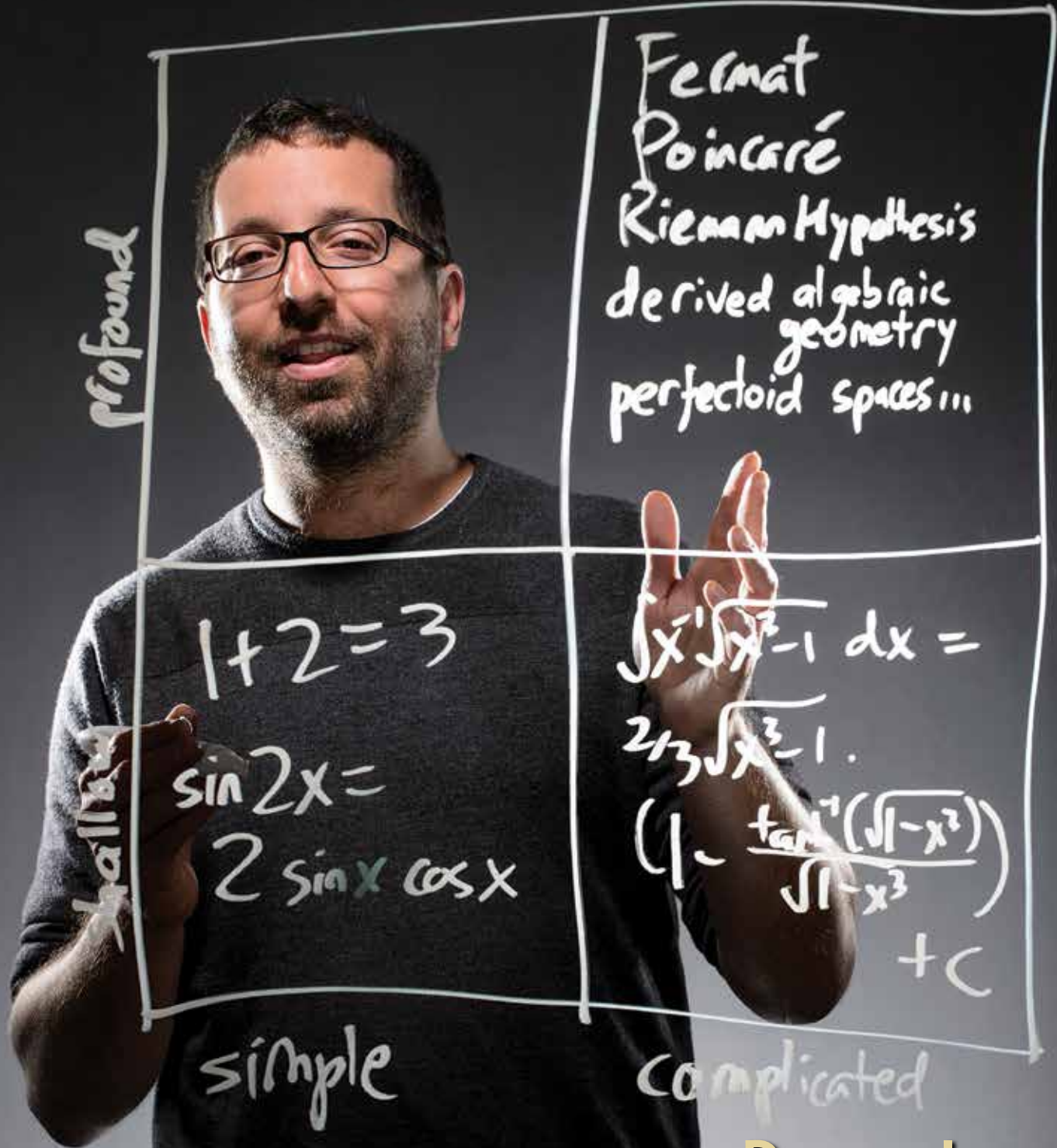


# OnWisconsin

For University of Wisconsin-Madison Alumni and Friends



## Drawn In

Professor Jordan Ellenberg loves math — and says that you should, too. 24

Summer 2014

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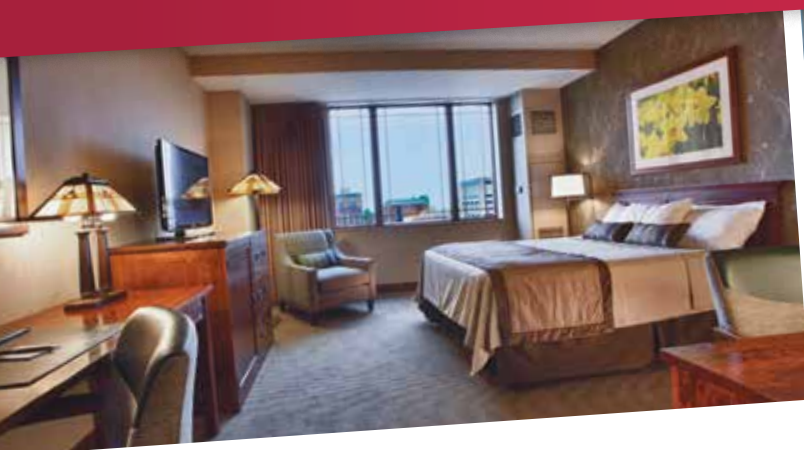
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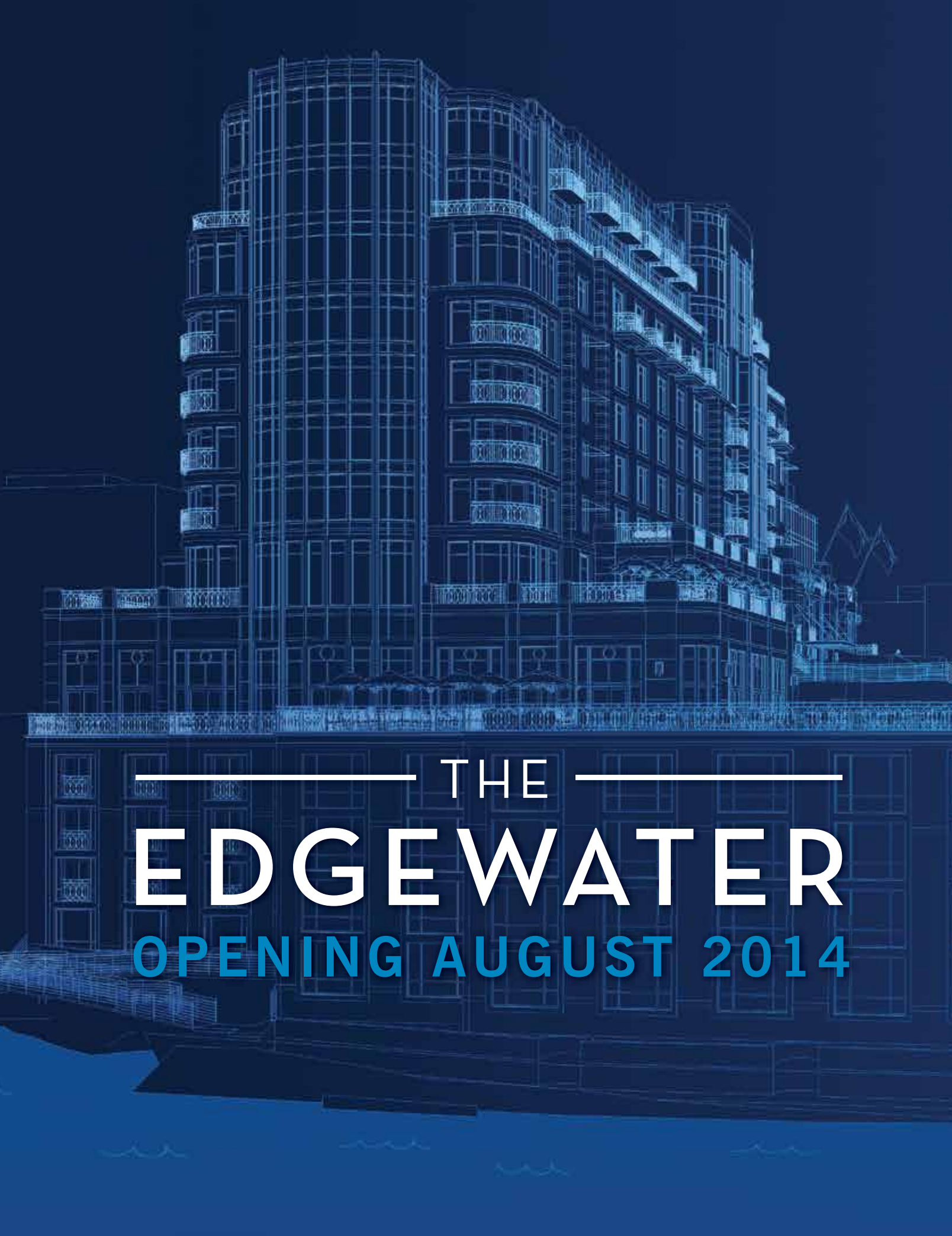
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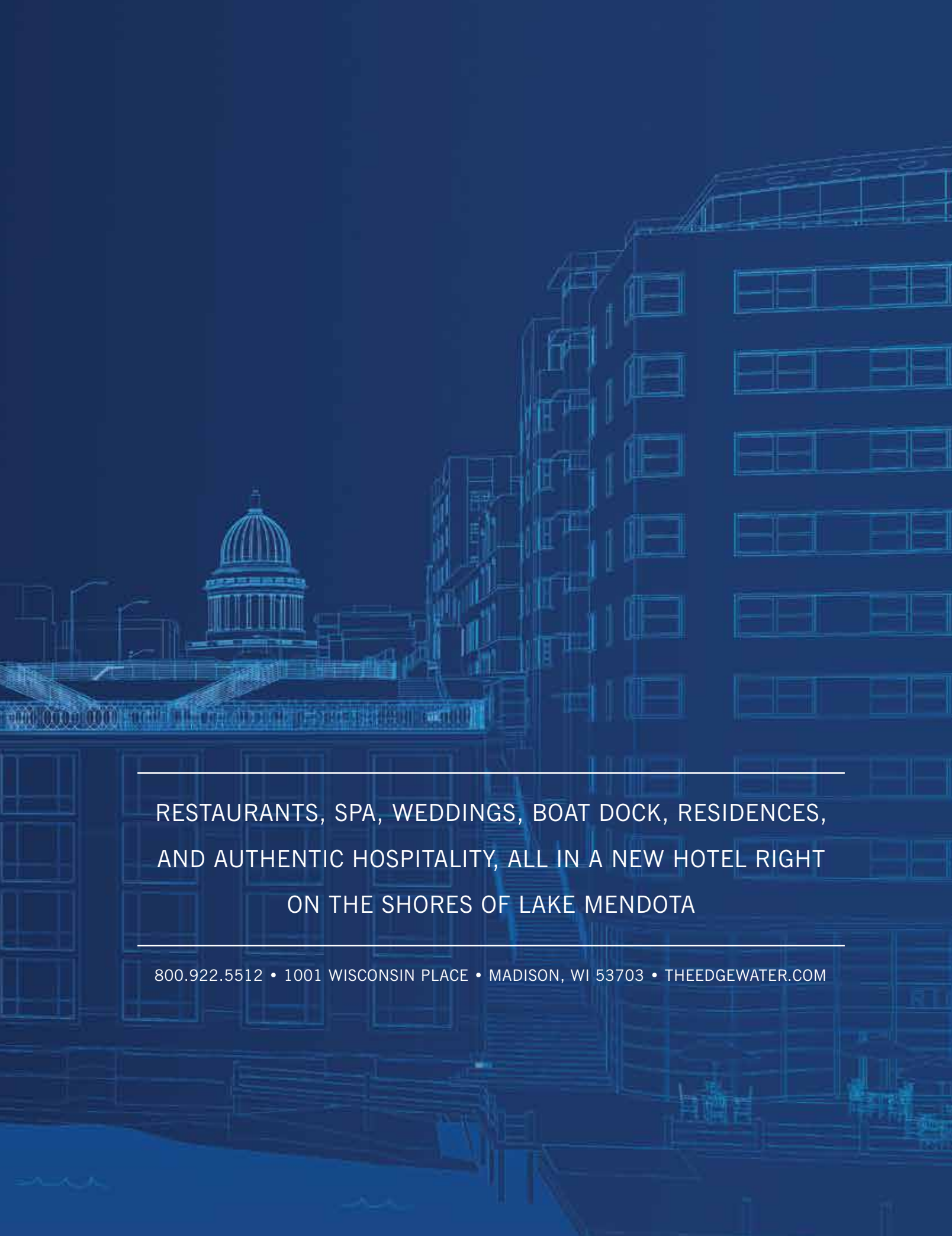


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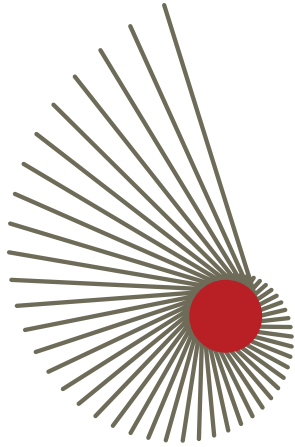
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### Cover

Professor Jordan Ellenberg with the four quadrants of his "mathematical universe."  
Photo by Jeff Miller.



