's leading role in the Super Bowl. When *On Wisconsin* last caught up with him in fall 2013, White was entering his senior season at the UW and looking to emerge from a more familiar role: a change-of-pace backup to a star running back (first Giovanni Bernard in high school, and then John Clay x'11 and Montee Ball x'13 in college). But just when it appeared White

was ripe for a feature gig, the UW's Melvin Gordon stole the spotlight with a breakout season.

White once again settled into a backup position, but his steady production (fifth-leading rusher in UW history) proved enough for the Patriots to draft him in the fourth round in 2014. His receiving skills and versatility out of the backfield fit New England's offense, which prominently features "passing backs."

"[The UW] prepared me very well. We were asked to do a lot of things as running backs, mostly my junior and senior years, catching the ball out of the backfield," White says. "I've always been able to do it. I used to catch the ball in the front yard all the time as a kid. We threw the ball to running backs in high school, too."

As White sets his eyes on a third Super Bowl ring, he's keeping another goal in mind: his UW degree. "I still have, like, 10 more credits. I have to finish that up soon before they change the curriculum on me," he says, laughing.

White's breakout performance may keep him away from the books for a few more years, but he insists his life hasn't changed very much: "I'm still going to be the same person."

The same person, perhaps. But now, finally, winner of the last game.

PRESTON SCHMITT '14

PRAISE TO THEE WE SING

30 U-RAH-RAH LISTS

5 Quiet Places on Campus

BY JEFF ISEMINGER MA'93

Campus life is managed tumult — whether a full-throated football game at Camp Randall or a live band on the Memorial Union Terrace on a summer evening. But there are coves of unexpected calm and seas of serenity on campus that can paradoxically quicken one's life with quiet. They can, that is, if you know where — and when — to look.

1. The Class of 1918 Marsh

Not far from University Hospital, this swamp might look static, but it's actually inching through a slow-motion restoration to its former marshy glory. The best way to enjoy it, short of pulling on a pair of waders, is to catch a looping trail at Parking Lot 130 near the entrance to Picnic Point, then walk to a weathered-wood overlook. Sit on the bench and ponder this panorama spiked by a forest of cattails, and tune in to a soundscape layered with the *conk-la-ree!* of epauletted red-winged blackbirds nesting along the edge.

2. Nancy Nicholas Hall

The third-floor terrace of the School of Human Ecology's home on Linden Drive lets you sit on lacy wrought-iron chairs that are bathed in — you choose — dappled light beneath an arbor or full-bore sun, all graced with deep green ground cover. The wide-angle view sweeps across a swath of rooftops, including the terra-cotta tiles of Agriculture Hall next door. In the distance, you can even see a slice of Camp Randall Stadium.

3. The Memorial Union Terrace (early morning)

It doesn't just matter *where* you go, but also *when*: The Union Terrace is crowded at brats-and-beer-and-music time, but the morning after is the flip side of the Terrace's split personality. And it's glorious. The water is like blue, exquisitely rippled glass, and the nautical woods of sailboats sway at anchor. A jogger glides by — pad-pad, pad-pad — accompanied by birdsong instead of bandsong. The iconic sunburst chairs are lined up in long rows, composing a rhapsody of yellow and green and orange backlit by the rising sun.

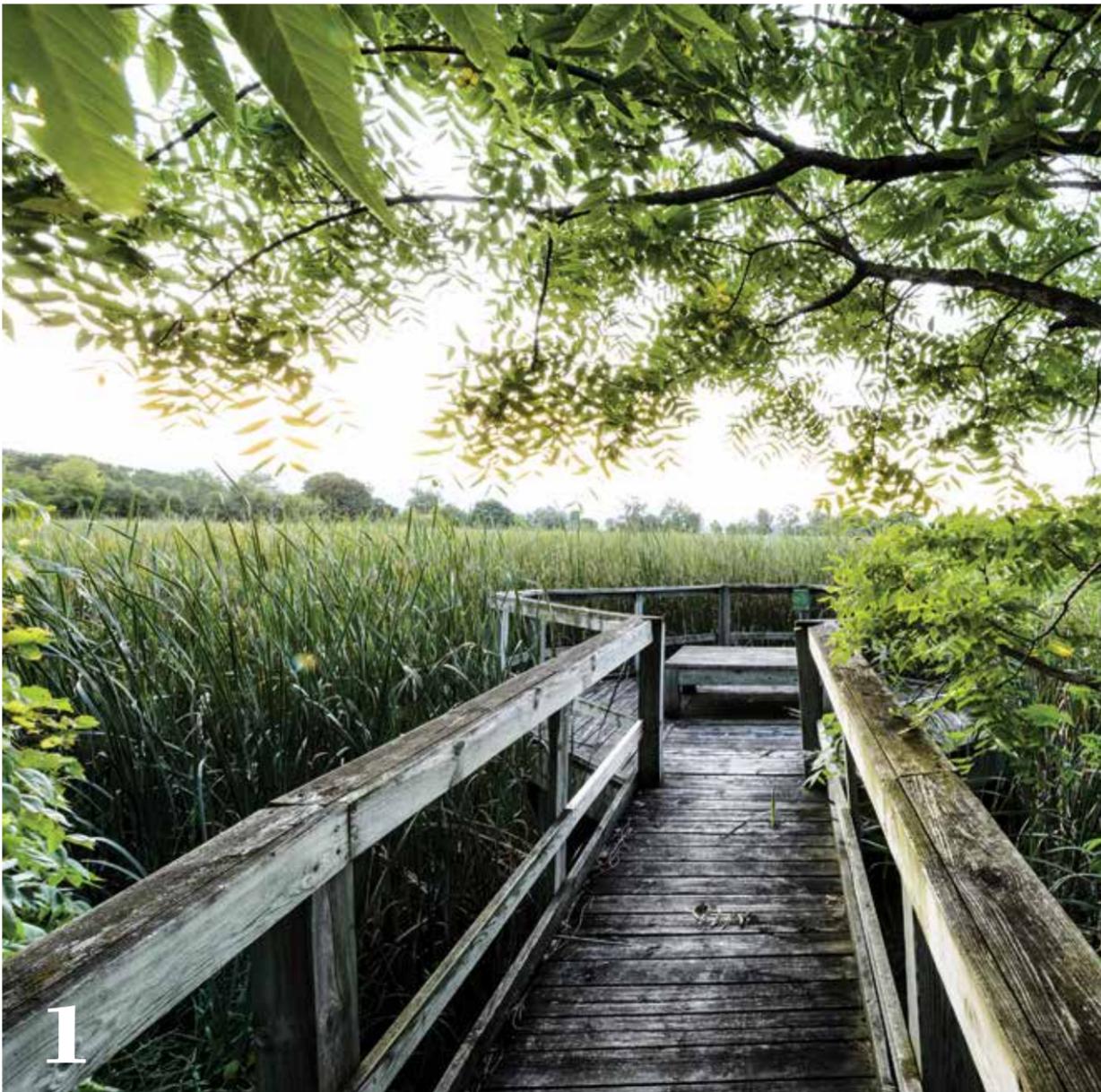
4. The School of Education Building

Make that a double order of third-floor terraces with a view, because the School of Ed on Bascom Hill has one, too. This view features Muir Woods, Lake Mendota, and an edge of Helen C. White Hall. The terrace offers up wooden furniture, sun umbrellas, two big sumacs, and ground cover dotted with yellow blossoms, plus the nearby Crossroads Café. The seamless integration belies a striking fact: the terrace is just an architectural kid, having opened in 2010, 109 years after the first students walked into the then-named Engineering Building.

5. Elizabeth Waters Residence Hall

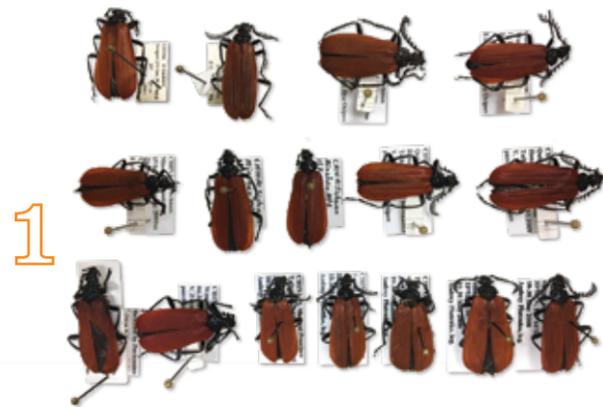
Overlooking Lake Mendota, this dorm hides a rear courtyard complete with tables and chairs and birds and trees, suffused with a large measure of silence. You're cocooned by the hall behind you and the woods, sky, and lake before you. On a sunny summer morning, there may even be a sense of Italian villa in the air. This, you decide as you sip a cup of coffee, is how a courtyard can turn tense into tranquil.

BRUCE RICHTER, 1, 3, 5; JEFF MILLER, 2, 4



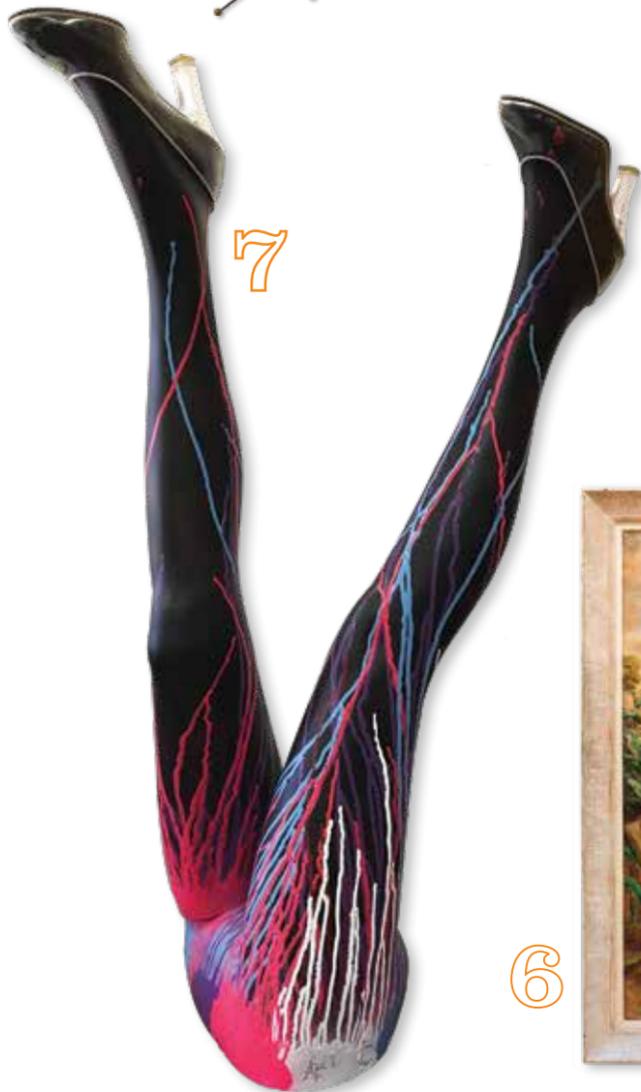
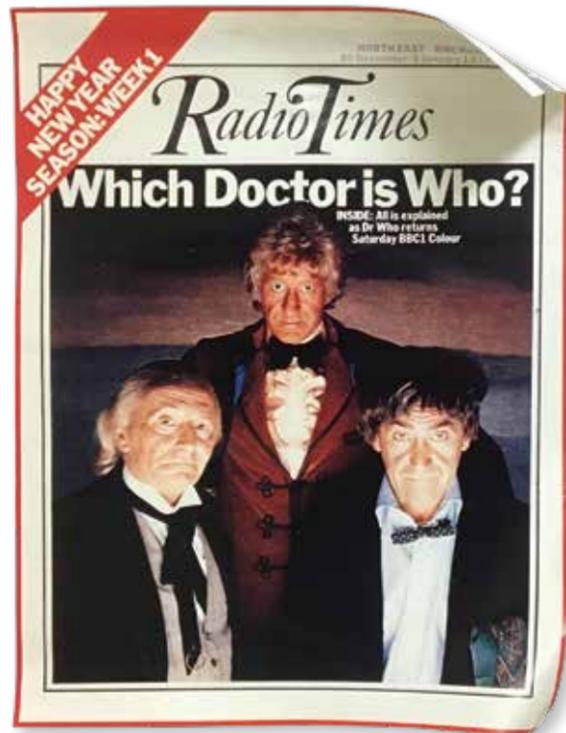
7 Objects of Affection

BY DOUG ERICKSON



1

2



7

5



3



4



6

1 PROFESSOR: Daniel Young, *entomology*
OBJECT: Beetle-mania

"Most everything in my office probably would be considered creepy or gross to many people, but not to me," says Young, whose officemates are thousands of dead insects. His research collection of fire-colored beetles — his specialty — is estimated to be the third-largest in the world.

2 PROFESSOR: Harry Brighthouse, *philosophy*

OBJECT: *Doctor Who* art

Forty-four years ago, Brighthouse, age 10 and living north of London, ran to a newsstand and bought three copies of *Radio Times*, a *TV Guide*-like publication with *Doctor Who* on its cover. Today, he's known for an office full of objects related to the British television series, including a reproduction of that 1973 cover. "The show influenced my values and views on society, even teasing me into abstract thinking, which is what I ended up doing for life," he says.

3 PROFESSOR: Carrie Sperling, *law*
OBJECT: Needlepoint house

Soon after Sperling successfully helped a client through the Wisconsin Innocence Project, the man thanked her with this needlepoint house made in prison. Students who take the time to look it over are rewarded: Sperling stocks its numerous secret compartments with candy.

4 PROFESSOR: John Valley, *geoscience*
OBJECT: Rock that contained the oldest known piece of Earth

Valley extracted the rock from an outcrop in Australia. In 2014, he and a team of researchers reported that it contained a speck of zircon — a tiny, hardy crystal — that is 4.4 billion years old. That's the oldest known bit of Earth's crust. Alas, the priceless zircon is stored elsewhere on campus under lock and key. But Valley keeps in his office the rock it came from, itself one of the oldest objects on campus at three billion years old.

5 PROFESSOR: Emily Stanley, *integrative biology*
OBJECT: Lake sediment

As pioneers of freshwater science, UW lake ecologists Edward Birge and Chancey Juday analyzed hundreds of Wisconsin lakes. Stanley cherishes one of their sediment samples, passed down to her from a predecessor and marked "Aug. 7, 1907, Lake Manitowish." It's now just dried mud in a discolored bottle, but it's also a point of pride.