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## On Wisconsin SUMMER 2014

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The UW might well be the land of acronym acrobatics.

The campus has an unquenchable appetite for words made up from the initials of other words, and if an organization can't come up with a name that makes a clever pun, it had better at least come up with something.

By the way, let me first dispel a common misunderstanding: not every term made up of the first letters of words is an *acronym*.

If you pronounce each letter — as in, say, UW — you've got an

*initialism*. If you say it like a word, it's an acronym. Most people don't know this or even care, but words are important to me.

When I was doing research for the article "Off the Prescribed Path" (see page 36), I had a conversation with Byron Crouse, who heads up the Wisconsin Academy for Rural Medicine, or WARM, which launched in 2007.

When he brought the idea for the program to then-dean Philip Farrell, Crouse says, "his first [comment] was about the name. 'I like academy,' he said. 'I like WARM. Let's do it.' I'm not sure if it was the idea or the acronym that appealed to him more."

The more research I did, the more acronyms I had to stumble through. WARM's city counterpart is Training in Urban Medicine and Public Health, or TRIUMPH. The medical school has an outreach program that used to be called the Medical Information Center, but is now just MEDIC.

Clever acronyms like that must put a lot of pressure on their departmental siblings. When I spoke with Sarah Esmond of the Collaborative Center for Health Equity (CCHE), I discovered that her organization's name is pronounced *SEE-chee*, which took me by surprise, though not as much as its parent organization, the Institute for Clinical and Translational Research. ICTR is pronounced *ICK-ter*. The Native American Center for Health Professions (NACHP) goes by *NAY-chip*.

The Population Health Institute (PHI) threw me a curveball. PHI is easily pronounceable (it's even a Greek letter, which the organization could use if it wanted to further abbreviate its abbreviation), but it's an initialism nevertheless: *pee aytch eye*. However, it developed from the Center for Health Policy and Program Evaluation: CHPPE, which was pronounced *chippie*.

I don't know where this craze for acronyms will end, but I hope it doesn't overtake the medical school as a whole. Its official name is the School of Medicine and Public Health. I don't relish the idea of seeing a doctor who graduated from a place called *smuff*.

John Allen



### Praise for Autism Program

I just wanted to let you know how much I appreciated “Coming of Age” [Spring 2014 *On Wisconsin*]. As the mother of a son on the autism spectrum, I found the information interesting. Parents of children with autism — and also special needs — live in constant worry about what will happen to our children when they get older. This program helps teach teens and young adults more of what they need to know and helps alleviate some of that fear.

MaryBeth Matzek '94  
Appleton, Wisconsin

### Reminiscing about Radio

[In regard to “Radio Daze,” Spring 2014], Slichter Hall was already a women’s dorm in fall 1953 when I came to Madison. I was a disc jockey for WMHA in 1954. I brought in many of my own 45 rpm records to play, including my theme song by Jimmy Dorsey, the bluesy “Trouble in Mind.”

The rowdy guys in Gilman would call in a request and not hang up their phone, so we couldn’t get any more calls. My solution was to play any song I wanted, and happily give fake dedications from various frats to the lovely ladies of Luedke — my floor in Slichter. The Gilman residents also bombed us with water

Please email magazine-related comments to [onwisconsin@uwalumni.com](mailto:onwisconsin@uwalumni.com); mail a letter to *On Wisconsin*, 650 North Lake Street, Madison, WI 53706; or fax us at (608) 265-2771. We reserve the right to edit letters for length and/or clarity. We also welcome your tweets and comments:



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balloons — and to think I ended up married to one of them.

Carol Marquardt Laun '56  
Granby, Connecticut

*Editor’s Note: Several readers pointed out that Slichter Hall became coed in 1952, not 1960 as the article reported.*

I was a deejay at WLHA and it became like a second home to me. Like many of the other on-air personalities, I had an air name — Bird. The Trashmen’s “Surfin’ Bird” was my theme song and “Bird was the word!” It was great fun. Staff would often gather at Shakey’s Pizza, and there was just so much camaraderie. Grades occasionally suffered, but it all seemed worth it. I hope that there are a few folks who remember the Bird. I had a blast!

Kristen Lokemoen '67  
St. Louis, Missouri

[In regard to “Radio Daze”]: In addition to WLHA, there was another campus station, WSRM, located in the basement of Ogg Hall. We pumped a carrier-current signal to the Southeast dorms.

I remember interviewing members of Supertramp, who visited our studio before a concert at the Coliseum. I also remember one of our deejays pursuing Keith Moon of The Who after a concert. He found him at the bar in the Edgewater and got him to record a promo for our station.

We had a good following in Ogg, Sellery, and Witte. There were plenty of friends and memories made in that basement studio that I fondly look back on.

Gary Achterberg '80  
Thiensville, Wisconsin

### Blown Away by Piano

I enjoyed the article about UW pianist Christopher Taylor [“Frankenpianist,” Spring 2014].

In particular, it was great to hear that the dual manual Steinway is in such good hands. In 1977, I was taking Robert C. Nesbit’s History of Wisconsin course. I was able to meet many living composers, and contacted Gunnar Johansen, who graciously invited me to his home. He took me into his studio where I saw the Moór Steinway. I was blown away. He told me that he used that piano in his recordings of the complete keyboard works of J.S. Bach.

Marc Williams '77, MD'81  
Bloomsburg, Pennsylvania

### More than One Way to Skate

Les Mayers '56 asked in the Spring 2014 issue [Posts] if others shared his experience of using his jacket as a sail when skating on Lake Mendota. A friend and I used to “skate” next to the lake by Memorial Union by just standing on the icy sidewalk and opening our coats when there was a strong wind! Not quite the same thing, but still ...

Diana Brooking MA'89, MA'91  
Kenmore, Washington

### Remembering 1990

I enjoyed “Commencing a New Era” [News & Notes, Spring 2014]. Another event that occurred in 1990 involved a senior named Jordan Marsh '90. He recognized that the ROTC policy conflicted with the state’s civil rights law, so he organized a sit-in. It started with just a handful of students, but by the end of the day, others had joined in, and they decided to sleep in Bascom Hall that night.

Before it was over, hundreds of students and a wide range of student groups had lined up to support the cause. Over the following weeks, they negotiated a settlement with Chancellor Donna Shalala that required the ROTC program to include a disclosure on all recruit-

ment materials that stated that its policy prohibiting gays and lesbians violated Wisconsin law.

I do not think any of us could have predicted that by the time [commencement] ceremonies resumed in the stadium, gays could serve openly in the military. The university has always been a place where social movements thrive.

Nancy Prager '92  
Washington, D.C.

### The Glow of True Love

Your article on Nuclear Engineering 234 [Classroom] brought back memories. In 1962, I was a graduate student in nuclear engineering, and we had this idea to open up the reactor for Engineering Week. We had the reactor operating and producing the blue glow. We thought this would really impress our girlfriends. I may have overdone it, as the girl I showed it to has been married to me for fifty-one years. I’m sure Professor Max Carbon would be proud of me for recognizing the blue glow as Cherenkov radiation caused by electrons passing through water.

Thomas Plunkett '61 MS'62  
Bartow, Florida

### Online Comments

[In regard to “Creative License”]: Professor Barry — it’s Pons (from last semester’s Unthinkable Mind). You transformed my college experience. I’d like to thank you. Also, the songs you taught us live on.

Love and photo blue pencils.

Rachel Seurer

When I read the “Radio Daze” article, to my surprise, I found a picture of myself fifty-five years ago! I’m the guy in the middle. This picture was taken sometime during the 1959–60 school year and is of several members of the Lakeshore Halls Radio Club, a



ham radio station located in the basement of Adams Hall at that time. The ham radio club was not connected with WLHA, although a number of members were also active with WLHA.

*Tom Macon '64*

Thank you for a very informative article ["Coming of Age"]. It is comforting to know that once again UW-Madison is on the

cutting edge of research, but perhaps more importantly, the Waisman Center is providing hope for the future of many Americans with autism so that they may assume adult lives and live independently someday.

*John Cerniglia '66*

Thank you for "Coming of Age"! Having spent ten years as an advocate for children with a host

of unique challenges, I have enormous respect for them and their families. You have done an exceptionally professional job of sharing a journey of love, hope, and promise for the future. You have given readers a view of autism in the middle and around the edges. The edges are sometimes sharp, but invariably shine with opportunity.

*Bill Conzemius '93*

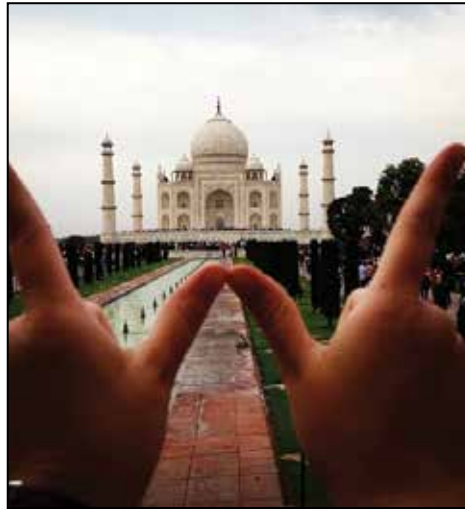
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## tweets

**@HKornely**

My professor just made us do the wave to explain a concept, yeah, you can say we're all obsessed with football! #OnWisconsin @UWMadison

**@lizposerr**

Had a personal encounter with the @UWMadison fox... it trotted down the stairs and strolled casually past me down Lakeshore Path.

**@kellymerickson**

The four hour drive to @UWMadison for the terrace today is totally worth it, right?

**@rockypuleo**

Lying on Bascom in the sun. I've been daydreaming about this for months. #peaceful #heavenly

**@samdek1**

I know it's nice out but I think it's a little premature for the whole swimsuits in 50 degree weather thing. Enjoy it tho!

**@BKoenig\_24**

Just wanted to say thank you to everyone who supported us throughout the season. Enjoyed playing with a group of guys I call my family.

**@cinders23**

@UWMadison Don't cry because it's over. Smile because it happened. -Dr. Seuss #BadgerLove #FinalFour

**@BradRudd**

Just gave Nigel Hayes a standing ovation in Econ! #FinalFour



# scene

NCAA men's basketball tournament semifinal,  
AT&T Stadium, Arlington, Texas, April 5, 2014,  
8:03 p.m. (nine minutes before tipoff)  
The Badgers lost to the Kentucky Wildcats 74-73.  
Photo by Bryce Richter



**THE ROAD ENDS HERE**

WELCOME TO THE 2014 NCAA FINAL FOUR

88 MICHAEL IRVIN 1986-1988    8 TROY AIKMAN 1983-2000    22 EMMITT SMITH 1980-2000    73 LARRY ALLEN 1991-2000

AND THEN THERE WERE FOUR



## Fighting Back

Down for a fifty-four-year count, boxing returns to campus.

Sometimes, a major comeback starts with a minor sound: the muted *thwack* of a fist hitting a palm in the back corner of an aging gymnasium.

After more than a year of paperwork, presentations, petitions, and more paperwork, **Chandler Davis x'16** has received the green light to run the first university-sanctioned boxing club since the sport was banned on campus in 1960. Boxing will probably never again be a varsity sport, but its return to the UW in any capacity is particularly significant, as Wisconsin was once *the* powerhouse institution for college boxing — and the site of the sport's dismantling.

However, Davis didn't have history in mind when he launched the off-campus group that would eventually become the university's official club. He was just a first-year student looking for someplace where he and his friends could hit a heavy bag. Now forty-five students have joined him as dues-paying members.

Although a Los Angeles native, Davis is no stranger to Wisconsin. His father, **Kevin Davis '67**, grew up in Delavan and was an avid boxer. While at the UW, Kevin joined an off-campus group organized by long-time boxing trainer **Bob Lynch '67**, which required a not-so-short trek to a gym near the Beltline.

Kevin suggested that Chandler should apply to UW-Madison, and he says the first thing on his son's campus-visit agenda was to find a boxing outlet. "They had everything from sushi to salsa dancing, and [we thought] there's got to be a boxing student org, but to our astonishment, there wasn't," Kevin says.

Chandler decided to start an on-campus group, but he had no idea how challenging that mission would become.

College boxing at the UW, and across the country, went out with one massive haymaker on April 9, 1960. In the previous two decades, the UW had won eight national boxing championships, and **Charlie Mohr x'60**, one of the UW's top boxing stars, was fighting for another. He suffered a



punch during an NCAA championship round that caused a blood clot to rupture in his brain. Mohr went into a coma and died days later, and the incident served as the final blow to a sport that had been facing increasingly negative scrutiny from university administrators for years.

The night of that infamous fight in the Field House, up near the back of the stands, had sat a pro boxer who was a regular sparring partner for the Badger team: Lynch.

Chandler didn't know anything about Charlie Mohr until he and Kevin had dinner with Lynch shortly after Chandler moved to Madison.

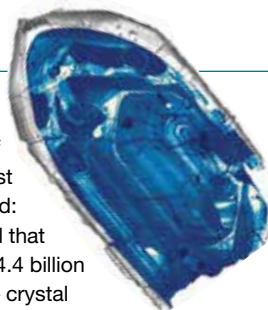
## quick takes

**Pop taxes don't appear to curb obesity**, according to a study co-authored by health economist Jason Fletcher of the La Follette School of Public Affairs. Although several local and state governments have tried hiking taxes on sugary beverages as a means of lowering obesity rates, the outcome doesn't seem to produce much effect. "The impact of soft drink taxes on the body mass index is small in magnitude and not statistically significant," Fletcher found.

**Geology professor John Valley** believes

he's found the oldest piece of the earth's crust ever discovered: a zircon crystal that formed about 4.4 billion years ago. The crystal is microscopic and was discovered embedded in sandstone on a ranch in Australia.

**The UW awarded three honorary degrees** at spring commencement. Recipients



included author David Maraniss x'75, former National Endowment for the Arts chair Rocco Landesman '69, and former UW regent Tom Lyon, who built and led the world's largest animal genetics cooperative.



JEFF MILLER (2); BELOW, LEFT TO RIGHT: NASA/SPITZER TEAM; WOLFGANG HOFFMANN

**Chandler Davis (left) fought for more than a year to bring boxing back to campus after an absence of more than half a century. The club meets twice a week, with Bob Lynch (above, with Hana Lee x'17) serving as one of two team trainers.**

The boxing veteran's insights helped Chandler prepare to face significant safety concerns. His organization and persistence paid off when UW administrators gave the Division of Recreational Sports the authority to approve the club in December 2013. Lynch signed on as one of two club trainers.

The news attracted significant local media attention, and three reporters attended the first practice, held on a weeknight in early February. Chandler, however, wasn't there. He had class.

Now, at the Saturday-morning practices, Chandler has finally

started throwing practice punches into the very same hand — Lynch's — that Kevin once did.

"I wanted boxing to be fun," Chandler says. "I would like to relax and enjoy it."

Though Lynch is still present, much has changed for the new generation of Badger boxers. Instead of focusing on competitive fighting, the new club is designed with exercise and self-defense in mind, an approach that has attracted a handful of female members. The only students allowed to spar during practice are those who seek certification from a national boxing organization. Eventually, certified students will be eligible for one competition per semester with clubs from other universities, but sparring will always be optional.

"I was so proud," Kevin says of his son's efforts. "He's founded something that's going to last. He's going to be able to [go] back there fifty years later and walk into that gym, and the equipment will probably still be right where it is now."

*Sandra Knisely '09, MA'13*



**UW researchers combined data** from more than 2 million images to create a new portrait of the Milky Way (above). Astronomy professor Edward Churchwell led the team, which collected images from NASA's Spitzer Space Telescope for more than a decade. The project has added more than 200 million

newly sighted objects to our picture of the Milky Way.

**Since launching four pilot** Massive Online Open Courses (MOOCs) during the 2013–14 academic year, the UW has enrolled more than 96,000 learners from around the world, including all fifty states and more than 155 countries.

**The UW's leading bug expert is retiring.** Phil Pellitteri '75, MS'77, a UW Extension entomologist, is hanging up his butterfly net after nearly four decades with the university's Insect Diagnostic Lab. In that time, he esti-

mates he's analyzed more than 2,200 insects and handled more than a quarter million calls, emails, and specimens.





## Gender Divide

Does separating boys and girls boost achievement? Not so fast.

Thousands of American schools have opted to separate boys and girls, hoping to improve achievement and avoid the perceived social pitfalls of having them in the same classroom.

But does it make a difference?

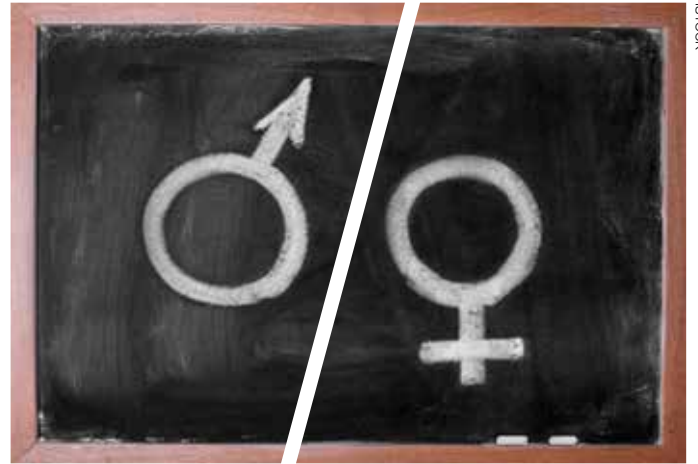
**Janet Hyde**, a UW psychology professor, tackled that question in the largest and most thorough effort to examine the issue to date. Analyzing 184 studies from 21 countries — representing the testing of 1.6 million students — she found scant evidence that single-sex classrooms offer educational or social benefits.

“The claim that boys do better verbally in single-sex schooling, because they get squelched in a coed setting, did not hold up. And the claim has been made that girls will develop a better self-concept, but again,

there is no evidence for that,” Hyde says.

Many existing studies used unreliable methods, she says. Families choosing single-sex classrooms tend to have more money and education, traits that are typically associated with better school performance, yet studies that show better student performance fail to account for those advantages. Hyde found that the best studies debunked claims for single-sex education: math and science performance did not improve among girls who were not integrated with boys, and, similarly, boys did not do better on verbal measures in single-sex classes.

Data were too scarce to draw conclusions in one disputed area: possible benefits for minority boys. “We urgently need high-quality study of these programs that make careful comparisons



ISTOCK

with coed schooling, comparing students with equal resources, to see if the single-sex configuration really makes a difference,” Hyde says.

Even if the benefits of single-sex schooling are uncertain, Hyde says the hazards are real. “There is a mountain of research

in social psychology showing that segregation by race or gender feeds stereotypes,” she says. “The adult world is an integrated world, in the workplace and in the family, and the best thing we can do is provide that environment for children in school.”

*David Tenenbaum MA'86*

## Raise Your Glass

Everything old is new again at Der Stiftskeller, the popular gathering space inside Memorial Union. The bar first opened in 1962, and painter Kurt Schaldach added twenty German-themed murals in 1978. Earlier this year, a team of artists spent four weeks restoring the paintings, including the one pictured here showing an old German proverb. Some of the murals were moved and reproduced to make room for a new elevator that will finally make the west end of the building handicap accessible. Inside Der Stiftskeller, the bar is new, but — with an eye on preserving the past — it is made in part from salvaged wood of a decayed oak tree that once stood on the Terrace. The renovations are part of the first comprehensive restoration of the Union since its construction in 1928. Work is expected to be complete by summer 2016.



JEFF MILLER



**Three-toed sloths risk life and limb to go to the bathroom, but the act is a mutually beneficial one for the slow-moving animal and the moths that hitch a ride ... to the forest floor.**

## The Secret World of Sloths

Turns out those weekly bathroom breaks are part of a grand plan.

Once a week, three-toed sloths leave the safety of the upper branches of the forest to take care of business.

This harrowing, and excruciatingly slow, trip to the restroom may be key to staving off starvation for the mammals, which get by on a diet of leaves, says **Jonathan Pauli**, a UW professor of forest and wildlife ecology who studies the deliberate, molasses-slow animals in northeast Costa Rica.

“What is striking about this behavior is the vulnerability,” Pauli says. “It’s very dangerous. And the energy required is non-negligible for an animal that has such a restricted diet.” More than half the deaths Pauli and collaborators documented during field research

came at the claws and teeth of predators — including foxes, jaguars, and ocelots — pouncing on sloths on or near the ground. Pauli wanted to figure out why the sloth risks becoming such an easy meal. Previous explanations included communication with other sloths and a gracious gift of fertilizer to the just one or two trees a three-toed sloth calls home. Neither of those notions seemed worth it to Pauli, who was struck by another possibility: the insects and algae living in the animal’s wet, fertile fur may provide important supplementary nutrition.

When a sloth squats to do its business, some female pyralid moths will emerge from its fur to lay their eggs in the dung. The

moth larvae then eat their way out of the sloth waste, emerging as adults that flutter back up into the tree overhead. There, they find a sloth and render themselves nearly flightless, damaging their wings to burrow into the wet, matted fur to mate and renew their life cycle.

Three-toed sloths tend to appear a mottled green color, thanks to algae growing in a combination of water trapped by unique cracks in the animal’s hair and nitrogen released by the fungi that break down dead moths. That camouflage may protect treed sloths from flying predators. And researchers found the high-fat algae in samples taken from the stomachs of three-toed sloths.

“It could be that even just small amounts of the algae make ends meet, if only because it’s so rich in lipids,” Pauli says.

Why does the sloth poop in the woods? Maybe because it’s hungry. Maybe to better hide among the leaves. Probably to lend the moths a three-toed leg up. And that, according to Pauli, is another lesson in the complex and unusual way organisms as different as a tiny moth and a seemingly over-sized, tree-confined mammal need each other to get along.

“There’s some grandeur in these systems of mutualism,” he says. “It makes us think about organisms that exploit such narrow niches.”

*Chris Barncard*

## by the numbers

# 69,031

The number of cones and dishes of ice cream sold at the Babcock Hall Dairy Store in 2013. Top-selling flavors included vanilla, chocolate chip cookie dough, chocolate peanut butter, and cookies and cream.





## A Question of Characters

Kids' books are missing the diversity of modern America.

*The Snowy Day* is a simple story about a boy named Peter who experiences the wonder of fresh snow. But when it debuted in 1962, it was a remarkable addition to children's literature, because Peter was one of the first African-American characters who wasn't a caricature to be featured in a major book.

*The Snowy Day* won the Caldecott Medal and is still a staple on children's bookshelves. Yet representation of children of color in literature has not improved greatly in the fifty years since the classic by Ezra Jack Keats was first published.

Each year, the UW's Cooperative Children's Book Center conducts a survey of the number of children's books

by and about people of color published in the United States. Last year's findings? Just ninety-three of the 3,200 kids' books the center received had significant African or African-American content and 67 were written or illustrated by African-Americans — numbers that have shown almost no improvement since the center began documenting them in 1985. The numbers are even lower for other racial and ethnic groups, including Asians, American Indians, and Latinos.