6 PROFESSOR: Bill Tracy, *agronomy*
OBJECT: John Steuart Curry reproduction

Curry, one of the great painters of American Regionalism, served as the first artist-in-residence at the agricultural college. In 1941, he painted Dean Chris Christensen in a field of sweet corn. The original hangs at the Chazen Museum of Art, but a 72-by-48-inch reproduction that once graced the dean's residence ended up in a warehouse, where Tracy, agronomy department chairman, rescued it. "I'm very proud that it's in a place of honor again," he says.

7 PROFESSOR: Sandra Adell, *Afro-American studies*
OBJECT: Painted mannequin legs

While jogging years ago, Adell rescued the discarded legs from a curb. They languished, unpainted, in a corner of her office until 2004, when student Brody Rose '99, MFA'05 stopped by. "You have to paint my legs," Adell told him. They now rise prominently from her desk, capped with high heels from her closet. "What I hope the legs convey," she says, "is that this professor is a bit unconventional and a lot of fun."



CAITLIN CIESLIK-MISKIMEN

OBJECT LESSONS

BY STACY FORSTER

The late James Baughman's office was as iconic as the professor himself.

He greeted you with a joke inviting you to sit in his "endowed chair" — a ratty seat wedged in a nook near his filing cabinets. He'd offer you a piece of Pez candy.

Once he'd warmed you up this way, your eyes would wander around his office, where the beloved teacher and journalism historian spent 37 years on the faculty of the School of Journalism and Mass Communication. Baughman's office was equally intimidating and warm, recalls Caitlin Cieslik-Miskimen '07, MA'14, because tucked onto its shelves and the surfaces were various objects that hinted at his life story: a baseball emblazoned with the Cleveland Indians mascot, a black-and-white photo of Babe Ruth with President Warren Harding (an Ohioan, like Baughman), a needlepoint pillow blaring, "I Was Misinformed." No matter who you were, you could find a way to relate to him through those items.

Baughman passed away in March 2016 after a brief illness. A few months later, when it came time to clean out his office, his treasured mementos were offered up to his colleagues and made their way to new homes in offices across Vilas Hall.

"Maybe it's just a way of reminding ourselves that being a little bit like Jim Baughman wouldn't be a bad thing," says associate professor Mike Wagner, who has Baughman's "sifting and winnowing" paperweight, a symbol of the late professor's commitment to the Wisconsin Idea.

Assistant professor Katy Culver '88, MA'92, PhD'99 ended up with a small toy TV truck — complete with a tiny standup camera and tiny cameraman — that reflects Baughman's love of television. Professor Dhavan Shah '89 has a collection of presidential Pez dispensers. Baughman's "God is a Packer Fan" button is now pinned to my bulletin board.

"It speaks volumes about Jim that lots of people wanted a memento, and they wanted something really specific," Culver says. "They wanted their connection with Jim."

Stacy Forster is an instructor in the UW School of Journalism and Mass Communication



UW ARCHIVES S118007



UW ARCHIVES S079277



UW ARCHIVES S16479



UW ARCHIVES S17494

4 PHOTOS IN SEARCH OF A CAPTION

RILEY VETTERKIND '17

UW–Madison’s Steenbock Library has a vast collection of science books and journals, but a room on its top floor contains the little-known heart of campus history.

Two million photos, more than 4,000 hours of oral histories, plus posters and correspondence documenting life at the state’s flagship institution are housed in boxes that rest upon dozens of bookshelves at the UW Archives.

Archives staff is working to digitize each piece of UW history for people to both use and share, but with limited resources, that’s easier said than done.

UW Archives first began uploading images to its website in 2003, but the staff has only begun doing so at a high volume in the past few years. Because the office is charged with aiding researchers, developing the collection, and working with UW departments

UW Archives is looking for help identifying the people and events depicted in these and other images that are now part of its digital collection.

to manage records, digital archivist Catherine Phan '00, MA'09 says it is able to devote only about 10 hours per week to scanning photos for use in an online format. That works out to about 400 to 500 images per month.

So far, 13,640 total materials have been scanned. And even when images are digitized, archivists hit a roadblock when they try to catalog them, since so many of the photos lack information such as subject, time, and place.

On Wisconsin magazine wants to help fill in these gaps in the UW’s story. If you can identify any of the people, places, and events in the photos on these pages, drop us an email at onwisconsin@uwalumni.com.

Responses may be published in a future issue, and UW–Madison will be a small step closer to bringing its collection fully into the digital age.

10 Most Popular Names

Among UW Veterinary Care Patients*

Bella	Buddy
Max	Daisy
Lucy	Bailey
Molly	Jack
Charlie	Maggie



*During the last five years. Since 1983, 252 patients have been named Bucky or Badger.

24 UW–Madison Firsts

- 1875** Nation’s first Scandinavian studies department
- 1890** First test of butterfat content in milk
- 1910** Country’s first genetics department
- 1913** Discovery of vitamin A
- 1916** Discovery of vitamin B
- 1919** Oldest educational radio station
- 1924** Discovery of method to enrich food with vitamin D
- 1926** First university dance program
- 1933** Synthesis of blood-thinner dicumarol, paving way for warfarin
- 1930s** Discovery of methods to iodize salt
- 1936** First university artist-in-residence program
- 1939** First university department of wildlife management
- 1959** First space-based weather camera
- 1966** First poverty-research center
- 1968** First bone marrow transplant
- 1968** First graduate program in arts administration
- 1970** Creation of the first synthetic gene
- 1987** Development of Wisconsin Solution, used in transplant surgery
- 1998** First cultivation of embryonic stem cells in a lab
- 2005** First National Stem Cell Bank
- 2007** First human skin cells genetically reprogrammed to create cells indistinguishable from embryonic stem cells
- 2007** First “naming gift” given to a U.S. business school to preserve its name (see page 60)
- 2014** First endowed fellowship in feminist biology
- 2014** First master’s program in energy conservation

6 Surreptitious Science Lessons in Alumni Park

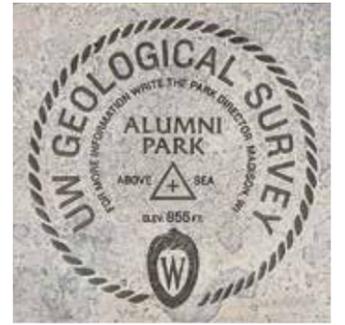
BY JOHN ALLEN
PHOTOS BY JEFF MILLER

When the Wisconsin Alumni Association opened Alumni Park in October, it offered more than a green space on the Lake Mendota shoreline. It also included dozens of exhibits that feature hundreds of UW alumni and the things they've done to leave a mark on the world. Tucked in among those exhibits are several science lessons — to be found by those who look carefully.



S = 1/((1-P) + (P/N))

Carved in a steel plate near the middle of the park is this odd collection of letters and symbols: it's the formula for Amdahl's law of parallel computing. Gene Amdahl MS'49, PhD'52 was a UW graduate who helped advance the world's knowledge of how to harness multiple computers to speed their work. When you're parallel-computing, be sure to obey this law, unless you want trouble with the computer police.



855 Feet

On a small brass plaque honoring the work of Florence Bascom 1882, 1884, MS1887—the first woman to serve on the U.S. Geological Survey and the daughter of John Bascom — you might see this figure. It's the elevation of Madison above sea level. We can't all make it to the beach, so if you want to be at sea level, you'll need a shovel.



Vitamin D

On the Badger Pride Wall, along the park's eastern edge, you'll find an arrangement of dots and lines: it's the molecular model of vitamin D. Harry Steenbock 1908, MS1910, PhD1916 discovered how to enrich foods with vitamin D, thus ending the scourge of rickets. If you want to make vitamin D at home, arrange your carbon, hydrogen, and oxygen atoms thusly.



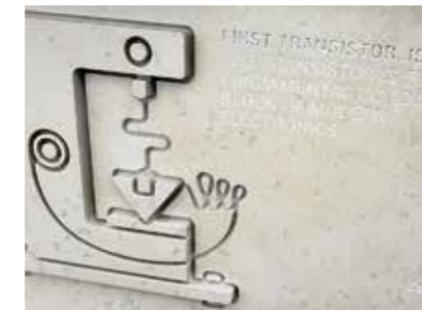
Explorer 7

Near the Langdon Street side of the park, situated just a little above ground level, there's a small, white, resin lighting element in the shape of a satellite — the Explorer 7 satellite, to be exact. This was the spacecraft on which legendary UW professor Verner Suomi placed his radiometer (an instrument that measures radiation), giving rise to the age of satellite meteorology. The park's version of Explorer 7 is just six inches above Earth's surface, some 311 miles closer than the original.



9,181 Miles

At the north end of Alumni Way — the sidewalk that runs through the center of the park — a series of lines radiates out from a circular numen lumen seal. One notes the exact distance from Madison to the South Pole, where the UW has research staff at the South Pole Research Station.



Three-Electrode Circuit Element

On the stone panels along Alumni Way, one section is devoted to John Bardeen '28, MS'29. Look closely to see etchings of his original plans for the transistor, the electrical device that earned him the first of his two Nobel Prizes. You now have all the information you need to build your own transistor.



AP IMAGES/RICHARD ULRICH

5

Great Plays in Badger Sports History

BY DENNIS CHAPTMAN '80

Bronson Koenig launches a buzzer-beater to send the Badgers to the Sweet 16 in the 2016 NCAA tournament.

On the run: The Badgers returned to the Rose Bowl for the first time in 31 years on New Year's Day 1994, and left with a 21-16 victory over UCLA. The key was a 21-yard, fourth-quarter touchdown run by slow-footed quarterback **Darrell Bevell '96**. What started as a pass play became a scramble as UCLA defenders blanketed UW receivers. Bevell ran left, picking up a block and making his own slick move. "There was a guy there and I somehow made him fall down," Bevell said. "I was laughing, the players were laughing at me, a television guy walks by and he's laughing. ... It was the most amazing play."

Halfcourt heaven: Facing the Magic Johnson-led Michigan State basketball team on March 3, 1979, Badger **Wes Matthews x'81** delivered the Spartans a stunning defeat — their last en route to an NCAA title. Matthews took an inbound pass with seconds left, dribbled to halfcourt unchallenged, and heaved the winning shot with a second to play, as the UW won, 83-81. Matthews told the *Sporting News* years later that he expected a Spartans press, which never materialized. "There was nobody there," he said. "I thought, 'They're going to sit back and watch this? Okay.' The basketball gods were on my side."

Happy return: The college football world's attention was glued to sold-out Camp Randall Stadium on October 16, 2010, as the Badgers faced top-ranked Ohio State under the lights. An already electric atmosphere erupted as the UW's **David Gilreath x'13** took the opening kickoff 97 yards — untouched — for a touchdown that triggered the Badgers' 31-18

upset victory. Gilreath took the kick, slashed through a seam on the left side, and left defenders in the dust as the crowd roared. Gilreath later said he didn't hear the roar. "I just remember thinking, 'Whatever you do, don't get caught.'"

Redemption: After painful years as a football laughingstock, Wisconsin captured respect in a hard-hitting game against fourth-ranked Nebraska in 1974 under coach John Jardine. The Badgers hung with Nebraska and with less than 4 minutes left, UW quarterback **Gregg Bohlig '75** rolled right from his own 23-yard line and fired a pass to flanker **Jeff Mack '76**, just beyond the reach of a Cornhusker defender. Mack gathered in the pass and streaked untouched for a 77-yard touchdown, tying Nebraska 20-20. **Vince Lamia '78's** extra point sealed the victory. ABC commentator Duffy Daugherty raved, "This'll go down in Badger history as one of the great plays."

Sweet shot: Wisconsin guard **Bronson Koenig '17** propelled the Badgers to the Sweet 16 of the 2016 NCAA tournament with some cold-blooded shooting against Xavier. With 11.7 seconds to play in St. Louis, Koenig sank a three-pointer to tie the game at 63-63. Then the UW's **Zak Showalter '17** took a charge with 4.3 seconds to play and the Badgers regained the ball. After a timeout, Koenig took the inbound pass, wheeled to the deep right corner and popped in the game-winning three-pointer as time expired and teammates mobbed him. "I just tried to channel my inner Steph Curry," Koenig said, referring to the NBA great.

12 Custom Confections

The Babcock Hall Dairy Plant makes special ice cream flavors to honor notable Badger people and events, and we think their creativity is pretty sweet. Here is a partial list of some of the dairy's commemorative concoctions.

Alumni Park After Dark:

Chocolate ice cream with caramel swirl and white chocolate chips; created in honor of Alumni Park's grand opening this past October

Bec—Key Lime Pie:

A Key lime-flavored ice cream with a graham-cracker ribbon; named after UW-Madison chancellor Rebecca Blank

Berry Alvarez:

A berry-flavored ice cream with strawberries, raspberries, and a blueberry ribbon; named after Barry Alvarez, the former Badger football coach and current director of the UW athletic department

Berry Proud Parent:

Vanilla ice cream with raspberries and chocolate chips; created at the request of the Parent Program in appreciation of UW parents

Cherry:

Black-cherry ice cream made with Door County cherries and chocolate fudge swirls; created to help kick off the university's charity (get it?) 2016 Partners in Giving campaign

Chocolate Chryst:

Chocolate ice cream with Rice Krispie pieces and a cream cheese swirl; named after Badger head football coach Paul Chryst '88

Crazy Legs:

A Badger-red vanilla ice cream full of chocolate-coated, caramel-filled footballs, with a marshmallow swirl; named after Elroy Hirsch x'45, former UW athletics director and Badger football star known for his frenzied style of running



DANIELLE LAWRY

Grainger Granite Crunch with Academia Nuts:

Vanilla ice cream with a blend of macadamia nuts, chocolate chips, and English toffee pieces; named after Grainger Hall, home of the Wisconsin School of Business, when it opened in 1993

IceCube's Blue Neutrino:

Vanilla ice cream with brown candies representing neutrino detectors, blue ice cream representing ice, and marshmallow swirl representing the streaking neutrinos; named after the IceCube Neutrino Observatory

In the Dark:

Chocolate ice cream with malt background flavor and pecans, fudge, chocolate chips, and brownie pieces; named after the annual Wisconsin Film Festival

MadGrad Medley:

Vanilla ice cream with Door County cherries and chocolate chips and flakes; named in honor of the Wisconsin Alumni Association's 150th anniversary

Morgridge Medley:

Vanilla ice cream, butterscotch and fudge swirl, brownies, and pecans; served at the Wisconsin Union in 2014 to celebrate a \$100 million gift from John '55 and Tashia '55 Morgridge

Union Utopia:

Vanilla ice cream with a swirl of caramel, peanut butter, and fudge; named after the Babcock Hall Dairy Plant's largest ice cream customer — the Memorial Union

8 Late Literary Giants

- Saul Bellow x'41**
Humboldt's Gift, The Adventures of Augie March; Bellow was awarded the 1976 Nobel Prize in Literature
- August Derleth '30**
The Sac Prairie Saga
- Zona Gale 1895, MA1899**
Miss Lulu Bett, Friendship Village series of short stories
- Lorraine Hansberry x'52**
A Raisin in the Sun, The Sign in Sidney Brustein's Window
- Marjorie Kinnan Rawlings 1918**
The Yearling
- Delmore Schwartz x'35**
In Dreams Begin Responsibilities
- Jean Toomer x'18**
Cane, The Collected Poems of Jean Toomer
- Eudora Welty '29**
The Optimist's Daughter, which won the 1973 Pulitzer Prize; short story "Why I Live at the P.O."