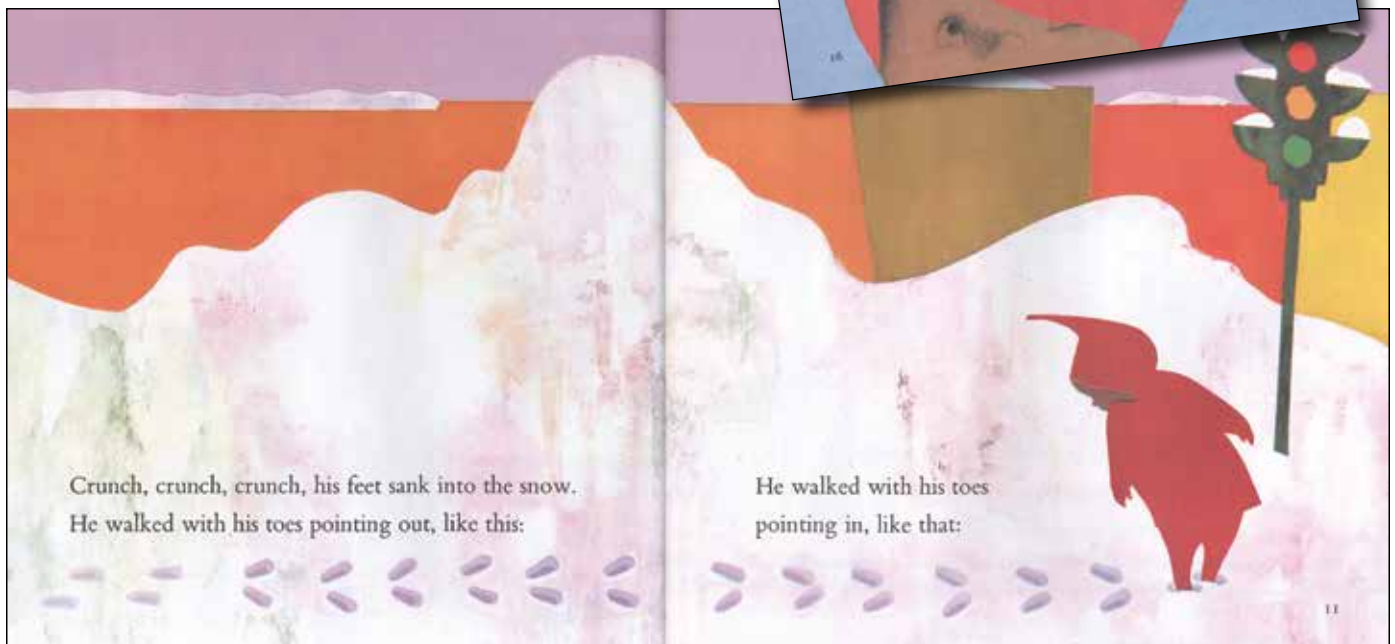
The center maintains a web page devoted to multicultural literature, including lists of recommended titles by age group, at <http://ccbc.education.wisc.edu/books/>. It conducts the annual survey to support the message

that children deserve books in which they can see themselves and the world where they live.

After *The Snowy Day* was published, Keats recounted hearing from a teacher who told him that, for the

first time, her African-American students were using brown crayons to draw pictures of themselves, rather than pink ones.

Jenny Price '96



FROM *THE SNOWY DAY* BY EZRA JACK KEATS. © 1962 BY EZRA JACK KEATS. RENEWED © 1990 BY MARTIN POPE, EXECUTOR. USED BY PERMISSION OF VIKING PENGUIN, A DIVISION OF PENGUIN GROUP (USA) LLC



JOSEPH R. TOMELLERI

## Nothing Fishy Here

A tasty hybrid fish is making its way to your local grocery store.

As a state surrounded by the Great Lakes and home to countless spring-fed creeks, lakes, and rivers, Wisconsin is uniquely positioned to produce freshwater fish. Yet the aquaculture industry — which contributes \$21 million to the state’s economy each year — faces some unique challenges, including the lack of specialty fish.

But now there’s a new fish on the block.

Meet the *saugeye*. A cross between a sauger and a walleye, both native to Wisconsin, saugeye are some of the fastest growing freshwater fish out there. UW researchers realized their potential more than twenty-five years ago, but the project was set aside when funding dried up.

Now a new collaboration among the UW’s Aquaculture Program, UW-Extension, and UW-Stevens Point has brought the project back to life. **Jim Held**, an outreach specialist at UW-Extension, says they’re working together to make this fish widely available to both farmers and consumers, contributing to the state’s aquaculture industry.

“The main goal is to produce a food fish — a fish that can be

domestically cultured for human consumption,” explains Held.

Extension ran a pilot study in 2013, funded by a grant from the U.S. Department of Agriculture, to see how the fish would fare if raised commercially. The trial involved twelve fish farms across the state and was quite successful. One of the farms, North Side Enterprises in Black Creek, is selling the fish at its small shop.

“We’ve gotten to the point where we can go from egg to plate with this fish in about seven to eight months,” Held says.

Catfish and carp take significantly longer to mature. Held says saugeye also provide an environmentally friendly alternative to walleye, a popular fish that is among the most heavily exploited in North America. Most people can’t taste the difference.

“We’re really excited about this new hybrid,” he says — and he’s especially excited about getting it to market. You may find saugeye fillets at your local grocery store within the next few years.

*Tegan Wendland MS x’14*

## What Nerve!

The Neuron Project sells cells to fund epilepsy research.

Walking a particular hallway on the fifth floor in the Wisconsin Institutes for Medical Research can be a nerve-wracking experience — or at least nerve-hanging. Suspended from the ceiling is an art installation, a series of neon-lit neural cells representing the network of a human brain.

The project is the work of Madison artist **Piper Vollmer MFA’07** and was created on behalf of Lily’s Fund, a charity that promotes epilepsy research at the UW. It was installed over the winter and had its public unveiling in March.

Lily’s Fund is named for Lily Giroux, one of the more than 2.7 million Americans who suffer from epilepsy. She’s also the daughter of **David Giroux MS’06** and **Anne Morgan Giroux ’86**, who in 2007 established the fund at the UW Foundation to try to support Wisconsin researchers who are helping people like Lily.

“Each neuron is sponsored by someone who has been touched by epilepsy or wants to support epilepsy research,” says Anne. “But what’s unique is that all of the money we raise stays at the UW.”

The fund launched the Neuron Project in 2012 with the aid of Vollmer and the Boldt construction company. Sponsors give \$1,000, \$5,000, or \$10,000 to put their names on neon neurons in different sizes. This year, Lily’s Fund is giving a \$100,000 grant to UW researcher **Giulio Tononi**, a neuroscientist and psychiatrist, so he can study where epileptic seizures begin and how they spread through the brain.

*John Allen*



NICOLE COOKE

**The Neuron Project uses art that represents brain cells to raise money for Lily’s Fund for Epilepsy Research.**



## Constructing Community

An artist shares his rare talent — and his culture.

Canoes carry culture. So does the process of making them.

**Wayne Valliere**, an artist and Ojibwe language and culture educator, led the effort to build this traditional birchbark canoe (*wiigwaasi-jiimaan* in Ojibwe) on campus. Valliere, known as *Mino-Giizhig*, is one of three Native canoe builders remaining in Wisconsin. He spent last fall as an artist-in-residence for the art department's wood/furniture program.

From peeling birchbark in the forests around Lac du Flambeau in northern Wisconsin, to applying black pine pitch as waterproofing, Valliere constructed the canoe using traditional methods. Valliere teaches at Lac du Flambeau Public School. His students — along with middle schoolers from Madison's Goodman Community Center and faculty and students from the UW's art and folklore departments — pitched in to help with construction.

"For those of us who have worked on the canoe, we've known this canoe since the time it was still in the woods," says **Tim Frandy**, a folklorist and outreach specialist for the UW's Collaborative Center for Health Equity and Native American Center for Health Professions.

Last fall, a crowd of one hundred and fifty people watched as Valliere and Frandy launched the canoe into the chilly waters of Lake Mendota. It spent the winter on display at the Madison Children's Museum, but now it has a permanent home inside DeJope Residence Hall, named for a word that the Ho-Chunk and other American Indians have used to refer to the Madison area for thousands of years.

Valliere, a member of the Lac du Flambeau Band of Lake Superior Chippewa Indians, sees the project as a way to pass on Ojibwe heritage to a new generation. "I've made my life about keeping our traditional ways," he says.

Staff



UW students and faculty helped construct this birchbark canoe using traditional methods, starting with peeling birchbark in the forests around Lac du Flambeau in northern Wisconsin.

JEFF MILLER

## International Studies 322 and 622 Washington D.C. Semester in International Affairs

Bascom Hall may be almost 850 miles from the U.S. Capitol, but an innovative UW program is aiming to bring Madison and Washington closer together, one semester at a time.

The brainchild of Beltway-based alumni, the Washington D.C. Semester in International Affairs operates like an apprenticeship in diplomacy. Each fall, the program sends a rigorously selected group of undergraduate students to work as interns at organizations and agencies related to international affairs.

**Anthony Carroll MA'80**, vice president at Manchester Trade Ltd., can recall the exact day the idea for the program was born: October 11, 2002. The U.S. Senate had just voted to authorize military force in Iraq, and Carroll was at an event with diplomats and UW alumni. As the group rehashed the day's events, the conversation evolved to a question of how to get their alma mater involved.

"I recognized that this marvelous land-grant university, with all its capacity, could really be a driver of good in the world," Carroll says. "I thought it would be great to try to strengthen the UW's presence here."

The idea gathered momentum with a core group of alumni, and the Division of International Studies agreed to coordinate the academic end. A decade later, the program has grown from the inaugural class

of five students to a cohort of around twelve.

### *Broadening horizons*

Though some student participants in the program have had experience traveling or volunteering abroad, many have not.

"We try to have a good mix of students in the program, especially some who haven't been out of the state much before," says **Leon Weintraub PhD'73**, a retired diplomat who coordinates the program on the ground in D.C. "When you're on campus, even with the connections Madison has, it's tough to know or imagine the possibilities out there."

Weintraub and **Cynthia Williams PhD'94**, the program's campus director, work with students to match them with internships at a wide range of government agencies, nonprofits, and think tanks. Among the many organizations that have hosted UW interns are Amnesty International, the Peace Corps, the U.S. Department of State, the United Nations, and Voice of America.

### *Catching Potomac fever*

One side effect of the program is that some students develop an unshakeable case of "Potomac fever." For example, **Alex Beck x'15**, who interned at the Woodrow Wilson International Center for Scholars in fall 2013, hopes to move to D.C. after graduation.



ISTOCK

**More than a decade ago, a group of UW alumni in Washington conceived of a plan to give students some firsthand experience in diplomacy. The program has since placed dozens of undergrads with organizations that work in international affairs.**

"[The] most interesting thing I learned [was] how human some of the world's foremost intellectuals and politicians really are," he says. "Political work in D.C. is highly engaging, and one cannot help but feel that their contribution, in one way or another, helps to forward a policy or initiative aimed at helping the people and government of the United States."

Along with the internship, students enroll in two seminars that connect international theories to the field. One seminar brings in

alumni speakers working in international relations, and the second requires students to write papers linking the work they're doing as interns to broader theories about international relations. Students also complete an in-depth research project about their host organization.

"One of our students came up with a wonderful quotation," Weintraub says: "In Madison, we study international affairs. In Washington, we live it."

*Sandra Knisely '09, MA'13*



TEAM PLAYER:

# Cara Walls

**Cara Walls x'15** isn't sure whether she chose soccer or soccer chose her.

From the time she entered organized competition, Walls simply had a knack for the sport. "When I started playing — and this is going to sound bad — it was just very easy for me to score goals," she says.

That much hasn't changed for the senior forward. With twenty-eight goals over three years at Wisconsin, Walls credits her unique combination of aggressiveness and late-game composure for making her the Badgers' go-to scorer. "I always like to attack," she says. "My mindset is to go forward and go at people whenever I get the ball."

Last season, Walls led Wisconsin in goals — nine total, including four game-winning scores — for the third consecutive year. In 2012, she was selected to the second-team All-Big Ten; she made the Big Ten All-Freshmen team in 2011.

Walls credits some of her success to growing up with a valuable resource: her older brother, Tony. After years of practicing with her in their Wauwatosa, Wisconsin, backyard, he starred at UW-Green Bay before latching on as a defender with Major League Soccer's Chicago Fire in 2012 and Major Indoor Soccer League's Milwaukee Wave this season.

And here's the real kicker: Walls says she could hold her own against her brother, even though he's a professional, adding that she loves to kid him about that.

After roaring out to an 8–2–2 start last season, the women's soccer team dropped five of its last seven games, failing to advance to the NCAA tournament. Walls, citing fatigue as a possible culprit, says the team is working to avoid a similar fate this fall. With a brief taste of the tournament her sophomore season, she is determined to help her team qualify again in her final go-round.

"As a senior, I want to leave the program better than when I came here," says Walls, who is majoring in environmental and international studies. "I want to come in and make an impact — hopefully not only making the [NCAA] tournament, but making it farther than we ever have."

*Preston Schmitt '14*

***"My mindset is to go forward and go at people whenever I get the ball."***



JEFF MILLER

## Give Us an A for Academics

This new center keeps a focus on the end game: getting a degree.

Seven thousand student-athletes have earned varsity letters and graduated from UW-Madison over the years, and all of their names will be displayed on a wall inside the new Fetzer Center for Student-Athlete Excellence, which opened earlier this year as part of the final phase of renovations at Camp Randall Stadium.

The center, which also has a satellite in the Kohl Center, first opened in 1997. It was housed in the basement of the McClain Center, and while it didn't lack for services for the nearly eight hundred student-athletes on campus, it did lack for space.

"We've had a commitment to these things for a long time," says **Jason Holtman**, the UW's assistant athletic director for academic services.

The new center, built with gift money and state-issued bonds, encloses the north end of the stadium in brick and glass. It's a physical reminder that the UW takes academics seriously.

"The number-one reason people come here is to get a

degree," Holtman says. "We didn't just build a building with a bunch of study rooms."

That commitment to academics has tangible results: UW student-athletes have maintained a cumulative grade point average of more than 3.0 for eight consecutive semesters. Their graduation rate (which includes transfer students and those who leave in good standing) is 85 percent, says the NCAA, compared to the national average of 82 percent. And the UW's federal graduation rate, which does not count transfers, is 72 percent, also higher than the 65 percent average.

The new center, which includes a computer lab, meeting rooms, and quiet study areas with red couches and chairs, also gives the athletic department more space to pursue its efforts to help student-athletes develop themselves outside the classroom.

"It's not the books or the ball, but it's everything in between," Holtman says. "It has so much



**The new Fetzer Center for Student-Athlete Excellence is a physical reminder that UW student-athletes have a graduation rate higher than the national average.**

room to grow."

Although all Big Ten schools provide programming to develop student-athletes outside the classroom, the UW is one of just four of the conference's twelve schools with a specific office devoted to these efforts. All UW athletes are required to complete courses in life skills, money management, nutrition, and career development.

"Athletics will end at some point for all of our student-athletes, so making sure they

develop and grow outside of the athletic arena is key for their future success," says **Bridget Woodruff**, the UW's director of student-athlete development. "We are able to assist with their transition from high school, engage them in activities on campus, develop personal skills and leadership skills, enhance their global and cultural awareness, and set them up to advance in their careers when the cheering stops."

*Jenny Price '96*

## **W** BADGER SPORTS TICKER

**The UW had thirty-five athletes listed on the** Academic All-Big Ten teams for their respective sports. To be eligible, student-athletes must be in their second year and carry a 3.0 or better grade point average. The leading UW squads were men's hockey, women's swimming and diving, and wrestling, each of which placed eight athletes.

**Badger wrestler Tyler Graff x'14 reached the national title** match, but fell to the University of Iowa's Tony Ramos. Graff, who wrestled at 133 pounds, was the fourth four-time All-American in UW wrestling history. He won 128 matches, sixth best in Badger history.

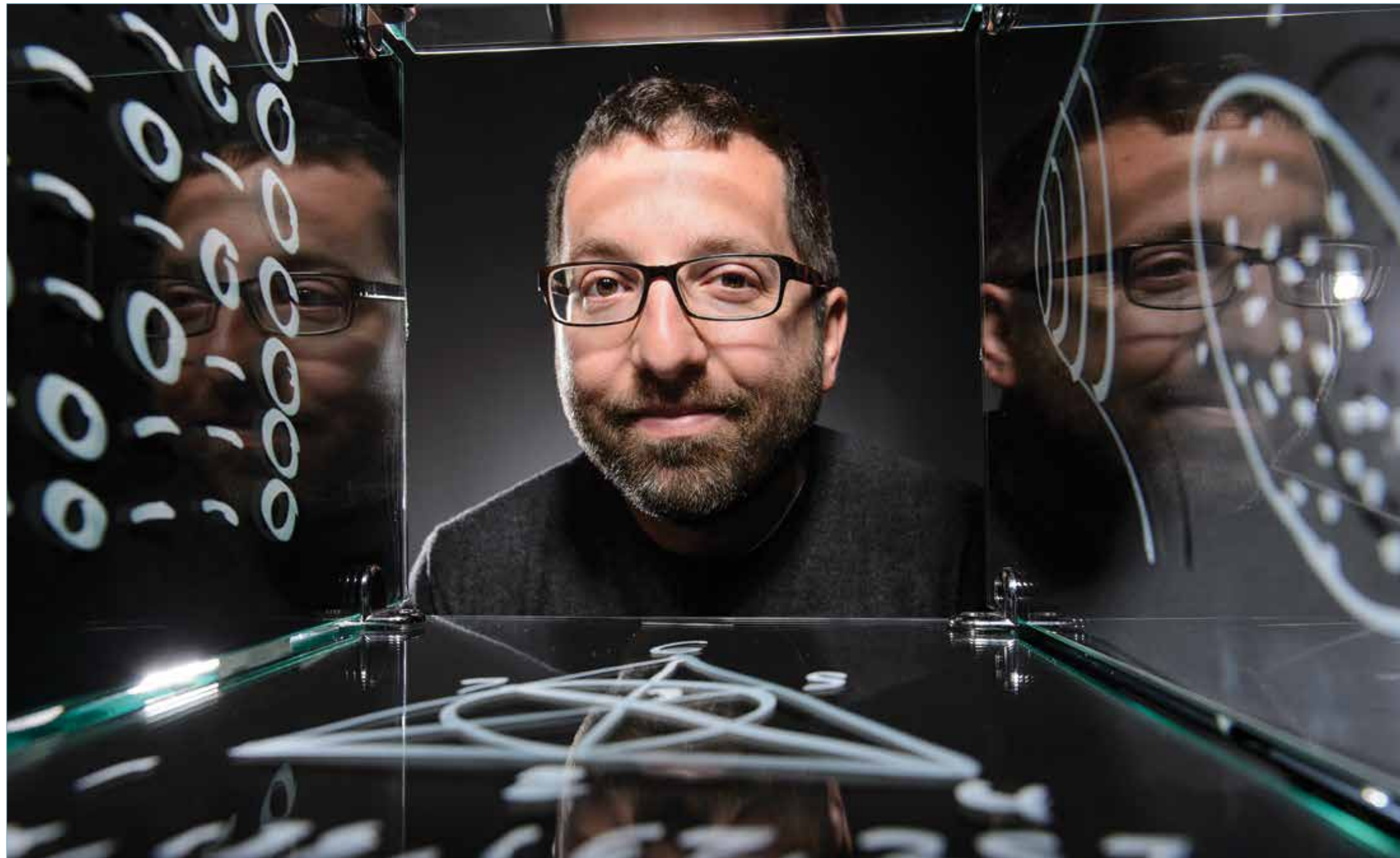
**Nicholas Schafer x'15 set a school record** in the 200-yard breast-

stroke at the NCAA championships in March. He finished at 1:54.23, which put him in fifteenth place nationally. The UW finished in thirty-third place at the meet overall.

**The Badger women's lightweight rowing squad** was ranked number two in the nation at the start of the spring season. Stanford University was ranked number one. The women's lightweight rowing season concluded with national championships in New Jersey on May 30.

**"Kangaroo Kicker" Pat O'Dea LLB1899**, a record-setting Badger punter, is heavily featured in a new book called *The Opening Kickoff* by David Revsine. The book is due out in August.





JEFF MILLER

This UW professor calls mathematics thrilling, meaningful, and beautiful — and he never gets tired of thinking about it.

**Jordan Ellenberg** is a UW mathematics professor, but he has students far beyond his Wisconsin classroom.

Ellenberg began practicing what he calls math journalism in 2001, the same year that *A Beautiful Mind*, the Academy Award-winning film about a famous mathematician, hit theaters. He started writing a column, “Do the Math,” for the online magazine *Slate*, but figured the gig wouldn’t last when the Hollywood hype about the subject came to an end.

But somewhat to his surprise, the requests to write articles about math for magazines and newspapers kept coming.

“If you are used to spending a lot of time teaching courses that people are forced to take, it’s easy to forget that there is a huge hunger for understanding mathematics and that people really want it,” he says.

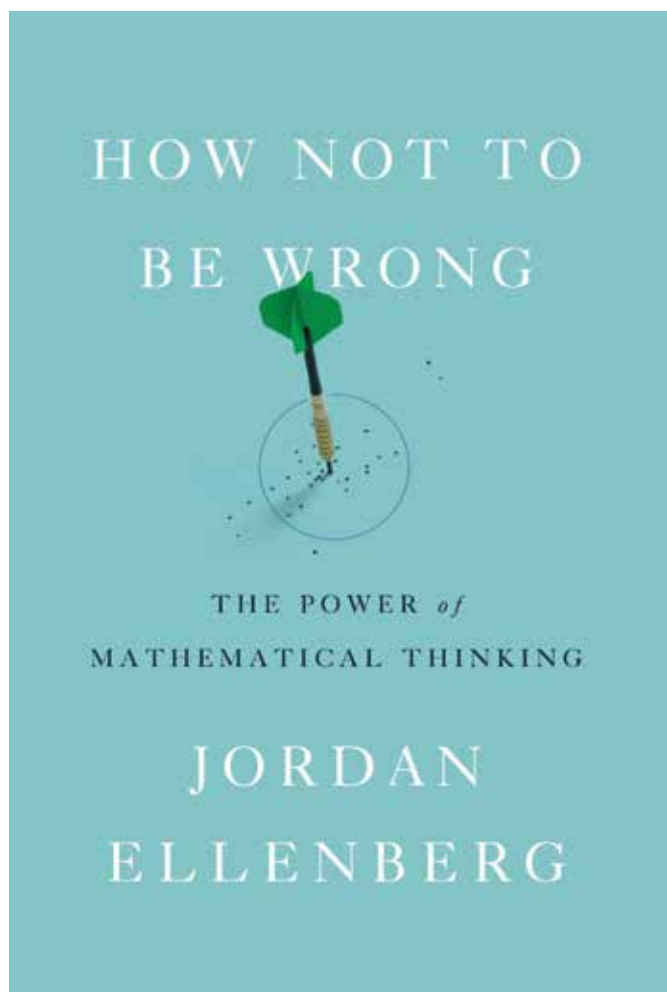
When he’s not teaching theoretical mathematics to UW students and doing research in number theory, Ellenberg is encouraging the rest of us to see the world through a mathematical lens. That idea fuels his new book, *How Not to Be Wrong: The Power of Mathematical Thinking*, excerpted here. It makes the case that math is inherently connected to the way we think as we go about our daily lives.

“It’s like a prosthesis you attach to your common sense and make it stronger,” he says.

*Jenny Price ’96*

“I feel like I’m inside my book,” says Jordan Ellenberg, here surrounded by the types of drawings he uses to explain math and its connection to daily life.

# Thinking inside the box



**From *How Not to Be Wrong: The Power of Mathematical Thinking* by Jordan Ellenberg. Published by arrangement with The Penguin Press, a member of Penguin Group (USA), LLC. © 2014 by Jordan Ellenberg.**

## What Kinds of Mathematics Will Appear in This Book?

If your acquaintance with mathematics comes entirely from school, you have been told a story that is very limited, and in some important ways false. School mathematics is largely made up of a sequence of facts and rules, facts which are certain, rules which come from a higher authority and cannot be questioned. It treats mathematical matters as completely settled.

Mathematics is not settled. Even concerning the basic objects of study, like numbers and geometric figures, our ignorance is much greater than our knowledge. And the things we

do know were arrived at only after massive effort, contention, and confusion. All this sweat and tumult is carefully screened off in your textbook.

There are facts and there are facts, of course. There has never been much controversy about whether  $1 + 2 = 3$ . The question of *how and whether we can truly prove* that  $1 + 2 = 3$ , which wobbles uneasily between mathematics and philosophy, is another story — we return to that at the end of the book. But that the computation is correct is a plain truth. The tumult lies elsewhere. We'll come within sight of it several times.

Mathematical facts can be simple or complicated, and they can be shallow or profound. This divides the mathematical universe into four quadrants:

Basic arithmetic facts, like  $1 + 2 = 3$ , are simple and shallow. So are the basic identities like  $\sin(2x) = 2 \sin x \cos x$  or the quadratic formula: they might be slightly harder to convince yourself of than  $1 + 2 = 3$ , but in the end they don't have much conceptual heft.