HARRY SCULL JR./NCAA PHOTOS VIA GETTY IMAGES

10 NCAA Hockey Titles

BADGER MEN	BADGER WOMEN
1973	2006
1977	2007
1981	2009
1983	2011
1990	
2006	



58 Frozen Landmarks

ILLUSTRATION BY UW-MADISON CARTOGRAPHY LAB | RESEARCH BY MARIE DVORZAK, C.K. LEITH LIBRARY OF GEOLOGY AND GEOPHYSICS

Badgers have made their mark on Antarctica, thanks to the UW's long history of research and exploration of the continent. This map shows the known Antarctic features named for UW-Madison faculty, staff, and students. The names include glaciologist and geophysicist Charles Bentley, who spent 25 consecutive months in Antarctica beginning in 1957 and made at least 15 trips to the continent over seven decades. He died in August at age 87. Mount Bentley, the highest peak in what are now known as the Ellsworth Mountains, and the Bentley Subglacial Trench, an ice-filled trench the size of Mexico, are named in his honor. In 2008, Bentley told an interviewer: "I claim to be the only person with a hill and hole named after him."

Link Island
Kevin Islands
Halpern Point
Wisconsin Islands
Cohen Islands

Chamberlin Glacier

Behrendt Mountains
Quilty Nunataks

Thiel Trough

Mount Laudon

Dott Ice Rise
Mount Bentley
Mount Giovinetto
Mount Ostenson
Craddock Massif
Long Gables
Mount Sporli
Beitzel Peak
Mount Craddock
Sonntag Nunatak
Thiel Mountains

Mount Dowling
Wold Nunatak

Mount Woollard
Wisconsin Plateau
Wisconsin Range

Thwaites Glacier Tongue
Thwaites Glacier
Thwaites Iceberg Tongue

Bentley Subglacial Trench
Mount Bowser
Mount Clough
Mount Bennett

Shabtaie Ice Ridge

Mount Morse
Holmes Ridge
Alley Glacier
Savage Ridge
Weidner Ridge
Mount Stearns
Jezek Glacier
Halzen Mesa
Lettau Bluff
Tilav Cirque
Mount Schwerdtfeger
Mount Bockheim
Blankenship Glacier
Mudrey Cirque
Robertson Ridge

Clarke Glacier
Anandakrishnan Glacier
Lord Glacier

Mount Jiracek
Mount Weihaupt
Emlen Peaks
Black Glacier
Berg Peak
Robinson Heights

South Pacific Ocean

South Indian Ocean

Antarctic Circle

2 WHO GOT AWAY

UW–Madison is rightly proud of its faculty. Its professors include some of the world’s brightest minds. UW faculty have brought home an impressive collection of hardware over the years, including seven Nobel Prizes. Most recently, Jonathan Patz of the Global Health Institute shared in the 2007 Nobel Peace Prize along with other members of the UN’s International Panel on Climate Change. But the UW very nearly hired two others who were destined to win Nobels. Both of them slipped through the university’s fingers in a two-year period. **BY JOHN ALLEN**



Milton Friedman
(UW 1940–41, Nobel 1976)

In the first half of the 20th century, the University of Wisconsin had one of the nation’s leading economics departments. Under John Commons,

UW economists wrote some of the most influential documents of the Progressive Era. Among other things, Commons’s disciples — including Edwin Witte 1909, PhD1927; Arthur Altmeyer 1914, MA1920, PhD1931; and Wilbur Cohen 1934 — helped to create the Social Security System. The “Wisconsin school” of economic thought helped to guide the New Deal.

In 1940, the UW’s prominence attracted a bright, young academic who was still finishing his doctorate at Columbia. Milton Friedman came west at the invitation of Selig Perlman 1910, PhD1916, one of the country’s leading labor historians.

It soon became apparent that Friedman was a difficult fit with the rest of the faculty. Steeped in statistics, he found Wisconsin’s emphasis on studying institutions and policy to be unsophisticated and unscientific. His UW colleagues, in turn, sneered that he was merely a mathematician.

In 1941, the conflict came to a crisis. Perlman nominated Friedman for an associate professorship. But Friedman had recently put together an informal assessment of the department, and it wasn’t complimentary. George Sellery, dean of the College of Letters & Science and a Wisconsin-school economist, objected to hiring Friedman. He warned Witte, the department chair, that Friedman would “arouse extreme bitterness in the department of agricultural economics and the School of Commerce,” according to a *Daily Cardinal* story that May.

When Friedman insinuated that the UW’s reluctance to hire him was due to anti-Semitism, the relationship was poisoned. He left Madison to work as a statistician for the War Department through World War II, then joined the faculty of the University of Chicago, helping to establish the Chicago school of economics, which is today one of America’s most influential. In 1976, he received the Nobel Memorial Prize in Economic Sciences for his work on consumption analysis and the history of money.



Richard Feynman
(UW 1942, Nobel 1965)

In July 1942, the University of Wisconsin Press Bulletin — essentially a collection of press releases that the UW compiled for state

newspapers — included a small blurb: “Two appointments were made to the department of physics,” it read. “Felix Adler and R. P. Feynman, now at Princeton university, will come to Wisconsin in the fall as assistant professors.”

Feynman would never take up the post, and the UW would not be able to send a press release explaining why. The university had granted him leave so that he could work on the greatest national secret of the age: the Manhattan Project.

As an undergrad at MIT, Feynman had made a name for himself as a brilliant nuclear physicist. Even before earning his bachelor’s, he was already developing the theories about the behavior of subatomic particles that would earn him a Nobel Prize in physics in 1965.

That reputation also drew the attention of Robert Oppenheimer, who recruited him to join the effort to build an atomic bomb. Instead of going to Madison, Feynman relocated to Los Alamos, New Mexico, and he spent the rest of the war solving problems in atomic fission.

In June 1945, an impatient Mark Ingraham, dean of the College of Letters & Science, sent Feynman a letter demanding that he return to campus and start teaching classes.

Feynman stayed in Los Alamos and, a month later, watched as the first atom bomb detonated. After the war, he easily found work with Cornell and then Cal Tech.

During the decades after the war, Feynman became a star in the field of QED, or quantum electrodynamics. His work was recognized by the Nobel Prize committee, which granted him a joint prize along with other QED pioneers Julian Schwinger and Sin-Itiro Tomonaga.

Years later, Feynman finally returned to Madison. “It’s great to be back,” he told the crowd, “at the only university that had the good sense to fire me.”

4 UW Pranks

BY PRESTON SCHMITT '14

UW–Madison can lay claim to something no other college can: an entire era of campus pranks.

Neil Steinberg, a columnist for the *Chicago Sun-Times* and something of an expert on college pranks, devoted a whole chapter (and the cover) of his 1992 book, *If at All Possible, Involve a Cow: The Book of College Pranks*, to the UW’s culture of comedy. He credits legendary campus pranksters Leon Varjian x’83 and James Mallon ’79 for “creat[ing] something even rarer than a single great prank — an atmosphere of great pranking. A Golden Age.”

Within a week of arriving at the UW in 1977, Varjian started a petition to formally change the UW’s name to the University of New Jersey. His pitch? UW graduates could finally boast of receiving an elite East Coast education. Together, Varjian and Mallon formed the Pail and Shovel Party and took over student government from 1978 to 1980. The party’s name was adopted from an early proposal to convert the government’s full budget into pennies, only to be sprinkled over Library Mall and collected by students with pails and shovels.

Varjian and Mallon pulled off the two most recognizable pranks in UW history: **bringing the Statue of Liberty** (submerged in ice and first replicated using chicken wire, plywood, and papier-mâché) **to Lake Mendota** and **introducing a flock of more than 1,000 (plastic) pink flamingos to Bascom Hill**.

In between, the Pail and Shovel Party provided consistent comic relief: proposing to change all students’ names to Joe Smith so instructors could finally know their large



PHOTO ILLUSTRATION BY N. B. RINEHART; ISTOCK HUAD262; JEFF MILLER; BRUCE RICHTER

class rosters by name; mailing out postcards declaring war on other college governments (in response, four University of Missouri students “nuked” Madison by dumping 500 pounds of manure on the front steps of Memorial Union); hosting an *Animal House*-inspired toga party for 10,000 people (complete with an endorsement call from actor John Belushi); and employing a full-size construction crane to unveil a five-inch replica of the Washington Monument on Library Mall.

But not all campus humor has aged well. **The UW was home to the earliest college “panty raid” on record**, according to Steinberg’s book.

In 1899, hundreds of male students had planned a visit to Ladies Hall (later renamed Chadbourne) to serenade its residents. Some of the students went rogue, breaking into the hall’s laundry room and stealing more than 200 garments. The women responded with a threat of “no social relations with the men of the University” until

the offenders were brought to justice. Much of the clothing was eventually returned, and 13 male students were either suspended or expelled.

The university itself has occasionally joined in on the fun. On April 1, 2013, the UW’s social media accounts announced a controversial campus construction project: **turning a Bascom Hill sidewalk into an outdoor escalator, or “Bascavator.”** One of the many mixed responses on social media read: “Really?? We’ve become THAT lazy that tax dollars and education funds need to be used for laziness?! A sad day in education ...”

The Bascavator, of course, was an April Fool’s Day prank.

8 LIONS OF THE LECTURE HALL

Over its 17 decades, the UW has taught hundreds of thousands of students — some 600,000 have earned degrees, each one influenced in one way or another by at least one instructor. Some faculty members come and go; others stick around and become legends. According to the Secretary of the Faculty’s Office, eight current UW–Madison professors have served for more than 45 years. The odds are pretty good that you took a class with one of them.

- Michael Leckrone** • Music • 45 years
- Antony Stretton** • Integrative Biology • 46 years
- Warren Porter ’61** • Integrative Biology • 46 years
- Grace Wahba** • Statistics • 47 years
- Oliver Ginther MS’66, PhD’67** • Veterinary Medicine • 47 years
- Robert Krainer ’57** • Business • 49 years
- Vernon Barger** • Physics • 50 years
- Juda Shohet** • Electrical and Computer Engineering • 51 years

6 BADGERS IN SPACE

Suomi NPP satellite

Named after Verner Suomi, who founded the UW's renowned Space Science and Engineering Center in 1965 and is often called the father of satellite meteorology

KBC void

Named for Ryan Keenan MS'08, PhD'11, UW astronomy professor Amy Barger '93, and the University of Hawaii's Lennox Cowie; their research showed that the Milky Way resides in an enormous void — a region of space containing far fewer galaxies, stars, and planets than expected

729 Watsonia

An asteroid named after James Watson, the first director of the UW's Washburn Observatory; Watson, who died before the observatory's completion in 1881, discovered 22 asteroids and was a strong believer in the existence of a planet, called Vulcan, thought to exist between Mercury and the sun

Reynolds Layer

A massive atmosphere of ionized hydrogen gas 75,000 light years in diameter and 6,000 light years thick, named for the former UW–Madison astrophysicist Ron Reynolds MS'67, PhD'71, who discovered it

872 Holda

An asteroid named after Edward Holden LLD1886, the second director of Washburn Observatory (1881–85), where he studied Saturn's rings and catalogued stars in the southern sky; he also trained a woman — Alice Lamb 1884, ML1885 — as an astronomer, a rarity at the time

92891 Bless

A minor planet named after UW astronomy professor Robert Bless, who died in 2015; Bless was the founder of UW Space Place and was the designer and principal investigator for the High Speed Photometer (HSP), one of the original instruments launched in 1990 with the Hubble Space Telescope

12 CAMPUS STATUES

BY MADELINE HEIM X'18

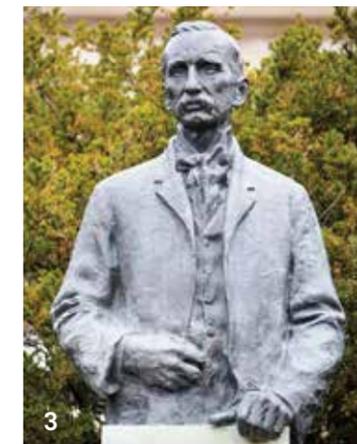
Some of them are so integral to the UW–Madison experience that you saw them most days on campus (and likely rubbed a foot for luck). Others are tucked into places less frequented by the average Badger. The statues of the UW, a collection that spans a full century of creative work from multiple sculptors, are just a small portion of the more than 100 pieces of public art that bring color to campus. Each has its own unique story to explore — from the fierce badger near Camp Randall to the pigeon perched at “The Roost” in Union South. The next time you’re here, look up, look around, and find them all.