Moving over to complicated/shallow, you have the problem of multiplying two ten-digit numbers, or the computation of an intricate definite integral, or, given a couple of years of graduate school, the trace of Frobenius on a modular form of conductor 2377. It's conceivable you might, for some reason, need to know the answer to such a problem, and it's undeniable that it would be somewhere between annoying and impossible to work it out by hand; or, as in the case of the modular form, it might take some serious schooling even to understand what's being asked for. But knowing those answers doesn't really enrich your knowledge about the world.

The complicated/profound quadrant is where professional mathematicians like me try to spend most of our time. That's where the celebrity theorems and conjectures live: the Riemann Hypothesis, Fermat's Last Theorem<sup>[1]</sup>, the Poincaré Conjecture, P vs. NP, Gödel's Theorem. ... Each one of these theorems involves ideas of deep meaning, fundamental importance, mind-blowing beauty, and brutal technicality, and each of them is the protagonist of books of its own.

But not this book. This book is going to hang out in the upper left quadrant: simple and profound. The mathematical ideas we want to address are ones that can be engaged with directly and profitably, whether your mathematical training stops at pre-algebra or extends much further. And they are not "mere facts," like a simple statement of arithmetic — they are principles, whose application extends far beyond the things you're used to thinking of as mathematical. They are the go-to

[1] Which, among pros, is now called Wiles's Theorem, since Andrew Wiles proved it (with a critical assist from Richard Taylor) and [Pierre de] Fermat did not. But the traditional name will probably never be dislodged.



tools on the utility belt, and used properly they will help you not be wrong.

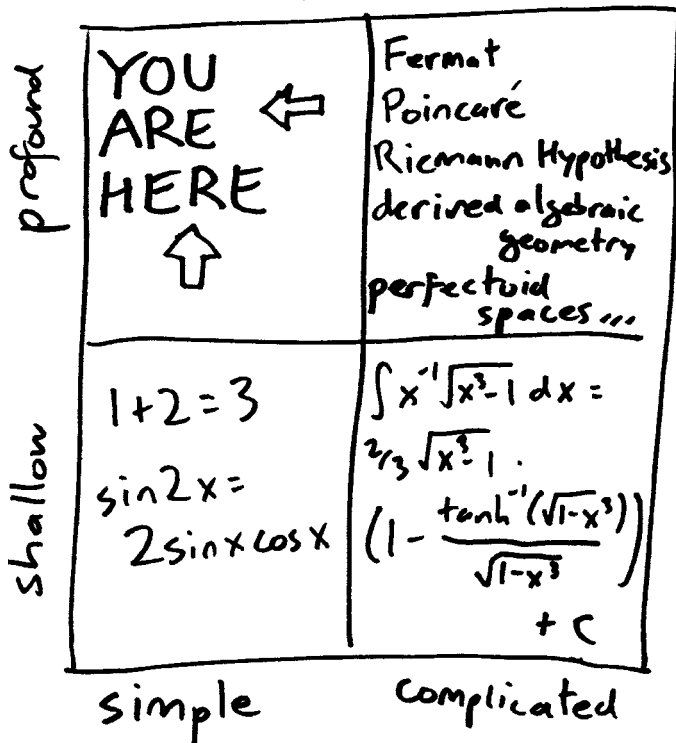
Pure mathematics can be a kind of convent, a quiet place safely cut off from the pernicious influences of the world's messiness and inconsistency. I grew up inside those walls. Other math kids I knew were tempted by applications to physics, or genomics, or the black art of hedge fund management, but I wanted no such *rumspringa*.\*\* As a graduate student, I dedicated myself to number theory, what [Carl Friedrich] Gauss called the *queen of mathematics*, the purest of the pure subjects, the sealed garden at the center of the convent, where we contemplated the same questions about numbers and equations that troubled the Greeks and have gotten hardly less vexing in the twenty-five hundred years since.

At first I worked on number theory with a classical flavor, proving facts about sums of fourth powers of whole numbers that I could, if pressed, explain to my family at Thanksgiving, even if I couldn't explain how I proved what I proved. But before long I got enticed into even more abstract realms, investigating problems where the basic actors — “residually modular Galois representations,” “cohomology of moduli schemes,” “dynamical systems on homogenous spaces,” things like that — were impossible to talk about outside the archipelago of seminar halls and faculty lounges that stretches from Oxford to Princeton to Kyoto to Paris to Madison, Wisconsin, where I'm a professor now. When I tell you this stuff is thrilling, and meaningful, and beautiful, and that I'll never get tired of thinking about it, you may just have to believe me, because it takes a long education just to get to the point where the objects of study rear into view.

But something funny happened. The more abstract and distant from lived experience my research got, the more I started to notice how much math was going on in the world outside the walls. Not Galois representations or cohomology, but ideas that were simpler, older, and just as deep — the northwest quadrant of the conceptual foursquare. ...

This will not be the kind of book where I make grand, vague gestures at great monuments of mathematics, and instruct you in the proper manner of admiring them from a great distance. We are here to get our hands a little dirty. We'll compute some things. There will be a few formulas and equations, when I need them to make a point. No formal math beyond arithmetic will be required, though lots of math

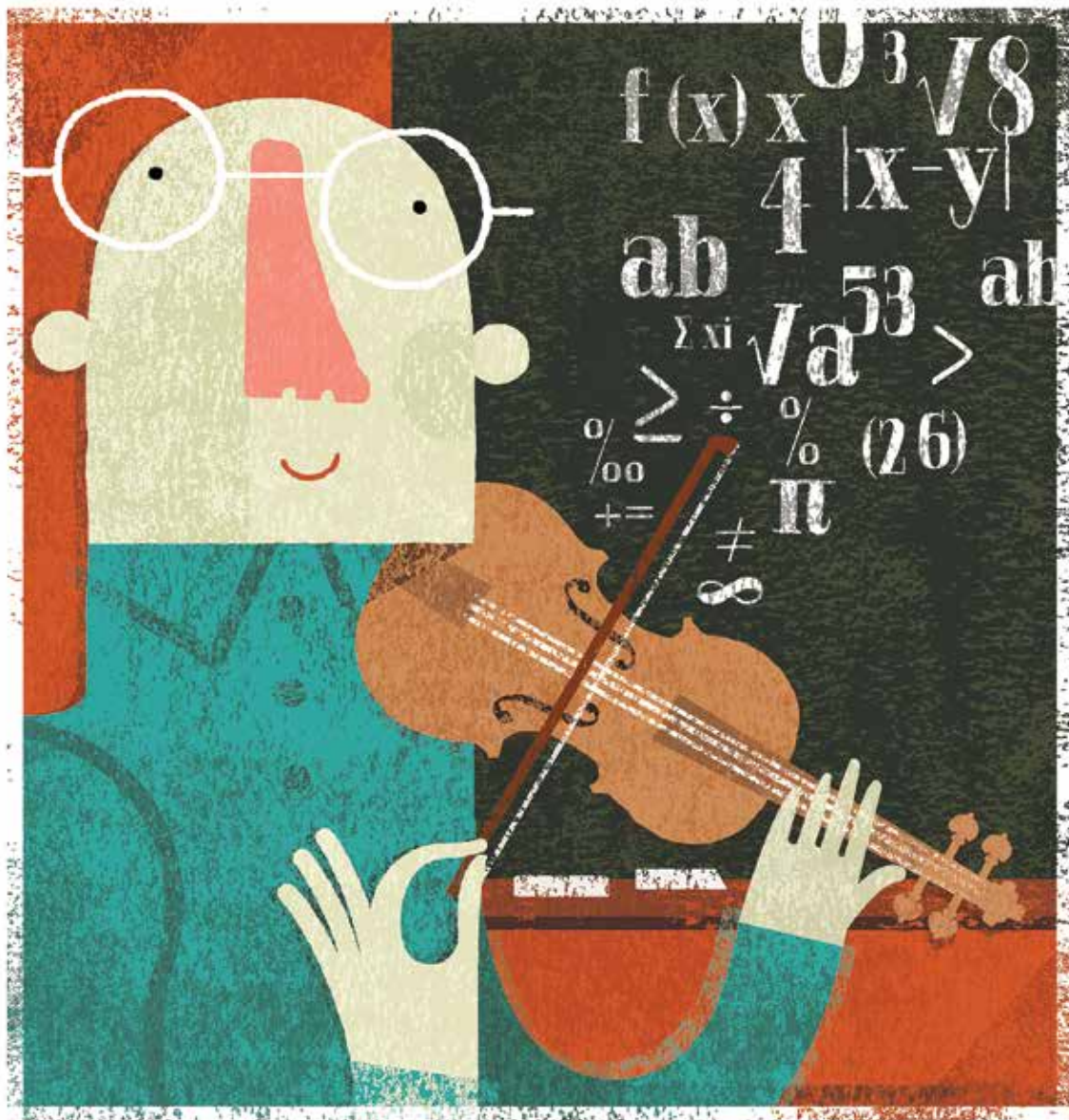
\*\* To be honest, I did spend some part of my early twenties thinking I might want to be a Serious Literary Novelist. I even finished a Serious Literary Novel, called *The Grasshopper King*, and got it published. But in the process I discovered that every day I devoted to Serious Literary Novel-writing was a day half spent moping around wishing I were working on math problems.



In this drawing from his book, Ellenberg explains his belief that the mathematical universe can be divided into four quadrants, and, he writes, the simple/profound quadrant offers “the go-to tools on the utility belt.”

way beyond arithmetic will be explained. I'll draw some crude graphs and charts. We'll encounter some topics from school math, outside their usual habitat; we'll see how trigonometric functions describe the extent to which two variables are related to each other, what calculus has to say about the relationship between linear and nonlinear phenomena, and how the quadratic formula serves as a cognitive model for scientific inquiry. And we'll also run into some of the mathematics that usually gets put off to college and beyond, like the crisis in set theory, which appears here as a kind of metaphor for Supreme Court jurisprudence and baseball umpiring; recent developments in analytic number theory, which demonstrate the interplay between structure and randomness; and information theory and combinatorial designs, which help explain how a group of MIT undergrads won millions of dollars by understanding the guts of the Massachusetts state lottery.

There will be occasional gossip about mathematicians of note, and a certain amount of philosophical speculation. There will even be a proof or two. But there will be no homework, and there will be no test. ■



GORDON STUDER

# Musical Numbers

David Kung delves into the weird and wacky world of the connections between math and music — while factoring social justice into the equation.

BY NIKI DENISON



Here are some fun facts for your next dinner party: all voices on cell phones should sound female. A piano can never be perfectly in tune. It is possible to play “Taps” simply by swinging a piece of pool tubing in a circle over your head.

David Kung '94, MA'96, PhD'00 is full of these types of odd statements, and he can explain the math behind all of them. Kung is a professor at St. Mary's College of Maryland, where he teaches Math, Music, and the Mind, and he speaks around the world about the connections between math and music. Based on a lecture he gave in California, he was recruited by an organization called The Teaching Company to create a class about these relationships.

Both math and music fascinated Kung from a young age. Trained in the violin since he was four, he realized as a teenager that he had to make a career choice.

“When I would talk to musicians who were mid-career,” he says, “they had sort of burned out a little bit on music.” When he talked to mathematicians, however, he found that their passion remained. Coupled with the fact that math seemed the more practical choice, he decided to make it his career, with music as a hobby, little suspecting that he would find a way to combine both in his professional life.

“To me, the real gems of education aren't in any one of the silos that we put academia in,” he says. “To me, the really interesting parts are in the spaces in between where different subjects connect — the interdisciplinary spaces.”

Kung often plays his violin in Math, Music, and the Mind to illustrate mathematical principles. To keep his students engaged, he uses stunts such as putting PVC pipe in a jug of water and playing a scale by moving the pipe up and down, thus demonstrating the concept of relative frequencies. Kung, who has received numerous teaching awards, requires his students to invent an instrument that

uses math principles (the “Wonder Pipe 4000” that he dunked in water was one of them). At the end of the semester, he has students present a concert and incorporate math components into their musical performances.

Kung adapted his St. Mary's course for The Teaching Company's Great Courses, which are offered in the form



“Now, tuning is done so that every key is out of tune to the same degree as every other key. While the differences are small, this mathematics helps explain the change in composition styles from Bach's time to modern twentieth-century music.”

of DVDs, audiotapes, online streaming, and other formats. He gets emails from people all over the world who have taken his class.

“It's a real privilege,” he says, noting that he's delighted that he can reach far more people than he would during a lifetime of teaching in a St. Mary's classroom. While serving as a visiting scholar

at Lingnan University in Hong Kong this past semester, he also created another class for The Teaching Company on “mind-bending mathematical paradoxes.”

## Music Is Nothing but Unconscious Arithmetic\*

Mathematics is about understanding patterns, Kung says — which is also true for music. Think of 4/4 time and half steps, twelve-note scales, and series of beats and measures. “Humans come hardwired for both math and music,” he says in his Great Courses series. “Practically from birth, babies start thinking mathematically and musically. Subitizing is instantly counting without counting out each item. Infants subitize at three or four days old.”

Math is also closely involved in the delivery of music in digital forms. Kung can explain coding in detail, but suffice it to say that 1.4 million zeros and ones are transferred from a CD for each second of music. Coding can detect and fix errors introduced during the manufacturing process. Similarly, auto-tuning programs can correct errors; even during a live concert, if a performer sings out of tune, the sound can be corrected between the time when his or her voice enters the microphone and when it comes out of the speakers.

Kung also delves into more hidden ways that mathematical structures underlie music. Why can a piano never be perfectly in tune? Blame the relationship between the two ingredients needed to construct a scale — octaves (any two piano keys twelve apart from each other) and fifths (two keys that are seven apart).

“On a piano, you either have your fifths in tune, or your octaves in tune, but

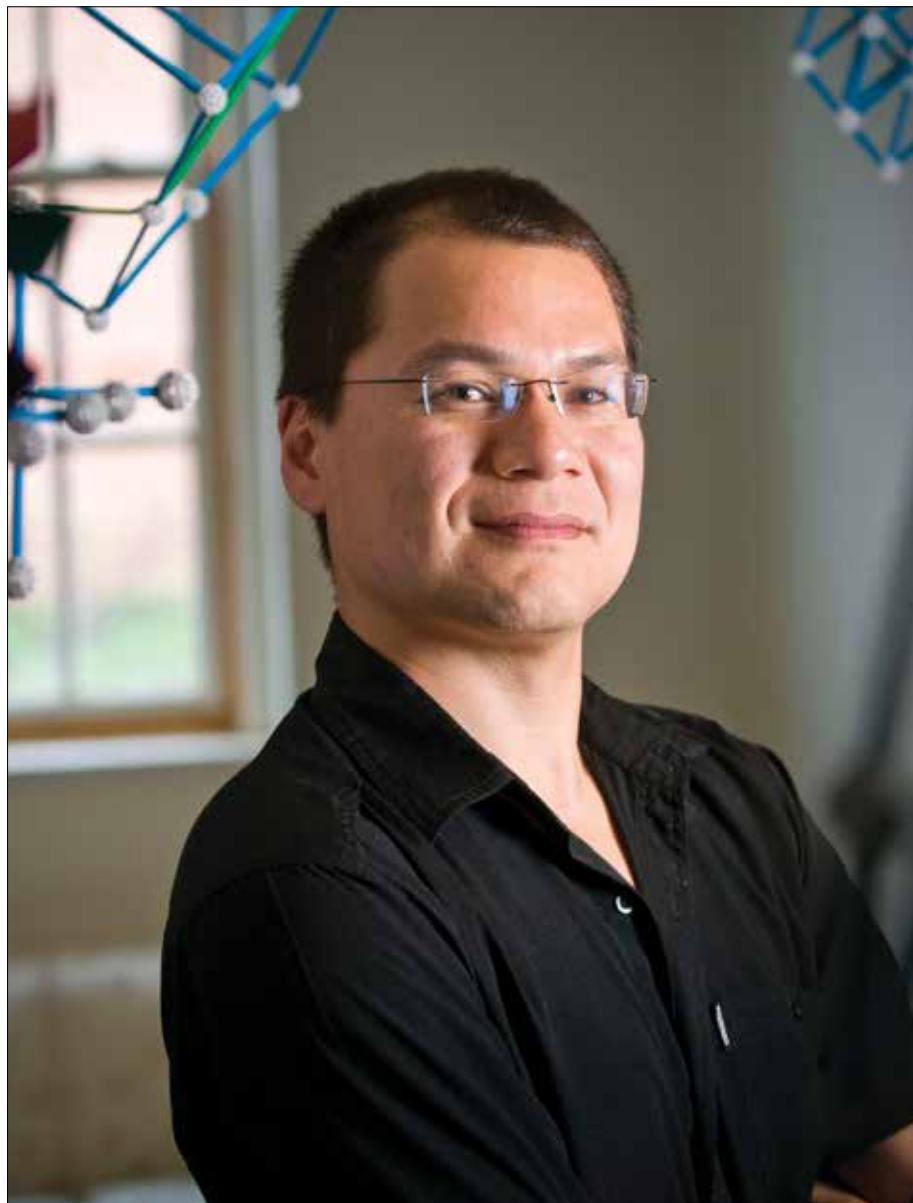
\* Gottfried Leibniz (German mathematician and philosopher, 1646–1716): “The pleasure we obtain from music comes from counting, but counting unconsciously. Music is nothing but unconscious arithmetic.”

you can't have both," Kung explains in his Great Course. "It doesn't work out mathematically."

Modern piano tuning uses a technique called *equal-tempered tuning* to get around that problem by adjusting the intervals between notes slightly to make them come out evenly among all the fifths. "Now, tuning is done so that every key is out of tune to the same degree as every other key," Kung says. "While the differences are small, this mathematics helps explain the change in composition styles from Bach's time to modern twentieth-century music."

Kung also has the inside scoop on cell phones. The speaker inside a phone's handset can't produce frequencies below 350 Hz. Women's voices are typically above that threshold, but men's voices tend to be around 100 Hz, Kung says. However, vocal cords vibrate at a particular sequence of what are called overtones, so a man's voice also vibrates at 200 Hz, 300 Hz, 400 Hz, 500 Hz, and on up to your hearing threshold. "Your brain is essentially an incredibly powerful pattern-matching computer," Kung says. So even though the sounds you hear don't perfectly fit the pattern of a male voice, your brain fills in the missing lower overtones and registers the voice as male.

When you are talking on a cell phone or listening to other sounds, your ear is performing a *Fourier transform*, the mathematical name for a principle governing how sound waves are broken down. The Fourier transform breaks sound waves into sine waves of different frequencies, and the human ear actually performs a version of this complicated math when your inner ear decomposes the waves back into single frequencies. "The fact that your ear evolved to do that is stunning," Kung says. "Because your body does that, your mind can distinguish an oboe playing A from a violin playing A."



COURTESY OF ST. MARY'S COLLEGE OF MARYLAND

**David Kung finds surprising connections in his chosen field and beyond. For instance, the Fibonacci sequence (a specific pattern of numbers) is not only integral to musical scales, but also to natural objects such as pine cones, flower petals, and snail shells.**

### Math-Crazy Composers

In his classes, Kung doesn't just rely on musical oddities. He often draws on history to highlight how composers have used math through the ages. Mozart's Dice Game allowed musicians to create

algorithmic waltzes using pre-composed-musical elements. Players could roll dice and choose specific measures based on the number rolled, resulting in a new piece each time.

Modern composers are even more fond of using math to shape their works.



Arnold Schoenberg, a twentieth-century Austrian composer, wanted to create atonal music, with no one note more important than the others, so he turned to math to provide the structure of his pieces. For instance, in every group of twelve notes, he used each note only once, meaning that he would repeat each note the same number of times in a composition, resulting in a very cerebral form of music.

John Cage, an American avant-garde composer, wrote *Organ ASLSP* (which stands for as slow as possible). “One performance of *Organ ASLSP* began in 2001, and it’s scheduled to end in 2640,” Kung says. Cage also created a composition with no notes that is written in three movements that add up to four minutes and thirty-three seconds. Kung performed it in 2011, standing motionless with his bow held to his violin in complete silence.

“I see Cage’s 4:33 as an audible form of the number zero,” Kung says. “It took enormous creativity and insight for the Babylonians and Mayans to invent something to stand for nothing [the concept of zero]. Cage’s work is a musical version of the same idea, with a similarly powerful effect.”

Cage also stretched the idea of randomness, Kung says. He composed music based on responses from the *I Ching*, star charts, rock formations, and more. Charles Dodge composed *Earth’s Magnetic Field*, in which the pitch changes were taken from the changes due to solar wind in the earth’s magnetic field. Other modern composers such as David Cope use computers and complex algorithms to create their works.

## The Most Important Connection

If Kung is passionate about helping people understand the connections between his two favorite fields, he’s just as fervent about making math more

accessible to students from disadvantaged backgrounds.

He grew up in Stevens Point, Wisconsin, the child of a math professor father who emigrated from China and a mother who was a musician of Danish heritage. His parents imbued him with a deep sense of justice, which was reinforced during ten years of earning degrees at UW-Madison. “It’s hard to find ways [that the campus] didn’t shape me,” he says. “I was there from age eighteen to twenty-eight — those are pretty formative years.” (Brother Tim Kung MA’96 shares his Badger roots.)

Kung regrets that he wasn’t able to stay in Madison longer, and he says that every May, he wishes he could go running in the Arboretum and smell the lilacs.

As a freshman in 1991, Kung demonstrated against the war in Iraq, and as a graduate student, he was a steward for the Teaching Assistants’ Association, serving on its collective-bargaining team. “I sort of got my activism fix through them,” he says.

But it was another opportunity that had the strongest influence on him. He was recruited to help start the Wisconsin Emerging Scholars program, designed to retain underrepresented students. “That program opened my eyes to the possibility of leveling the playing field for students, and what we can do,” says Kung, who tutored students in calculus. The experience motivated him to orient his career less toward research and more toward teaching so that he could continue to work with issues of inclusion.

Kung started an emerging-scholars program at St. Mary’s, and he’s aiding similar efforts at institutions around the country. He’s observed students who thought they weren’t good at math blossom with talent. “Watching these kids really flourish is incredibly rewarding,” he says.

He also teaches Math for Social Justice, a course that seeks to improve

math literacy and responsible citizenship by having students work on real-life problems. One student, he says, was disappointed that fair-trade coffee was not available on campus, so he learned the math concepts behind taking random samples to see if others felt the same way, “and now all our coffee [sold on campus] is fair trade.”

Kung’s passion for social justice extends beyond the classroom. He’s involved in an effort to cap administrator salaries at St. Mary’s at ten times higher than the lowest-paid employee — an initiative that has garnered national media attention.

This summer, Kung will become director of the Mathematical Association of America’s Project NExT (New Experiences in Teaching), a professional-development program for new math faculty. He’s written numerous articles on topics in harmonic analysis and mathematics education, and he’s currently working on a book, *What Could They Possibly Be Thinking? Understanding Your College Math Students*. Along with his professional duties, he makes time to run twenty miles a week, and spends time with his wife and two children.

“I’ve been fortunate to have a very good life so far,” Kung says. But if anything worries him, it’s that “in the end, the world will not be a better place because I’ve been in it.”

To Kung, a better place doesn’t just mean less poverty and more opportunity, “but a better place could be more people understanding more things. That’s sort of a fundamental philosophy-of-life issue that really cuts to what a liberal arts education is,” he says. “To understand the world around you is a beneficial thing, and I think it’s a beneficial thing in and of itself. You don’t have to have application for it in order for it to benefit you as a person.” ■

*Niki Denison is co-editor of On Wisconsin.*



*“We grieve because no living man will see again the onrushing phalanx of victorious birds, sweeping a path for spring across the March skies, chasing the defeated winter from all the woods and prairies of Wisconsin.”*

ALDO LEOPOLD IN 1947



# Empty Nests

Wisconsin conservationists commemorate the passenger pigeons that once darkened our skies.

BY DAVID J. TENENBAUM MA'86

One hundred years ago, a passenger pigeon named Martha died in a Cincinnati zoo. If she had been lonely, it was for good reason: She was the sole survivor of a species that had declined from several billion to one in half a century.

And then on September 1, 1914, there were none. Martha's death was the last act in a most astonishing conservation tragedy.

One hundred and fifty years before Martha's death, immense flocks of passenger pigeons had darkened the skies across eastern North America as they sought the sporadic heavy crops of nuts on oak and beech trees. Then, starting in the mid-1800s, thousands of hunters shot and netted the birds, selling them to urban markets hungry for meat.

The pigeons' habit of gathering in huge numbers was handy for the pigeoners, if not for the pigeons.