1



2



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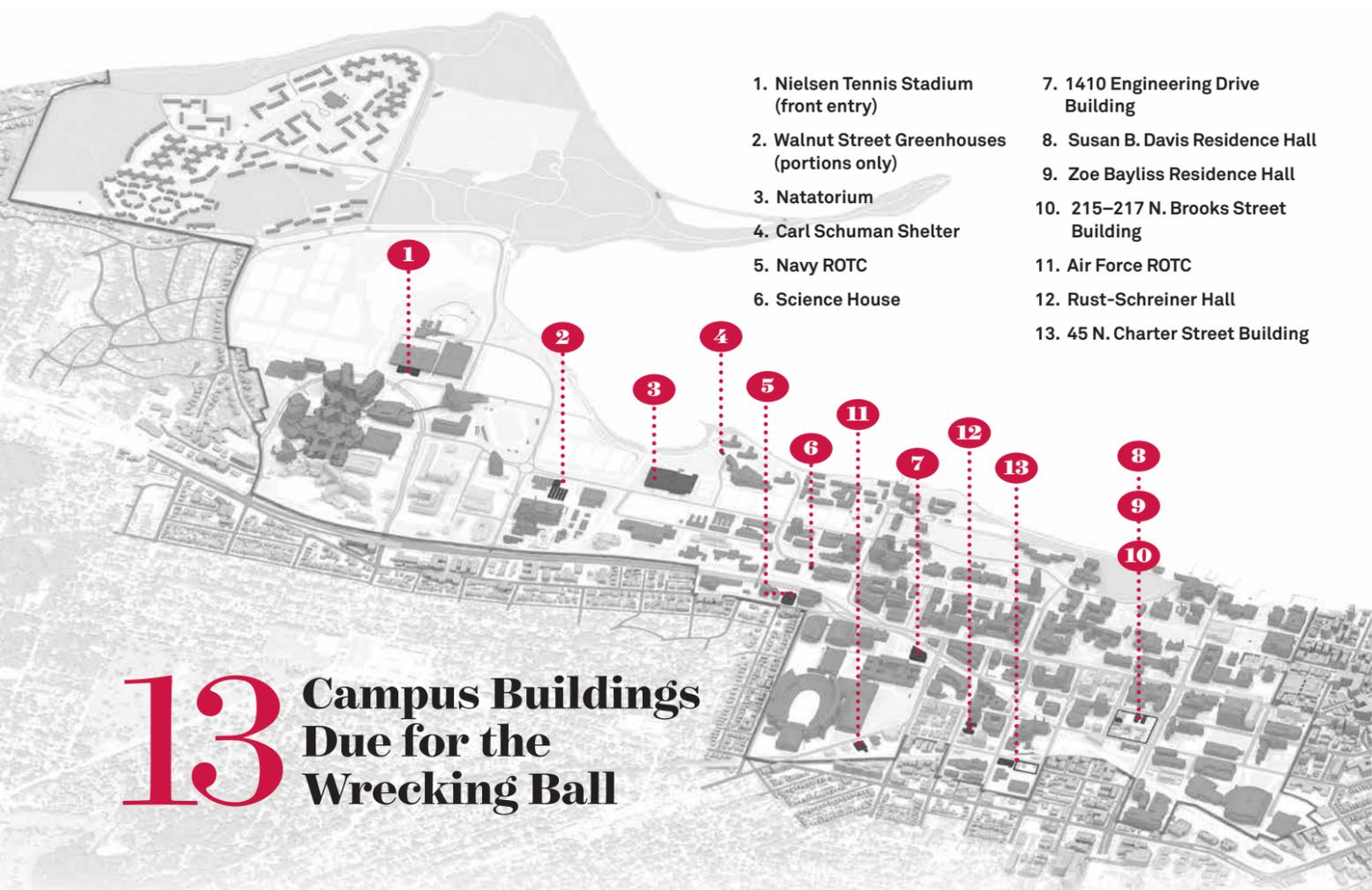
11



12

Name	Artist	Year made	Location
1. <i>Well Red</i>	Douwe Blumberg	2017	Alumni Park
2. <i>Abraham Lincoln</i>	Adolph Alexander Weinman	1909	Top of Bascom Hill
3. <i>William Dempster Hoard</i>	Gutzon Borglum	1922	Henry Mall
4. <i>Barry Alvarez</i>	Lou Cella	2006	Kellner Hall (next to Camp Randall)
5. <i>Girl with Bird</i>	John Robinson	1998	Waisman Center
6. <i>Boy with Lego Bricks</i>	John Robinson	1998	Waisman Center
7. <i>Time Out Boy and Time Out Girl</i>	Gary Lee Price	2010	Education Building
8. <i>The Fighting Wisconsin Badger</i>	Oscar Leon	2011	Outside the Shell by Camp Randall
9. <i>Martha</i>	Emily Belknap MFA'13	2012	Union South
10. <i>Between Classes</i>	J. Seward Johnson Jr.	1994	Engineering Hall
11. <i>Pat Richter</i>	Sean Bell	2006	Kellner Hall (next to Camp Randall)
12. <i>Mother and Child</i>	William Zorach	1927–30	Courtyard behind Elvehjem Building

1: ANDY MANIS; 2: 3: 4: 5: 6: 7: 9: 12: BRUCE RICHTER; 11: MICHAEL FORSTER; 10: JEFF MILLER



1. Nielsen Tennis Stadium (front entry)
2. Walnut Street Greenhouses (portions only)
3. Natatorium
4. Carl Schuman Shelter
5. Navy ROTC
6. Science House
7. 1410 Engineering Drive Building
8. Susan B. Davis Residence Hall
9. Zoe Bayliss Residence Hall
10. 215–217 N. Brooks Street Building
11. Air Force ROTC
12. Rust-Schreiner Hall
13. 45 N. Charter Street Building

13 Campus Buildings Due for the Wrecking Ball

UNIVERSITY OF WISCONSIN-MADISON | CAMPUS INSTITUTIONAL DISTRICT MASTER PLAN

BY PRESTON SCHMITT '14

Gary Brown '84, UW director of campus planning and landscape architecture, describes it as a life-size chess game. Move a department here. Knock over a building there. Protect the landscape. And consider all possibilities at all times. The result? A comprehensive, ever-evolving, carefully calculated Campus Master Plan.

The UW's latest plan, initially developed in 2015, calls for the removal of 13 campus buildings (or portions of them) over the next decade (not including the Southeast Recreational Facility, or SERF, which is in the process of being removed). Each of the projects, Brown says, will serve the plan's big picture: better managing space while protecting historic buildings and campus landscapes.

The chess pieces are already

moving. Sellery and Witte residence halls are beginning renovations to add floors, aiming to accommodate residents from the soon-to-be-removed Susan B. Davis and Zoe Bayliss houses. That will open up an area just south of Grainger Hall for a new academic building that could house the history department, which currently shares space in the Humanities Building. The long-range plan (2029 or later) is to then replace the Brutalist-style Humanities (which frequently leaks) with modern academic buildings and a pedestrian mall.

Another divisive building slated for eventual removal is Van Hise Hall, the tallest building in Madison after the state capitol. Many campus buildings from the 1960s and 1970s were rashly constructed in response to skyrocketing enrollment and built to last only about 50 years. "And now it's 50 years later," Brown says.

The UW considers many factors before deciding whether to keep, renovate, or remove a building. Paramount among them are cost efficiency and the ability to adapt to emerging needs. Some buildings — such as Witte and Sellery residence halls — still serve the same purpose for which they were originally built and have the capacity to be renovated easily. Others, including the recreational facilities, would be substantially more expensive or physically impossible to renovate (or bring up to code) rather than to rebuild.

Meanwhile, the unlucky 13 due for the wrecking ball may meet their demise sooner than anticipated. In July, the Madison Common Council approved the UW's whole Campus Master Plan. The move could save six to nine months in the approval process — as well as millions of dollars — for each new building, Brown says.

5 Campus Rivalries

BY JENNY PRICE '96



Lakeshore versus Southeast residence halls

For the last five years, the two sides of campus have met each winter in an epic snowball fight that typically draws hundreds of students. The event has become known as the "Battle for Bascom." Participants use cunning, as well as dining hall trays, to defend the honor of their on-campus homes. In 2016, the battle was held at night for the first time, which didn't stop one student from showing up in a Speedo.



Badger Herald versus Daily Cardinal

Since the *Herald* was launched in 1969, a rivalry with the *Cardinal* (founded in 1892) was destined to take shape between the two independent student newspapers. Reporters spend each semester trying to out-scoop one another, but the *Cardinal* and *Herald* also meet twice a year to test their athletic prowess in a fall flag-football game and a spring softball game. The losing newspaper must run a story about the matchup written by a reporter from the winning newspaper.



Engineers versus Lawyers

In the 1920s and '30s, Saint Patrick's Day brought mayhem that was a byproduct



UW ARCHIVES 503832

UW law students rained rotten eggs on the 1938 Saint Patrick's Day parade of engineering students.

of location: the engineering school sat across Bascom Hill (in what is now the School of Education building) from the law school. The two groups of students disrupted the annual parade on State Street by throwing rotten eggs at one another, and the enmity escalated in 1938 with vandalism done to both buildings. By 1940, university officials brought the parade to an end, replacing it with the annual Engineering Expo, which continues today.



O versus P

The taunting between these two student sections in Camp Randall Stadium took hold during some of the leaner years of the Badger football program. "In my freshman year, we'd go and chant, 'Go, Go, Section O,' because there wasn't much of a team," Donald Lipski '70 said in a 2005 interview following the installation of his sculpture *Nail's Tails* outside the stadium. Parents might prefer that today's occupants of O and P

would stop trading vulgarities, but for many students, the tradition is as much a part of game day as the Chicken Dance and "Varsity."



Dean's Cup

Each fall since 1995, faculty, staff, and students at

the UW schools of law and medicine have competed in a six-week series of competitions to raise money for local charities. The contest was the brainchild of Tim Stewart '93, JD'97. Each school forms teams to compete in numerous contests, from a bake-off to chess to flag football.



5 Winter Olympians to Watch

When the Winter Olympics open February 9 in Pyeongchang, South Korea, these Badger alumni will represent the United States as members of the U.S. women's hockey team. The squad won silver in the last two winter games, but is coming off of its fourth consecutive world title.

Brianna Decker '10 — 2014 silver medal

Meghan Duggan '11 — 2010, 2014 silver medals

Hilary Knight '12 — 2010, 2014 silver medals

Annie Pankowski x'18 — First Olympic appearance

Alex Rigsby x'14 — First Olympic appearance

Badger men's hockey coach Tony Granato '17 — who skated for Team USA at the 1988 Calgary Olympics — is the head coach for the U.S. men's team, and Chris Chelios x'83 will serve as an assistant after four Olympic appearances.

10 Things Aldo Leopold Used in the Field

UW professor Aldo Leopold's *A Sand County Almanac* is one of the most beloved and respected books about the environment ever published. The Leopold Collection — housed within UW Archives — documents the noted ecologist's path to becoming the most influential conservation thinker of the 20th century, as well as the history of conservation and the emergence of the field of ecology from the early 1900s until his death in 1948. The collection includes student notebooks and course materials from Leopold's early studies, copies of his inspection reports on many national forests in the Southwest, and hundreds of family photos, as well as images he captured to illustrate aspects of wildlife ecology and land management.



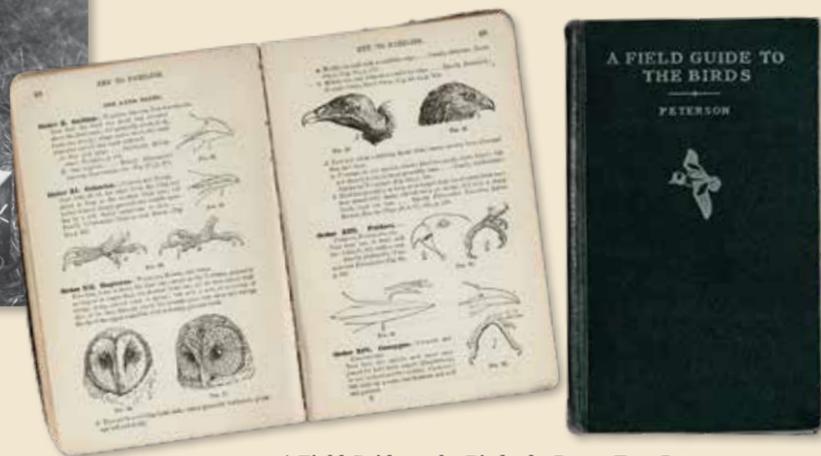
Aldo Leopold near his Baraboo shack in 1946



Slide rule and planimeter, used to measure distances and land areas on maps



Pipes



A Field Guide to the Birds, by Roger Tory Peterson



Winchester rifle



Handbook of Birds of Eastern North America, by Frank M. Chapman



Light meter, used to measure the light intensity at which different species of birds first began singing at dawn



Field glasses



Arrows Leopold made



Hunting bow Leopold made with bowstring

UW ARCHIVES (CLOCKWISE FROM PHOTO OF LEOPOLD): ALDO LEOPOLD; LE00555; BIB: 0752; BIB: 0739; BIB: 0753; BIB: 0744; BIB: 0748; BIB: 0733; BIB: 0740; BIB: 0741; BIB: 0744; BIB

9

Badger Hall of Famers



Pro Football Hall of Fame

Elroy Hirsch x'45: In 12 seasons, including nine with the Los Angeles Rams, he was named to three all-league teams and three Pro Bowls.

Mike Webster x'74: "Iron Mike" played more seasons — 15 — and more games — 220 — than any other player in Pittsburgh Steelers history.



Naismith Memorial Basketball Hall of Fame

Walter "Doc" Meanwell: The UW's first basketball coach (a practicing physician) lost only one game in his first three seasons.

Harold Olsen 1919: A first-team All-American at Wisconsin in 1917, he later spearheaded efforts in 1939 to create what is now known as the NCAA Tournament.

Chris Steinmetz LLB1905: At 5'9" and 137 pounds, he scored nearly 70 percent of the team's total offense during the 1904-05 season.

Harold "Bud" Foster '30: The Badger captain went on to serve as head coach, leading the UW to the 1941 NCAA title.



Hockey Hall of Fame

Bob Johnson: Coached the Badgers to three NCAA titles, the U.S. national team from 1973 to 1975, and the U.S. Olympic team in 1976. He also led the Pittsburgh Penguins to their first-ever Stanley Cup in 1991.

Chris Chelios x'83: A member of the 1983 NCAA men's ice hockey championship team, he played for the United States in four Olympics and won three Stanley Cups in 27 NHL seasons before retiring at age 48.



Baseball Hall of Fame

Allan "Bud" Selig '56: The ninth commissioner of Major League Baseball, he also brought baseball back to Milwaukee after the Braves left for Atlanta.

ISTOCK: CHIPSTUDIO; FILED (2); DASJAKOMAN

9 Student Clubs

you wish you would have belonged to



JEFF MILLER

BY MADELINE HEIM X'18

Members of the UW's Tango Club gather weekly at Union South to practice their skills.

At a school as sprawling and vibrant as UW–Madison, the range of student clubs is so extensive that even the most dedicated Badger couldn't attempt to give them all a try. From more serious academic, athletic, and artistic pursuits to the essential Wisconsin wild cards — such as Cheese Club or the Badger Brewing Association — students are hard-pressed to find an interest or activity that doesn't already have some sort of organization on campus. We've compiled some of the most unusual contenders to give you a taste of today's extracurricular life.

Beowulf Club

The club kicked off in 1987 as a supplement to the only Old English literature course on campus. Every Friday, medieval buffs gather to read a variety of Old English texts and discuss modern interpretations.

She's the First

The campus chapter of a national organization, She's the First UW–Madison raises funds through book drives, spin-class fundraisers, and a nationwide cupcake sale to sponsor girls in countries where it is difficult for them to access education.

Alexander Hamilton Society

The society promotes debate on world affairs, national security, and the economy by hosting nonpartisan discussions — such as one on President Trump's foreign policy — for the campus community.

Sign Language Club

The close-knit group meets weekly to learn the basics of conversing with American Sign Language, one of the most commonly used languages in the world.

Tango Club

Whether it's teaching beginner lessons or hosting a formal *milonga*, the club provides an opportunity for dancers to have fun while honing their Argentine tango skills.

Improv Comedy

Looking for a laugh? Head to a performance by one of the UW's two improvisational comedy groups — Iceberg Improv or the Understudies — which both use fast-paced, creative action to captivate audiences.

Campus Kitchens Project

Born from a passion for food sustainability, the group recovers roughly 150 pounds of leftover food per week from UW dining halls to serve at weekly community meals, which are open to the public.

Fandom Club

Harry Potter, Marvel, *Doctor Who*, *Star Wars*, and more — the club celebrates all things fan-related and creates community in geek culture.

Insight Wisconsin

After an Intro to Engineering Design class was phased out of the curriculum, engineering undergraduates wanted more real-world design experience. Now, more than 50 student inventors complete projects such as zero-gravity simulators and convertible crutch scooters.

6 Things BUCKY BADGER MUST DO



PUSH-UPS



STAY SILENT
(Bucky does NOT talk)



DANCE



STAND ON HIS HEAD



IMPROVISE



TOP A HUMAN PYRAMID

T.M. DETWILER



11 Legendary Concerts

BY JENNY PRICE '96

FEBRUARY 14, 1927
Sergei Rachmaninoff
Stock Pavilion

The 6'6" piano virtuoso migrated from Russia in 1917 and extensively toured the United States before his death in 1943. He returned to Madison for a performance on November 1, 1932.

APRIL 23, 1940
Marian Anderson
Wisconsin Union Theater

Two weeks before her UW appearance, the opera singer was denied permission to perform in the D.A.R. Constitution Hall in Washington, D.C., because she was African American; she performed on the steps of the Lincoln Memorial instead.

NOVEMBER 8, 1946
Tommy Dorsey and His Orchestra
Field House

The trombonist and big band leader headlined the UW's 1946 Homecoming Weekend, playing a swing concert on Friday and a ball in the Great Hall of Memorial Union the next night.

OCTOBER 2, 1959
Ella Fitzgerald
Wisconsin Union Theater
The "First Lady of Song" headlined the UW's first campus jazz festival with the Oscar Peterson Trio, on the heels of her performance at the Playboy Jazz Festival in Chicago. She returned to the UW for a November 9, 1962, Homecoming performance at the Field House.

OCTOBER 30, 1964
Harry Belafonte
Field House
The singer and civil rights activist, who had delivered cash to Freedom Summer volunteers in the South just months before, electrified a crowd of 9,000 with a three-hour concert that also featured blues legends Sonny Terry and Brownie McGhee.

JULY 18, 1972
Duke Ellington Orchestra
Camp Randall Stadium
The jazz legend drew 6,000 fans to the stadium when tickets cost \$1. It was one of four concerts his orchestra performed on campus during "Duke Ellington Week," declared by Wisconsin Governor Patrick Lucey '46.

OCTOBER 19, 1978
Itzhak Perlman
Wisconsin Union Theater
The "First Lady of Song" headlined the UW's first campus jazz festival with the Oscar Peterson Trio, on the heels of her performance at the Playboy Jazz Festival in Chicago. She returned to the UW for a November 9, 1962, Homecoming performance at the Field House.

MAY 20, 1988
Pink Floyd
Camp Randall Stadium
More than 45,000 fans witnessed this stop on the band's first tour since 1981. The concert laid the groundwork for more major acts — including Genesis and The Rolling Stones — to visit Camp Randall over the next nine years. Pink Floyd played the stadium again on July 3, 1994.

SEPTEMBER 13, 1992
U2
Camp Randall Stadium
The Irish rock band's ZOO TV tour drew a sellout crowd of 62,280, accompanied by opening acts Big Audio Dynamite II and Public Enemy. The group, whose "Where

Chance the Rapper performed on Library Mall in May 2015.

the Streets Have No Name" is now a staple of Badger football game days, returned to Camp Randall on June 25, 1997.

APRIL 23, 2010
Janelle Monáe
Memorial Union Terrace
The 2009 Grammy-nominated singer wowed campus during the annual Line Breaks Festival. She has since launched an acting career, including roles in *Hidden Figures* and the Oscar-winning *Moonlight* in 2016.

MAY 2, 2015
Chance the Rapper
Library Mall
The hip-hop star, who built a career on giving away his music for free, made his second appearance at Revelry, a short-lived campus music and arts festival, in 2015. (He first performed in 2013 at Union South.) In 2016, he became the first artist to win a Grammy without selling physical copies of his music.

5 Astonishing Discoveries

BY TERRY DEVITT '78, MA'85

Almost every day, UW–Madison research makes news. Whether it's the discovery of the Zika-carrying Asian tiger mosquito a few miles from campus, or the first-ever detection of a cosmic neutrino from an icebound telescope at the South Pole, the world is paying attention and scooping up these discoveries.

Developments such as the advent of human embryonic stem cells, finding the genes that make influenza deadly, and the fossil haul that gave us *Homo naledi* (a new addition to the human family tree) are predictable front-page news. But the UW's ideas factory churns out remarkable findings that don't always get the notoriety they deserve. In no consequential order, here are five astonishing things you may have missed:

1 From the teeth of skeletons excavated at a long-vanished town founded by Columbus on the Caribbean island of Hispaniola, UW anthropologists extracted chemical isotopes that reveal the early life histories of the individuals, some of whom may have been among Columbus's crew, and possibly the first Africans in the Americas.

2 Cats prefer their own music. For enrichment, many people play music for their pets. Some think Mozart might appeal to felines, but a UW study has shown that cats prefer music composed to a pitch and tempo that matches their own sensory system, not ours.

3 Computers may seem like the ultimate arbiters: dispassionate and objective. But the algorithms that process data, it turns out, have built-in biases. A tool called FairSquare, under development by UW computer scientists, not only detects bias in algorithms but also provides an immediate automated fix, promising a more level playing field for everything from loan applications to credit scores.

4 Sloths are slow and deliberate due to their tree-dwelling lifestyle, a rare one among vertebrates. It turns out that a diet composed almost exclusively of leaves is a key contributor to a metabolism that determines life in the slow lane, UW researchers have found.

5 Roughly 450 million years ago, the first land plants appeared, setting the stage for the vast array of terrestrial life, from dinosaurs to daffodils. UW researchers discovered that the freshwater algae from which the first land plants evolved were already genetically wired to form the partnerships with microorganisms — bacteria and fungi — that life on land requires.



20 Badger Bastions

Ever wonder which parts of the world have the highest concentration of UW–Madison grads?

TOP 10 CITIES

with the most alumni

- Madison metro area
- Milwaukee metro area
- Minneapolis/St. Paul
- Chicago
- New York City
- Green Bay
- Appleton, Wisconsin
- Seattle
- San Francisco
- Mequon, Wisconsin

TOP 10 COUNTRIES

with the most alumni (other than the United States)

- China
- South Korea
- Canada
- India
- Malaysia
- Indonesia
- Japan
- Singapore
- United Kingdom
- Germany



4 Classes You Wish You Had Taken

Atmospheric and Oceanic Sciences 323
Science of Climate Change

Communication Arts 540
Superhero TV and Cultural Power

Computer Sciences 540
Introduction to Artificial Intelligence

Food Science 535
Confectionary Science and Technology

12 Alumni ALL-STARS

Anders Holm '03
@ders8

Actor, cocreator, writer, and executive producer of *Workaholics*

Dan Katz '07
@BarstoolBigCat

Cohost, *Pardon My Take* podcast

Jacquelyn Gill MS'08, PhD'12
@JacquelynGill

Cohost, *Warm Regards* podcast; ice age ecologist, University of Maine

Andy Katz '90
@TheAndyKatz

Former ESPN college basketball reporter; named to the *Sports Illustrated* "Twitter 100" list

Gwen Jorgensen '08, MAcc'09
@gwenjorgensen

Olympic triathlete

JJ Watt x'12
@JJWatt

NFL player

Tammy Baldwin JD'89
@SenatorBaldwin

U.S. senator

Greta Van Susteren '76
@greta

Political analyst; former TV host of *On the Record*

Manu Raju '02
@mkraju

Senior congressional reporter, CNN

Lynsey Addario '95
@lynseyaddario

Photojournalist; author

Alex Wehrley '09
@AlexWehrley

Former Miss Wisconsin USA; cohost, 2015 Miss USA pageant; advocate for empowering women's career advancement

Bill Cronon '76
@wcronon

UW professor of history; environmental historian; writer



JEFF MILLER

4 Snowiest Snow Days

BY CHELSEA SCHLECHT '13

The city of Madison has an average annual snowfall of 53 inches — nearly four and a half feet — which spans seven months of the year. Madison's record-breaking season in 2007–08 saw a whopping 101.4 inches dumped on the city. If the numbers don't speak for themselves, just ask anyone who's endured a Wisconsin winter — it's a very snowy place. Which is why you may find it surprising that, in the past 50 years (52, to be exact), UW–Madison has shut down completely for snow just four times.

The St. Patrick's Day Blizzard

March 17, 1965
Storm total of 6.9 inches

Chancellor Robben Fleming LLB'41 canceled classes, which proved to be prescient when the day's record-high temperatures caused the snow to turn into freezing rain.

The Inaugural Battle

December 8, 2009
14.1 inches in 48 hours

As snow began to pummel campus the evening prior, students asked Chancellor Carolyn "Biddy" Martin PhD'85 on Twitter if she would cancel classes. At 7:45 p.m. the chancellor tweeted that all classes and operations the next day would be canceled. And at 7:46 p.m., students began planning for the inaugural "Battle for Bascom" snowball fight.

The Battle: Part 2

February 2, 2011
14.3 inches in 48 hours

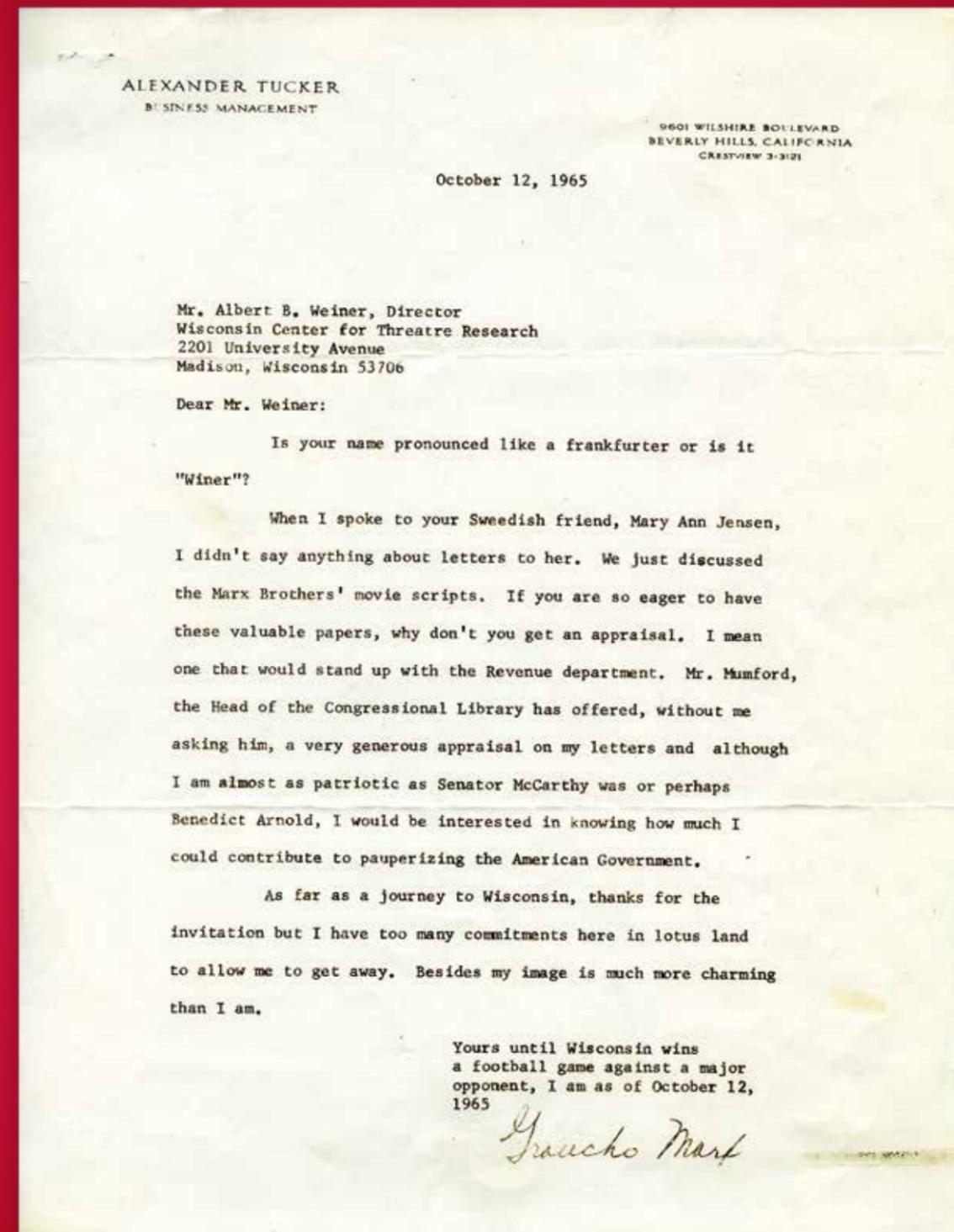
The 2011 snow day was Martin's second cancellation in just four semesters — and it wouldn't be her last. This snow day also secured the Battle for Bascom as an annual campus tradition (see page 41, "Five Campus Rivalries").

The Exam Stopper

December 20, 2012
15.2 inches in 48 hours

For her final snow day, Martin did something no UW chancellor had done before: she canceled all in-person final exams for the Fall 2012 semester.

One great letter



When the Wisconsin Center for Film and Theater Research asked Hollywood heavyweights to contribute to its archives, comedian, writer, and film star Groucho Marx sent this reply. He eventually donated correspondence and copies of scripts for *Animal Crackers*, *Duck Soup*, *A Night at the Opera*, and eight other Marx Brothers films.

On Alumni

Alumni News at Home and Abroad

4 Distinguished Alumni

WAA recognizes 2017's Badger honorees.

Since 1936, the Wisconsin Alumni Association has presented Distinguished Alumni Awards to the most prestigious graduates of UW-Madison to honor professional achievements, contributions to society, and support of the university. Altogether, that adds up to some 328 awards.

This year's honorees are leaders in fields ranging from technology, medicine, and chemistry to social services and the entertainment industry. For more on the awards, visit uwalumni.com/awards.

WAA is now accepting nominations for the 2018 Distinguished Alumni Awards at uwalumni.com/go/nominatedaa. The deadline is December 1, 2017.



PEG SKORPINSKI

JIM MOY

Robert Bergman PhD'66

Robert Bergman is a pioneering organic chemist whose findings have led to numerous commercial applications. Now the Gerald E. K. Branch Distinguished Professor Emeritus in chemistry at the University of California, Berkeley, he discovered a reaction known as the Bergman Cyclization that has had major implications for the pharmaceutical industry. He has also done innovative research in the field of organometallic chemistry. In 1981, Bergman led a team in the discovery of an unusual new group of organometallic complexes that sever carbon-hydrogen bonds, which created an entirely new sub-field of chemistry virtually overnight.

Bergman began teaching at the California Institute of Technology in 1967, moving on to Berkeley in 1977. He has been named a member of the National Academy of Sciences, the American Academy of Arts and Sciences, and the California Academy of Sciences. He has more than 575 publications and eight patents to his name. Bergman has earned some two dozen awards for his research and teaching, including honorary doctorates from Texas A&M University and Carleton College, and the 2017 Wolf Prize in Chemistry.

He founded the Bay Area Scientists in Schools program, which provides science outreach for elementary school students in the Berkeley area. Although he has emeritus status, Bergman remains active in research, teaching, and outreach.

Danae Davis JD'80

Danae Davis has devoted her career to promoting education and helping the most vulnerable in society. She worked as legal counsel for former Wisconsin governor Tony Earl and sought to promote diversity as an executive at Miller Brewing and Kraft Foods. She was a member of the UW System Board of Regents from 2003 to 2011, and in 2008, she earned the Outstanding Woman of Color in Education Award from the UW System.

As the executive director and CEO of PEARLS for Teen Girls, Davis served at-risk African American girls in Milwaukee. In 2014, 97.6 percent of the 1,300 girls in the program graduated from high school and were accepted to at least one college; 99.9 percent avoided teen pregnancy.

In 2015, Davis became executive director of Milwaukee Succeeds, a collaborative community effort to improve educational outcomes through focusing on children's readiness to learn, from kindergarten through college and career. The organization, which is part of the Greater Milwaukee Foundation, has shown promising results, particularly in improving third-grade reading skills. Davis was recently named a Woman of Influence by the *Milwaukee Business Journal* and attended a prestigious program for nonprofit leaders at the Harvard Business School. Davis also chairs the board for 88Nine Radio Milwaukee, which seeks to make the city more inclusive, and StriveTogether, a national, nonprofit network to improve U.S. educational outcomes from cradle to career.



MEDIA SOLUTIONS



JOHNNY VV/CBS

Jim Berbee '85, MS'87, MBA'89

A four-time Ironman triathlete, Jim Berbee once broke his collarbone during training, and the care he received inspired an interest in emergency medicine. Berbee is now a clinical assistant professor at the UW School of Medicine and Public Health and an emergency physician at the William S. Middleton Memorial Veterans Hospital.

But he started his career as an IBM systems engineer, and in 1993, he founded Berbee Information Networks Corporation in his basement. As the business grew, clients included IBM, Microsoft, and Cisco. After selling his company to CDW in 2006, he attended Stanford University's School of Medicine and earned his MD in 2010. He then completed his residency in emergency medicine at the UW Hospital and Clinics.

Berbee is also the founder of the Berbee Derby Thanksgiving Day 10K run and 5K run/walk. Proceeds support the Technology Education Foundation, which provides technology resources and education to help alleviate the digital divide. He and his wife, Karen Walsh '81, MA'89, support human health and welfare projects through the BerbeeWalsh Foundation, including a \$10 million gift to the UW medical school's Department of Emergency Medicine that has been transformational for faculty, staff, and patients. Berbee is a trustee for the Wisconsin Alumni Research Foundation, the Morgridge Institute for Research, and WiCell Research Institute.

Kelly Kahl '89

It's very possible that Kelly Kahl is responsible for one of your favorite TV shows. As senior executive vice president for CBS Primetime, he oversaw planning and scheduling of primetime programming for more than two decades. He helped build a schedule that included huge successes such as *Survivor*, *Blue Bloods*, *Everybody Loves Raymond*, *The Big Bang Theory*, *CSI*, and three editions of the *NCIS* franchise, ensuring that CBS ranked number one in viewership for 14 of the past 15 seasons.

Kahl was promoted to president of CBS Entertainment in May. He now leads the network's entertainment division, where he oversees programming, research and scheduling, marketing and promotion, digital-interactive, diversity, and publicity. Kahl signed on at CBS in 1996 after several years at Warner Brothers Television. Prior to that, he was with Lorimar Television, starting as a research intern and quickly rising through the ranks as a research analyst and manager.

Kahl, whose Twitter handle is @calibadger, is well known for his love of Wisconsin sports, and he serves on the Communication Arts Partners board for UW-Madison. He often hosts UW events at his home and at the bar he owns, the Underground Pub, and he has established a successful internship program at CBS for UW students. Senior Ryan Holtz, this year's intern, says, "Kelly is extremely hands-on with his interns. His promotion happened just as I was arriving at CBS for the summer, but he was still able to keep his door open for each and every minute question that I had."

14 DID-YOU-KNOW DISTINGUISHED ALUMNI

1. Dance-education pioneer Margaret H'Doubler 1910
2. Feminist leader Kathryn Clarenbach '41, MA'42, PhD'46
3. Founder of Earth Day and U.S. senator Gaylord Nelson LLB'42
4. Apollo 13 astronaut James Lovell x'50
5. Attorney, judge, and first female Wisconsin Secretary of State Vel Phillips LLB'51
6. Former Cisco Systems president and CEO John Morgridge '55
7. Educator Tashia Morgridge '55
8. Former Wisconsin senator Herb Kohl '56
9. Former Major League Baseball commissioner Bud Selig '56
10. Former Wisconsin governor Tommy Thompson '63, JD'66
11. Epic Systems founder Judith Faulkner '67
12. Jazz pianist Ben Sidran '67
13. Chair of Hong Kong Exchanges and Clearing C. K. Chow '72
14. Actress Jane Kaczmarek '79

Alumni Park Opens

Alumni Park welcomed more than 2,600 visitors at a grand opening on the weekend of October 6–8, despite intermittent rain on Friday and Saturday.

The park is a 1.3-acre green space located between the Memorial Union and the Red Gym that celebrates the Wisconsin Idea with exhibits honoring alumni contributions and the university's positive impact around the world. Spearheaded by former WAA president and WFAA chief alumni officer **Paula Bonner MS'78**, it is believed to be the first park of its kind in the country.

The festivities included the unveiling of a statue of Bucky Badger (top right), arts activities, an appearance by the UW Marching Band, and an opportunity to explore the park's more than 50 artful exhibits and nearly 200 stories of alumni achievements and UW innovations and traditions.

The park's exhibits were designed by museum-exhibit firm Ralph Appelbaum Associates, whose other projects include the Smithsonian's National Museum of African American History and Culture and the United States Holocaust Memorial Museum. Many exhibits, such as the Badger Pride Wall and Alumni Way panels, were fabricated by Wisconsin companies and artisans.

Visitors also enjoyed exploring other facets of the project, including a rooftop terrace that overlooks the park; One Alumni Place — a welcome and visitor center and the new home for grads as they return to campus, and Goodspeed Family Pier, which features public boat slip access.

Alumni Park will feature special programming on a year-round basis. Following opening weekend, visitors enjoyed a Day of Learning panel with Park-featured alumni, coinciding with the 50-year reunion for the class of 1967; a Homecoming block party with music and a fish fry; Wisconsin Science Festival programs, and more. Can't make it to see the park in person? See alumnipark.com for a virtual tour and expanded content on the stories featured in the park.



ANDY MANIS (3)



At the Alumni Park grand opening in October, from top, visitors admired the new statue of Bucky Badger, watched the real Bucky zoom into the event on a Harley Davidson motorcycle, and listened to remarks from WFAA's Paula Bonner.



Ice Cream Truck

Julia Kinsey '14, left, a WFAA senior marketing coordinator, serves Babcock Hall ice cream from a refurbished 1957 International Harvester Metro Van. As part of an effort to thank residents of Wisconsin's 72 counties for supporting the university, the #ThankYou72 truck has been traveling around the state, serving free ice cream at events and festivals.

3,917 scoops of ice cream have been served to Wisconsin residents as part of WFAA's ThankYou72 campaign.



JEFF MILLER

Tradition Winter Carnival



BRUCE RICHTER (3)



When frigid temperatures have settled in and sunny skies are rare, what could bring UW students out of their homework-induced hibernation for some frozen fun?

That's the puzzle that the Wisconsin Hoofers solved when the student group took over the university's Winter Carnival in 1940, drawing the campus community together for ice sculpture contests, a ski jump, and a Snow Ball.

Skate cabarets and broom hockey were among the events on deck for the first few carnivals, when organizers flooded the Terrace to create a makeshift ice rink. The Central Ski Association hosted an official championship meet each year — and if Madison snow was in short supply, more was shipped in on railroad boxcars from northern Wisconsin.

Those were the days when much of the student body could fit into one large building for an all-school dance — but as the university's population rapidly expanded in the decades since, the carnival itself has kept pace, adding new activities and developing twists on old ones to keep students engaged.

Now cohosted by Hoofers, Recreational Sports, and the Wisconsin Union, last winter's carnival boasted a broomball tournament, a make-your-own-kite event, nighttime fireworks over Lake Mendota, and human bowling, with students sitting in inflatable tubes that sail across the ice to knock over giant inflatable bowling pins.

And in a nod to the carnival's beginnings, Hooper Ski and Snowboard Club hosts the annual Rail

FLASHBACK
View more images of UW–Madison Winter Carnival fun from years gone by at onwisconsin.uwalumni.com.

Jam, where several hundred students gather at the top of Observatory Hill to cheer on classmates who attempt daring tricks on a ski jump.

"The goal of Winter Carnival has always been to encourage everybody to go out and have fun in the winter," says Yiqun Ma x'19, who organized last year's event for Hoofers.

Ma says he hopes to push the envelope further for carnivals to come and experiment with activities that were "not possible logistically or technologically back in the day," such as hosting a live concert on the ice.

But no matter the decade, Winter Carnival provides a yearly excuse to bundle up — maybe don a cozy red Wisconsin hat — and go play outside.

MADLINE HEIM X'18

30s-50s

Mary Jane Ihle Clark '39's birthday party in December must have been a lot of fun: we hear that passing the 100-year milestone has not slowed the active, social San Antonio, Texas, resident. Happy century!

Fashion and interior designer **Iris Barrel Apfel '43** of New York City — now 96 and as flamboyant as ever — has been busy collaborating on a new jewelry collection called AW17 Atelier Swarovski by Iris Apfel, and she greeted patrons in June during an exclusive preview of the line. The maverick style maven shared her life story and her “more is more” mantra on the big screen in the 2015 documentary *Iris*.

During his 39-year career as an Associated Press writer, reporter, and editor — and a father of six — Milwaukeean **Robert O'Meara '48** still made time to pursue his art. These days, he and his daughter **Anne O'Meara Stillwell '83** go out weekly to sketch, and this summer, at 95, he had a retrospective of his watercolors and sketches. Stillwell, who directs business and technology programs in UW-Milwaukee's School of Continuing Education, is already planning her dad's next art exhibition.

Bernard Schechterman '48 — a semiretired professor emeritus of political science and international studies in Boynton Beach, Florida — still consults at the government level, lectures in elder-learning and higher-education settings, and writes about Middle East political terrorism. His 15th book is *A Handbook of Contemporary Radical Islamic Movements: Graphically and Textually Illustrated*. “All this is very stimulating and feels like a second or third career,” Schechterman says.

A UW professor gave **Elton Clothier Jr. '58** his nickname of Frosty, but Clothier was anything *but* icy to customers of

Green Bay's Central Pharmacy, which he owned for many years. Now 85, he “retired” long ago but still works as a pharmacist at the Oneida Clinic — even after four surgeries for bladder cancer. Clothier continues to brighten lives, says his son, with his “contagious, upbeat personality.”

60s

John Kutzbach '60, MS'61, PhD'66 garnered a 2016 International Science and Technological Cooperation Award — China's top science honor for international collaborators — during a May ceremony in the Chinese embassy in Washington, DC. It all began during the 1980s, when the UW-Madison professor who directs the UW's Center for Climate Research welcomed two visiting Chinese scientists to campus. Since then, Kutzbach's pioneering work in ancient-climate modeling and climate numerical simulation has assisted China's global climate-change research. “We are doing this not for our generation” he says, “but for the future of our two countries.”

The Renaissance Society of America's Kristeller Lifetime Achievement Award is in the deserving hands of **Paul Grendler MA'61, PhD'64** for his devotion to scholarship and outstanding achievements in Renaissance studies. The University of Toronto history professor emeritus lives in Chapel Hill, North Carolina, and has published his 10th book, *The Jesuits and Italian Universities 1548-1773*.

Madison's Overture Center for the Arts has gratefully named **Jun Lee '68, MS'69, PhD'73** and **Sandra Kwan Lee '69** Local Legends for their pledge of \$100,000 to its spring fundraising match campaign. The music-loving couple grew up in Hong Kong but met in college: a time when they couldn't afford tickets to live performances.

Now they help others to cherish the kinds of experiences they missed. Jun is the longtime president of SRI Design.

70s

“Today — Friday, June 2, 2017 — was the last day of my run-every-day streak that started on September 10, 1976,” **William Stark MA'70, PhD'73** reported to Streak Runners International and the United States Running Streak Association. (His 14,876-day span is the world's sixth-longest retired streak.) Following surgery, the Saint Louis [Missouri] University biology professor was following his doctor's order to rest, but Stark hopes to return to daily running, previously about 40 miles per week.

After “four tumultuous years” at the UW, **David Collins PhD'73** drove south; began teaching at Westminster College in Fulton, Missouri; and remained there for 40 years, retiring in 2015. The Pineville, North Carolina, resident has published widely, but no books until now. His first, *Accidental Activists: Mark Phariss, Vic Holmes, and Their Fight for Marriage Equality in Texas*, tells the story of one of his first Westminster students, Mark Phariss.

The University of New Hampshire (UNH) in Durham will soon be without the leadership of its longest-serving president: **Mark Huddleston MA'73, PhD'78** took charge in 2007 and will retire in June 2018. This will coincide with the completion of the institution's largest fundraising campaign, on track to raise \$275 million. UNH has also launched the Granite Guarantee: a program ensuring that Pell Grant-eligible in-state students will pay no tuition.

A National Press Club honor is a big deal, and **David Zurawik MA'73** now holds *two* Rowse Awards for Press Criticism — the first came in 2015 — lauding “excellence in examining

the role and work of the news media” and his perceptive writing about the presidential campaign and changes in the electorate. The columnist has covered media and TV — the “greatest beat in the world,” he says — for the *Baltimore Sun* since 1989. Zurawik is also a Goucher College professor and the author of *The Jews of Prime Time*.

After nearly 40 years at the *Chicago Sun-Times*, sports-writer **Herb Gould '74** and fellow not-quite-retirees Mark Blandschun of the *Boston Globe* and Chris Dufresne of the *L.A. Times* have embarked on season two of their college-football website, TMG (The Media Guides). Gould, a *Daily Cardinal* veteran who still visits Camp Randall as a *Sun-Times* contributor, quips that he “sincerely hopes the structural engineers are right about ‘Jump Around.’”

Kathleen Blee MS'76, PhD'82 is now leading the University of Pittsburgh's Dietrich School of Arts and Sciences and its College of General Studies as their new dean. She arrived at Pitt in 1996, was designated a distinguished professor of sociology in 2007, has chaired its sociology department, and was most recently Pitt's associate dean for graduate studies and research.

Who's the newest Badger inductee into the National Inventors Hall of Fame? He's **Iver Anderson MS'77, PhD'82**, a senior metallurgist at the U.S. Department of Energy's Ames [Iowa] Laboratory who holds 39 patents and has invented lead-free solder. This revolutionary tin, silver, and copper alternative to the traditional tin-and-lead alloy reduces environmental hazards and manufacturing costs and advances ruggedness. Today 70 percent of the world's electronic items contain Anderson's solder. (Wow!)

The Waupaca [Wisconsin] Foundry proudly calls itself the world's largest iron foundry and

Recognition Jenni Radosevich '05



DIY CAREER

Jenni Radosevich '05 (above, center) was crafting long before it was cool — before Pinterest and the do-it-yourself (DIY) deluge in pop culture.

She has many fond memories of visiting the craft store with her mom, dipping her hands in tie-dye, and giving thrift-shop clothes new life. In the last decade, she's turned her hands-on approach and eye for design into a personal brand that includes a blog, a publishing deal, and now, a television pilot.

After graduating, Radosevich worked as a graphic designer for *InStyle* magazine. Noticed for fabricating her own fashion inspired by high-end designs, she developed a DIY column for the publication that morphed into her I Spy DIY website and book.

Missing Wisconsin, Radosevich returned to the Midwest three years ago and turned her focus from food and fashion to something bigger: houses.

She had always had an interest in home décor, blogging about wine racks, wall art, and workspaces. So the transition to home renovation seemed natural. Radosevich was weighing the viability of flipping houses when a friend suggested she share her talents with a television audience. The unique concept — a cast of five friends instead of a family, set in a city that hasn't gotten a lot of airtime on cable — intrigued HGTV. Last summer a production crew followed the friends for three months while they flipped a house in Milwaukee.

Radosevich describes the floor-to-ceiling renovation as a Cinderella story. “We found the worst-of-the-worst house and made it a really beautiful home,” she says. The *My Flippin' Friends* pilot first aired in April.

The production crew used plenty of drone footage to capture the city Radosevich describes as a hidden gem. “Watching the pilot, I thought, ‘Wow, they're making Milwaukee look sexy!’”

Some of the less appealing characteristics typical of older homes in the region (think maroon walls and orange cabinets), along with vintage dark wood trim and built-ins, present Radosevich with some interesting design challenges, but she strives to find balance. “I pepper in more modern elements, while respecting what's classic,” she says.

Milwaukee's also an ideal environment for flipping, Radosevich says, with lower prices making everything from minor changes to a full remodel within reach for the average viewer.

“In New York or California, the cost of flipping is so astronomical that people can't really relate,” she explains. “[In Milwaukee], the cost is more manageable, so we've gotten lots of positive feedback.”

WENDY HATHAWAY '04

lauds two of its own who have earned accolades from the American Foundry Society (AFS). Retired CEO **Gary Gigante '78** of Wausaukee, Wisconsin, received one of the metalcasting industry's top honors — the Simpson Gold Medal — for his environmental stewardship, technological advances, and professional-development contributions. **Greg Miskinis '81, MS'83**, the foundry's director of research and process development, garnered an Award of Scientific Merit for his research, mentorship, and service to his AFS chapter.

Mark Samels '78, Steve Levitan '84, and Carrie Coon MFA'06 were all nominated for 2017 Emmy Awards. Samels, of Boston — a 19-time nominee and six-time winner — was considered in the exceptional merit in documentary filmmaking category for his work as the executive producer of PBS's *American Experience* production "Oklahoma City." *Modern Family*, created by the Los Angeles-based Levitan, earned its eighth straight nomination in the outstanding comedy series category, and won it every year from 2010 until 2014. Levitan also gave the May 2017 UW commencement address. Coon, of Chicago, was nominated as an outstanding lead actress in a limited series or movie for portraying Gloria Burgle in *Fargo*.

Peter Botham '79 — the founder of Botham Vineyards in Barneveld, Wisconsin — has a new wine-distribution channel through his wife, **Sarah Botham**. She's the founder and president of WiscoBoxes, which offers themed gift boxes of products from Badger State growers, producers, and artisans. (She's also a longtime faculty associate in the UW's College of Agricultural and Life Sciences.) WiscoBoxes' brand manager, **Megan Madsen Stock '11**, and intern **Alise Mintz x'19** have designed, curated, and launched

the brand. The Bothams' son, **Mills Botham x'19**, is a Hoofers sailing commodore at the UW who's raising funds for new Hoofers piers.

Bruce Dale '79, MS'80 will call both Houston and Door County, Wisconsin, home now that he's retired as chief subsurface engineer after 36 years with ExxonMobil. His career spanned, he says, "R&D to field operations all over the world" and included technical-leadership and management roles as an inventor, developer, and adviser in well-optimization technologies. He holds 25 patents.

80s

Speaker and consultant **Paul Gibbons '80** is a new fellow of the Royal Society for the Encouragement of Arts, Manufactures, and Commerce: a 260-year-old, London-based, global organization that seeks to "enrich society through ideas and action." Gibbons, of Fort Collins, Colorado — a former UW educator — was also named to Global Gurus' 2017 Top 30 list of organizational-culture professionals; is a champion chess, poker, bridge, and backgammon player; and is writing his fourth book, *Truth Wars: How We Will Survive Fake News, Post-Truth, and the War on Science*.

Congratulations — and *thank you* — to **Jeffrey Gross '80** for being a stellar special-education teacher. His work to broaden the horizons of students with severe developmental delays at Philadelphia's Edison/Fareira High School garnered him a 2017 Lindback Award for Distinguished Public Teachers.

Sandra Sponem '80, MBA'84's drive and dedication are surely missed at M. A. Mortenson Company in Minneapolis following her recent retirement as senior VP and longtime CFO. She led the growth of the construction and real-estate-development company's finance and accounting

functions, oversaw its IT group, and was dedicated to employees' career development.

In gratitude for Madisonian **Linda Mintener JD'82's** 14 years of pro bono legal assistance, the National Flute Association has given her its 2017 Distinguished Service Award. A private flute instructor and performer herself, she also taught the instrument during her Peace Corps service in Guinea, West Africa. Until her retirement, Mintener had spent 28 years litigating large-claim sales-tax cases for the Wisconsin Department of Revenue.

The National Association of Regional Councils' 2017 Scheiber Award belongs to **David Preece MS'84** for leadership excellence in advocating regional approaches and programs at all levels of government. As the recently retired executive director of the Southern New Hampshire Planning Commission in Manchester, his focus on community engagement — especially his work to create the state's Housing and Conservation Roundtable — has revitalized his region's collaborative planning efforts.

Joining the Wisconsin Army National Guard Hall of Honor is new inductee Colonel **AJ (Darrel) Feucht '85** of Monona. Prior to his 2013 retirement after 30 years' service, he commanded the Wisconsin Army National Guard's 64th Rear Operations Center and 64th Troop Command. Feucht also established and led the first Wisconsin Agribusiness Development Team, which deployed in 2012 to Afghanistan.

Most recently the president and CEO of 2D2C, **Greg Baker '86** is now the founder and managing partner of the new venture-capital fund Bascom Ventures. Though not affiliated with UW-Madison, it seeks to support the UW's "entrepreneurial ecosystem and the next generation of UW entrepreneurs" by enabling investment

in university-connected and Badger-run companies. **Jason Jacobsohn '96** is the fund's VP; **Bryan Jurewicz '97** is its venture partner; and its investment committee comprises **Chris Kozina '92** and **Nidhi Aggarwal MS'06, PhD'08**.

Cal Beyer '86 shared the sobering statistic that the construction industry has the second-highest rate among all industries for suicides — something he's working hard to change through founding the Construction Industry Alliance for Suicide Prevention and providing volunteer leadership to the National Action Alliance for Suicide Prevention. *Engineering News-Record* has honored him accordingly as one of 2016's Top 25 Newsmakers for the global construction industry. Beyer is the director of risk management for the asphalt-paving firm Lakeside Industries in Issaquah, Washington.

President Donald Trump has nominated several Badgers to new posts: International Republican Institute president **Mark Green JD'87** of Falls Church, Virginia, to lead the U.S. Agency for International Development; **Heather MacDougall '91** of Jupiter, Florida, as a member of the Occupational Safety and Health Review Commission, of which she was previously the acting chair; and **Annie Penner Caputo '96** of McLean, Virginia — a senior policy adviser to Wyoming senator John Barrasso — as a Nuclear Regulatory Commission member.

And the 2017 Regional Theatre Tony Award goes to ... the Dallas Theater Center and its artistic director, **Kevin Moriarty '89**, who accepted the art form's highest honor at the Tony ceremony in June. The award committee praised the ways in which the nonprofit professional regional theater company produces new works, supports a resident acting company, uses space in surprising

Recognition Mike Splinter '72, MS'74



COURTESY OF MIKE SPLINTER

TAKING STOCK OF SUCCESS

When **Mike Splinter '72, MS'74** (above at Rheinfall, Switzerland) joined the board of Nasdaq, Inc., known for its U.S. stock exchange, he predicted the company's high-tech edge could be a game-changer for financial-market services. That was in 2008. Nine years later, he's been elected chair of the board. Nasdaq technologies are now behind the business of more than 70 of the world's stock exchanges. And the advent of innovations such as blockchain technology, which enhances the security of transactions, is proving Splinter's prescience.

"Artificial intelligence and deep learning [a technology that provides advanced AI processing power] are going to be everywhere, but they're going to be especially pronounced in the financial-services field," he says. Splinter's futurism follows a 40-year career at the nexus of business, engineering, and innovation.

After graduation, he took his UW degrees in electrical and computer engineering straight to a research center at Rockwell International. He then headed to Silicon Valley, where he was an executive at Intel, which became the epicenter of microchip technology during his tenure. Next up was high-tech equipment maker Applied Materials. After being named CEO in 2003, Splinter identified solar energy — particularly photovoltaic cells — as an area rich with opportunity. The Semiconductor Industry Association credits him with transforming the production of these cells from a "boutique industry to a meaningful source of renewable energy power to the world." Splinter retired from Applied Materials in 2015 as chair and CEO, receiving an honorary doctorate from UW-Madison that same year.

This past February, Splinter's peers honored him again, this time as a fellow of the National Academy of Engineering. Engineers who want to succeed in today's team-based business world, Splinter says, need to understand how to relate to people, and "there's no place better to learn those social skills than in college or out on the Union Terrace."

Splinter serves on several boards, including the UW Foundation's. He's also a general partner in WISC Partners, an investment collective that supports Wisconsin-based startups with both funding and expertise. Splinter shares his Silicon Valley experience to help these Midwestern businesses think big and stay competitive through constant reinvention.

But the Horicon, Wisconsin, native also knows that Badger State entrepreneurs bring a unique edge to business: "There's a kind of a naturalness about leadership style and people from Wisconsin," he says.

KATE KAIL DIXON '01, MA'07

ways, and deeply engages the Dallas community.

When President Barack Obama famously “dropped the mic” during his final White House correspondents’ dinner, it was one made by Niles, Illinois-based Shure — which also counts Common, Bono, and Mick Jagger among its customers. Now Shure’s CEO, **Christine Kern Schyvinck ’89**, is advancing many new concepts, including revolutionary ceiling-tile microphone technology. She joined Shure in 1989 as a mechanical engineer, was named to the 2017 *Crain’s Chicago Business* Tech 50 list, and plays her French horn at company events.

90s

One grad is following another at the Madison-headquartered TDS Telecom: chief operating officer **James Butman MBA’90** — with the company for 32 years — will succeed retiring president and CEO **David Wittwer MS’96** at the end of the year. Wittwer has a 34-year tenure, became CEO in 2006, and will continue to serve on the TDS board.

The winners of UW–Madison’s 2017 Entrepreneurial Achievement Awards both began their careers by selling T-shirts on campus. **Michele Oxman Boal ’91** cofounded Quotient Technology (formerly Coupons.com) in Mountain View, California, and is now its chief philanthropy officer. She also started Coupons for Change to help end childhood hunger and serves on the board of visitors of the UW College of Letters & Science. **Troy Vosseller ’06, MBA’09, JD’10** is the cofounder and managing director of gener8tor, a startup accelerator in Madison and Milwaukee. He was also an assistant clinical professor and supervising attorney at UW Law School’s Law and Entrepreneurship Clinic.

Havidán Rodríguez PhD’91 made history in Sep-

tember when he became the first Hispanic president of a four-year State University of New York (SUNY) institution. Formerly the founding provost and executive VP for academic affairs at the University of Texas–Rio Grande Valley, he’s now planning for expansion and enhancement of the SUNY–Albany campus.

The 2017 U.S. Open golf tournament — held at Erin Hills near Hartford, Wisconsin — was big news around here, but especially in Cambridge. That’s where **Beverly Anderson Semmann ’91** and her Rowe Pottery Works created signature souvenir crocks, jugs, plates, and mugs for the tournament as one of two Wisconsin vendors. Semmann joined Rowe in 2007, bought it in 2013, and has transformed it from a well-known (but on the verge of ruin) company into a profitable, growing enterprise.

As the facilities director for Madison’s Common Wealth Development, **Sarah Hole MBA’92** has been instrumental to the success of its two business incubators — the Madison Enterprise Center and Main Street Industries — and the 137 startups she’s helped through them. Now that she’s retiring after 22 years, we — and incubator grads such as ShopBop, Virent Energy Systems, Full Spectrum Solar, Artful Home, and Just Coffee — wish her happy trails.

Lucinda Treat ’92 probably meets a lot of cool people as the new executive VP and general counsel of Independent Sports & Entertainment: a New York City–headquartered sports, media, entertainment, and management company that represents 300 NBA, NFL, and MLB athletes. She’s also held senior posts at Revlon, Palace Sports & Entertainment, the Madison Square Garden Company, and New England Sports Ventures.

“I’ve always been fascinated by the process of teasing out and dismantling the social determinants of health,” says **Mario**

Sims MS’93, PhD’97. The associate professor of medicine at the University of Mississippi Medical Center in Jackson is now the chief science officer of the Jackson Heart Study, an analysis of cardiovascular disease in 5,000-plus African Americans in three Mississippi counties. Sims will promote research collaborations, scientific productivity, and mentoring African Americans in the biomedical sciences.

While earning her 2017 MFA in dramatic writing at NYU, **Jen Rudin ’94** earned three writing awards, including one from the Sloan Foundation for her TV-pilot script *Lucy in the Sky*. The New Yorker is a studio executive and longtime casting director who used her experiences to write *Confessions of a Casting Director: Help Actors Land Any Role with Secrets from Inside the Audition Room*, her comprehensive guide to breaking into film, TV, theater, and commercials.

Thomas Crofts III MA’97, PhD’03 — an Arthurian scholar, English professor, and director of the classical studies minor at East Tennessee State University in Johnson City — stumbled across a little footnote that led to something big. Years of research followed his discovery, including manuscript study at the Vatican Library, and he’s now published the first English edition of an obscure, 307-line poem called *The Old Knight* in the journal *Arthurian Literature*. Originally in Greek, it’s about a beating that King Arthur and his men took at the hands of a mysterious, 125-year-old knight.

00s

We’ve never written about an inductee into *Accessories* Magazine’s Merchants Hall of Fame, but thank you, **Ellen Minga ’02** of Dallas, for affording us the chance. The senior buyer of handbags and wallets for JCPenney was lauded — and applauded — at the Fashion

Accessories Benefit Ball in May.

The Vince Lombardi Cancer Foundation and Annex Wealth Management bestow their Know the Difference Award on someone who gives uncommon assistance to those dealing with cancer. Their second annual accolade has gone to Milwaukeean **Andrew Lawson ’03**, who, following a craniotomy, radiation, and chemotherapy for a brain tumor, began helping others by talking through their similar diagnoses with honesty, compassion, and humor.

Matthew Desmond MS’04, PhD’10 is just plain big news. In 2015, he was awarded a MacArthur “genius grant.” In 2016–17, the UW’s Go Big Read common-reading program studied his book *Evicted: Poverty and Profit in the American City*; and in 2017, he won a Pulitzer Prize for it. Now Desmond has left his posts as Harvard’s Loeb Associate Professor of the Social Sciences and codirector of the Justice and Poverty Project to become a full professor of sociology at Princeton University.

Kristin Aquilino ’05 works as an assistant project scientist in the White Abalone Captive Breeding Program at UC–Davis’s Bodega Marine Laboratory in Bodega Bay, California — and she’s now earned a Species in the Spotlight Hero Award from the National Oceanic and Atmospheric Administration for it. Aquilino credits the UW, in part, for her drive to save the endangered mollusk from extinction: “From the classroom, to the laboratory, to the Lakeshore Path, I learned so much about being a scientist and the importance of working to make a difference.”

Congratulations to **Thomas Chia ’05** for making the Intellectual Asset Management Strategy 300: a list of the world’s leading 300 intellectual property (IP) strategists. The Walnut Creek, California, resident is the director of patents and corporate development

at Via Licensing Corporation, which promotes innovation using IP rights in partnership with universities and tech and entertainment companies.

Joe Paulsen ’07 joined President Barack Obama’s team in 2007, has been a favorite golf buddy, and became Obama’s “body man”: a special assistant who was constantly at his side, quietly doing whatever was needed and knowing when to inject some levity. Paulsen — who continues to travel with and assist Obama as part of his Washington, DC, staff — was interviewed in April on Minnesota Public Radio (mprnews.org/story/2017/04/25/minnesotan-reflects-on-work-with-obama).

For his early-career achievement, **Devin Berg ’08** now holds a Beer and Johnston Outstanding New Mechanics Educator Award from the American Society for Engineering Education. The UW–Stout associate professor helped to create that university’s mechanical-engineering program, serves as its undergraduate director, and champions applied learning.

Scott Hollander ’08 has a UW engineering degree and a JD from Northwestern, but he’s left behind his subsequent law practice to open the Thunderbolt Chicago ax-throwing range. At the UW, Hollander was a GUTS tutor, a Taekwondo Club member, and a founding voice of the Fundamentally Sound a cappella group as its first vocal percussionist. What will he do next?

Christine Esche ’09 is one of 140 Americans selected for the U.S. Department of State’s 2017–18 English Language Fellow Program. Through projects developed by U.S. embassies in 80-plus countries, fellows work to enact meaningful and sustainable improvements in the quality of English-language instruction abroad. Esche is currently using her experiences teaching English as a second language during 10 months in Panama at

the Universidad Especializada de las Américas.

10s

SCORE, a nationwide network of business mentors, has named **Kyira Hauer ’10, MS’17** of Middleton, Wisconsin, a 2017 American Small Business Champion. Her prizes include a trip to a training and networking event in Dallas, mentoring, and publicity for Kinda Kreative — a commissioned-artwork, public-speaking, workshop, and consulting firm that she founded. Hauer also runs the #ReclaimBeauty project, which, she says, seeks to “change the conversation in our society about beauty and self-worth.”

The Newcombe Doctoral Dissertation Fellowship at the Woodrow Wilson National Fellowship Foundation is the nation’s largest award for PhD candidates who are addressing questions of ethical and religious values, providing \$25,000 for each dissertator’s final year. Among the 21 fellows for 2017 is **Arthur Zárate ’10**, who’s completing “Disciplining the Soul: Materialities of Belief and Moral Technologies of Self on the Eve of Islamic Revival in Egypt, 1947–1967” at Columbia University in New York City.

The next time you wake up in Chicago, tune in to WCUI-TV’s *The Jam*, a new morning show that **Danielle (Willerman) Robay ’13** cohosts. Termed “bold and unfiltered,” *The Jam* serves up local and national headlines, weather coverage, and kudos to those who make Chicagoland great. This is a return home for Robay after work in Los Angeles as a host and producer of CBS’s *Entertainment Tonight Online* and a contributor to HLN’s *Dr. Drew*, plus stints with NBC–4, ITV’s *Good Morning Britain*, and Fox.

Stephanie Wolf ’13 earned a Medal of Excellence from the American Bankruptcy Institute before finishing her JD in May

“From the classroom, to the laboratory, to the Lakeshore Path, I learned so much about being a scientist and the importance of working to make a difference.”

Kristin Aquilino ’05



JEFF MILLER

15 NAMES YOU WON'T SEE ON THIS SCHOOL

This fall marked the 10th anniversary of the Wisconsin Naming Partnership — an unusual gift, given that 13 donors together gave \$85 million to the Wisconsin School of Business (WSB) with the understanding that the school would not bear anyone's name. It would remain the WSB, not become the Smith School or the Jones School or the Any-Other-Person College of Commerce, for at least 20 years.

Over the decade, four more people have joined the ranks of unnamed Naming Partners. And several thousand Badgers contributed small amounts to the fund, as well. With assistance from those funds, the school has added about 45 faculty members in the last nine years. WSB also nearly doubled its undergraduate student body, from 1,361 to more than 2,500.

Today, the number of naming partners stands at 17, though two of them have chosen to keep their identities anonymous — even more unnamed than the rest. The 15 identified Wisconsin Naming Partners are:

- | | |
|-----------------------------|--------------------------------|
| 1. Paul Collins '58 | 9. Sheldon Lubar '51, LLB'52 |
| 2. Wade Fetzer III '59 | 10. John Morgridge '55 |
| 3. Pete Frechette '61 | 11. Ab Nicholas '52, MBA'55 |
| 4. Phillip Gross '82, MS'83 | 12. John Oros '71 |
| 5. Jon Hammes MS'74 | 13. H. Signe Ostby '75, MBA'77 |
| 6. Ted Kellner '69 | 14. Fred Petri '69, MBA'70 |
| 7. Mike Knetter (honorary) | 15. Michael Shannon '80 |
| 8. Paul Leff '83, MS'84 | |

at the Illinois Institute of Technology's Chicago-Kent College of Law. The honor extols her outstanding bankruptcy coursework and contributions to the only U.S. team to qualify for the oral rounds of the 2017 Fletcher International Insolvency Law Moot, held in Australia.

With a bachelor's degree from the Royal Conservatory in Toronto — where he cofounded the Annex Quartet — and a UW master's degree in violin performance, **Teddy Wiggins MM'14** has performed across the U.S. and in Europe and Asia. Now he's taking Florida by storm: this fall he joined the Miami New World Symphony.

Investment-banking analyst **David Blauzvern '15's** "act of outstanding civilian heroism" has garnered him a Carnegie Hero Fund Commission medal. He was jogging near New York City's East River in June 2016 when he saw a man bobbing in the water. Of the three people who jumped in to prevent a drowning, Blauzvern reached the by-then-submerged man first, but swift currents carried them all downstream before they could reach a police boat for a successful rescue.

Andrew Debbink '15, MAcc'16 and **Sarah Stang '15, MAcc'16** are most definitely CPA superstars. Of the 102,323 people who sat for the American Institute of CPAs' 2016 exam, they were among only 58 who met the criteria to earn a 2016 Sells Award: passing all four exam sections on their first attempt and all within 2016, and with a cumulative average score above 95.5. Debbink works at the Financial Accounting Standards Board in Norwalk, Connecticut; Stang is with KPMG in Chicago.

This is Paula Wagner Apfelbach '83's swan song as the Class Notes and Diversions editor. After 21 years — it's been grand! — she welcomes her successor, Stephanie Awe '15.



OUR CAPITOL AT 100

No matter their political leanings, surely visitors to our capitol agree on its remarkable beauty. In *The Wisconsin Capitol: Stories of a Monument and Its People*, Madisonian **Michael Edmonds JD'85** tells how this spectacular icon came to be.

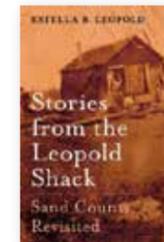


Starting with territorial governor Henry Dodge, Edmonds tells inspiring and entertaining tales of those who built Wisconsin's four capitols. The first structure, made of wood, was in Belmont, where the state was born in 1836. The second — a ramshackle affair in Madison — housed pigs in its basement. The third was a grand Victorian building constructed during the Civil War that burned down in 1904. After that, no expense was spared to engage architects, designers, artists, and artisans, who toiled for more than a decade to complete the awe-inspirer that celebrated its centennial in 2017.

Edmonds tells how today's capitol was designed and decorated — and then restored, from its magnificent murals to its specialty spittoons, through a massive 1990s conservation effort. He introduces not only those who built the four capitols, but also governors, lawmakers, cleaners, guards, clerks, protestors, tour guides, pioneering women, and legislative rascals. Historical images and modern photos adorn the work, including pictures of the statue that stands atop the capitol's dome: a gilded woman who really does have a badger on her head.

With **Samantha Snyder 13, MA'15** — a reference librarian affiliated with George Washington's Mount Vernon, Virginia, estate — Edmonds has recently coauthored another work. *Warriors, Saints, and Scoundrels: Brief Portraits of Real People Who Shaped Wisconsin* is based on the 500-plus "Odd Wisconsin" pieces that he wrote for a syndicated newspaper column between 2006 and 2015.

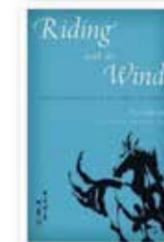
Book lovers can find so much more about works by Badger alumni and faculty at goodreads.com/wisalumni — our UW-Madison section of the book website Goodreads.



A Sand County Almanac made environmental conservationist **Aldo Leopold's** rural-Wisconsin shack famous. Now his youngest child, **Estella Leopold '48**, has written *Stories from the Leopold Shack: Sand County Revisited* about her family's visits there. She's a conservationist, paleobotanist, and University of Washington professor emerita of botany.



One reviewer describes **Stuart Frieberg MA'53, PhD'58's** *Decanting: Selected & New Poems, 1967-2017* as "a lifetime of poetry ... brimming with life and exuberant expression." The longtime Oberlin [Ohio] College professor founded its creative-writing program and cofounded the Oberlin College Press.



The parents of **Fay Hoh Yin '54, MS'56, PhD'60** left China to study (her mother may have been the UW's first Chinese woman student); and their return gave her an improbably happy wartime childhood. Later in the U.S., Yin lost her husband, **Theodore Yin PhD'60**, at age 37. Intimate stories of hardship, perseverance, and women's changing roles fill the Brooklyn, New York, author's *Riding with the Wind: Three Generations of My Family in China*.



Crossing Rivers: Journal of an Integral Hospice Worker arose from the daily journal that **John Hughes IV '79** kept during a year of spiritual caregiving at a Milwaukee hospice. He shares his "harrowing, hilarious, heart-rending, and comforting" experiences and the practices that help him to respond to death.

"A gripping drama about three lives irrevocably changed when a gun is accidentally fired on a busy Los Angeles street, *SHOT* ... unflinchingly explores the consequences of gun violence in America," says **Dave O'Brien '00** about the indie feature film that he's coproduced starring Noah Wyle, Sharon Leal, and Jorge Lendeborg Jr. O'Brien teaches film production at USC in Los Angeles.



In *Eating to Learn, Learning to Eat: The Origins of School Lunch in the United States*, **A. R. (Andrew) Ruis MA'04, PhD'11** explores the difficulty in establishing school meal initiatives that satisfy kids, parents, schools, health authorities, politicians, and the food industry. He has appointments in the Wisconsin Center for Education Research as well as in two UW departments.

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Destination Botany Greenhouse



CLOCKWISE FROM TOP: JEFF MILLER; MICHAEL FORSTER; ROTHBART; JEFF MILLER; BRUCE RICHTER



The 8,000-square-foot greenhouse has more than 1,000 species in distinct climates that range from humid, tropical jungles to arid deserts.



Mo Fayyaz MS'73, PhD'77 retired in August after 33 years as director of the greenhouse and nearby botanical gardens. "This job is just like juggling five, six balls at the same time," he said. "You cannot look to the side and let one go."

In the cold winter months, the greenhouse is an oasis where a fruit-bearing orange tree can prosper, the public can escape frigid temperatures and soak up some humidity, and art students can find a setting to do their work.

The "corpse flower" called Big Bucky attracted 30,000 visitors to the greenhouse when it bloomed in 2001. That was the first bloom in Madison for the Sumatra-native plant, also known as titan arum. It has bloomed four times since then.



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