*Huge* scarcely does the phenomenon justice. In 1871, during one of the largest assemblies of passenger pigeons ever recorded, hundreds of millions of pigeons nested across 850 square miles of central Wisconsin north and west of the Wisconsin Dells. Eyewitnesses reported that almost every tree held dozens of nests.

“It's still hard to get your head around that,” says Stanley Temple, a UW professor emeritus of forest and wildlife ecology and a noted ornithologist. “It's mind-boggling to think of that kind of abundance being wiped out in less than half a century, but it happened.”

Hunters killed pigeons by the millions and sent thousands of barrels of birds to cities in the East and Midwest by rail.

**In a scene common in the mid-1800s, hunters aim at enormous flocks, bringing down passenger pigeons that they then sold to urban markets.**





**Once upon a time, passenger pigeons occurred in enormous numbers — hundreds of millions in central Wisconsin alone in the 1870s. This year, a century after the very last bird died in captivity, Project Passenger Pigeon is calling attention to the species and the lessons we can learn from its extinction.**

By 1909, the American Ornithologists' Union offered a \$2,220 reward for a live, wild passenger pigeon. It never spent the money.

The passenger pigeon evolved and thrived in the deciduous forests of the eastern half of North America. Its closest living relative is the band-tailed pigeon of southwestern North America, and it is only distantly related to the rock dove or common pigeon (the domesticated varieties of which are often called carrier pigeons or homing pigeons).

A century after Martha's demise, scientists, historians, artists, and educators from Wisconsin and elsewhere have mounted Project Passenger Pigeon ([passengerpigeon.org](http://passengerpigeon.org)), a yearlong effort to remember the bird and then apply the lessons of its abrupt extinction to today.

"This is not a happy anniversary," says environmental historian Curt Meine

MS'83, PhD'88, an adjunct professor of forest and wildlife ecology who, along with Temple, is one of the project's organizers. "But we want to acquaint people in North America and beyond with the history of the passenger pigeon's demise, and broaden that to look at how human activity affects other species. We want to motivate people to take actions to promote biodiversity today and in the future."

Project Passenger Pigeon includes science, art, education, and music, says Temple. "This is a teachable moment about extinction, especially when it's caused by overkill, which unfortunately still goes on. Wisconsin is knee deep in the story of the passenger pigeon — from the vast flocks that used to frequent our state, to the scientists who studied and celebrated them," adds Temple, who

has been lecturing about the pigeon around the country.

Three scientists closely associated with UW-Madison played pivotal roles in keeping the pigeon's memory alive:

- Arlie William Schorger, a UW adjunct professor of wildlife management from 1951 to 1971, wrote a book about the pigeon in 1955. "Bill Schorger was Wisconsin's best natural historian," says Temple. "He never saw a live passenger pigeon, but he doggedly unearthed thousands of early records of the pigeon in Wisconsin and elsewhere, and used them to reconstruct the pigeon's story."
- Conservationist and author Aldo Leopold, founder of what is now the forest and wildlife ecology department, eulogized the pigeon when the Wisconsin Society for Ornithology erected a

monument to the bird at Wisconsin's Wyalusing State Park in 1947: "We have erected a monument to commemorate the funeral of a species. It symbolizes our sorrow. We grieve because no living man will see again the onrushing phalanx of victorious birds, sweeping a path for spring across the March skies, chasing the defeated winter from all the woods and prairies of Wisconsin." The remarks were included in Leopold's *A Sand County Almanac*, one of the most influential nature books ever published.

- David Blockstein '78, a UW post-doctoral fellow in 1986–87, wrote the definitive description of the passenger pigeon for *The Birds of North America*. Blockstein, a senior scientist with the National Council for Science and the Environment and another leader of the centennial effort, acknowledges that vast flocks of hungry pigeons were a mixed blessing to the pioneers: "We read accounts about women and children rushing inside in a panic, as hordes of passenger pigeons flew overhead. But for the most part, that was good news, because it meant fresh meat; they were flying low enough that you could just swing a long stick and get some pigeons."

The industrial slaughter by pigeoners was another matter, however, aided as it was by the telegraph, which helped pinpoint the continually moving game. Still, how could they kill every last pigeon? Blockstein says that wasn't necessary, because hunting also affected reproduction.

"The pigeons were colonial nesters," he explains, "but over a few decades, every time they tried to nest, the nesting ground became a killing zone, and they abandoned the nests." At the same time, the destruction of the forests in eastern North America cut into the bird's habitat.

Blockstein says this year's commemoration is less about mourning the past than preventing a rerun. "The pigeons'



**A cagemate of Martha, the last surviving passenger pigeon, is shown in this photograph taken in the late 1800s. Researchers are almost certain that Martha was born in Wisconsin, but she ultimately died in a Cincinnati zoo in 1914, bringing to a close an astounding story of abundance and extinction in America's history.**

story makes visceral connections: people try to comprehend these phenomenally large flocks, and then recognize that the birds will never again exist," he says. "It's a story about how we have changed the world with our technology and numbers — and not always for the better."

We couldn't do that again, could we? Yes, says Temple, who notes a parallel with some marine fisheries today. "We should be past this, but we are wiping out fish like the bluefin tuna, the menhaden, and the cod. We are doing to them exactly what we did to the passenger pigeon."

It shows our modern bias to ask why hunters continued hunting, even as the pigeon flocks dwindled, says Blockstein. "People had no experience with a species being numerous and becoming scarce

in a couple of decades," he says. "Now, unfortunately, we grew up knowing about endangered species and extinction; these are part of the landscape we live in."

In his eulogy — written less than four decades after the extinction of the passenger pigeon — Leopold eloquently captured the loss in terms that resonate to this day:

*Men still live who, in their youth, remember pigeons. Trees still live who, in their youth, were shaken by a living wind. But a decade hence only the oldest oaks will remember, and at long last only the hills will know. ■*

David J. Tenenbaum MA'86 writes for *The Why Files* ([whyfiles.org](http://whyfiles.org)) and covers research for *University Communications*.



A woman with dark hair, wearing blue scrubs and a stethoscope, stands in a forest with her arms crossed. The background is a dense forest with sunlight filtering through the trees.

# Off the Prescribed Path

Throughout her undergraduate, medical school, and professional career, Jenny Amani has never followed the usual road. Who figured the country would need to create more doctors like her?



BY JOHN ALLEN

**J**ENNY AMANI MD'09 doesn't have many fears, but the UW School of Medicine and Public Health is one of them.

"Please be careful how you talk about me," she says. "Medicine does not like people who fall out of line. They make a gripping Lifetime movie, but they don't make a viable professional."

Amani is speaking from a Native American clinic on the Skokomish reservation on Washington's Olympic Peninsula — about as remote a location as one can find in the continental United States.

"You've got to see this place," she says. "It's a gorgeous place to practice. The Native American art is just amazing, and the people are truly thankful for your work."

Gorgeous it may be, but it's also something else: a refuge? a break? a self-imposed exile? It's a departure, at any rate. It's a fall from the straight line that doctors are supposed to follow. Amani is with the Skokomish because of the fearless decisions she's made, including dropping out of her residency program.

She's right — her life would make a gripping Lifetime movie, because she seldom follows the prescribed path. Her entire career, from her first undergraduate stint at UW-Madison, has avoided straight lines and instead traced curves and cul-de-sacs.

She dropped out of college.

She got involved in the club scene.

She was homeless.

She fought her way back to a degree and then to an MD.

**Jenny Amani has generally cut her own path in life. "I guess the wiggles got the best of me," she says. Her road has led her in and out of UW-Madison and to the Skokomish reservation in Washington. She plans to return to a residency program this summer.**

But if she's afraid of the disapproval of the School of Medicine and Public Health (SMPH), her fears are unfounded — she hews closer to their ideals than she thinks.

"We're not at all embarrassed by Jenny," says Cynthia Haq, a UW professor of family medicine. "We're very proud of her. She's a survivor. We're proud of her for the difference she's making, and of all our students who choose a career path to work with people who may not have sufficient access to health care services, the medically underserved."

**"I always had this thought that I should become a doctor. I kept putting one foot in front of the other until I was there. I had to slug through it, and I fell a lot, got sidetracked, got back on course. I'm just the schmuck who keeps getting up every time she's knocked down."**

Since adding *and Public Health* to its name in 2005, the UW's medical school has increased its focus on encouraging the doctors it trains to work with the medically underserved — a growing population in the United States. Though Congress passed the Patient Protection and Affordable Care Act (nicknamed Obamacare) in 2010 with the aim of providing health insurance to perhaps 30 million previously uninsured Americans, the law can't guarantee access to health care. With or without insurance, no patient can see a doctor who isn't there.

"Access to health care has to do with insurance schemes, but it also has to do with getting doctors and nurses to the right places, where the needs are greatest," Haq says. "In many areas, there simply are

not enough doctors to meet the minimum requirement to provide basic health care services. We need to create programs to recruit and train doctors to work with underserved populations."

And so the UW is looking for more medical students who, like Amani, want to devote themselves to the underserved, even if the rewards — in money, in prestige — are much less than a doctor might find elsewhere. In recent years, the school has gained a reputation for these efforts. In 2013, it earned the Association of American Medical Colleges' Spencer Foreman Award for Outstanding Community Service, naming it, in Haq's estimation, as "one of the leading community-engaged medical schools in the country."

**AMANI** has been practicing on reservations for nearly two years, working with the Quinault and the Nez Perce Nations before joining the Skokomish. And she does so even though she didn't finish her residency. She left that program when she felt she could no longer balance the needs of her newborn son with the demands of residency. Although she had passed all her exams and qualified for a state license before she left, her options were limited.

"Most hospitals and managed-care clinics require that you finish residency. But with a license in hand, you can work in several sectors. The military, corrections, and Native health are all possible options," Amani says. "I had to start working at an occupational health clinic. I sent out hundreds of applications, and they were the only ones who would hire me at that level of training."

But Amani, who grew up in poverty, has always been committed to caring for the disadvantaged. "That's where my roots are," she says. "The poor and underserved [have always] somehow found me." When a job with tribal health popped up, she took the jump.



But then Amani's career has seen a lot of jumping, and things have seldom gone entirely her way. She first enrolled at UW-Madison as an undergraduate in 1990, after a youth spent moving around as a military brat. But the structure of the university didn't agree with her, and she dropped out in 1993 to pursue work as a DJ in dance clubs, first in Madison, then in Champaign, Illinois, then in Chicago.

"I guess the wiggles got the best of me," she says.

It didn't take her long to realize she had a naïve view of club culture. Very few patrons, she discovered, went out solely or even principally to hear her musical work. Instead, they came for hook-ups, alcohol, and drugs.

"It really came as a shock," Amani says. "Very few people go to bars to hear music. People often ask me if I got caught up in the culture and substance abuse. But I saw what it did to people, and I decided early on that I was not going down that path. I don't drink at all. Like, not at all. I was just spinning music and learning about life."

Working turntables was fun, and Amani enjoyed what she calls her "urban education," but it was hardly lucrative. Money was tight, and her parents divorced, leaving her to fend for herself. She was homeless for a time, staying in shelters, sleeping in her car, or "couch surfing" at friends' apartments.

She saw hurt and heartache on the streets of Chicago, and she realized that she couldn't do much to help people as a DJ.

"I always had this thought that I should become a doctor," she says. "Even when I was spinning the tables, it was there in the back of my head. And while I didn't seem like a likely candidate, I kept putting one foot in front of the other until I was there."

She earned her bachelor's degree by taking classes at community colleges and then the University of Illinois-Chicago, all the while laboring forty to fifty hours a

week as she supplemented her nightclub work with a job with deaf children. After a post-baccalaureate year in biomedical sciences, Amani worked with AmeriCorps at a domestic violence shelter as she applied to medical school.

"I had to slug through it," she says, "and I fell a lot, got sidetracked, got back on course. Many people encouraged me to keep going. I'm not particularly

**"I don't regret anything that happened to me, whether having children or leaving residency. It's deepened me so much as a person, which has made me a better physician. I feel a deep connection to the less fortunate."**

academically talented. I'm just the schmuck who keeps getting up every time she's knocked down."

Amani applied to seventy medical schools, interviewed at twelve, and was accepted by three before she stopped looking. The UW's was one of the three, and she returned to Madison, a familiar city where she could be closer to her family.

While in school, she never lost sight of the disadvantaged. In her third year, she connected with Jim Withers, a physician in Pittsburgh who had created Operation Safety Net to practice what he calls "street medicine."

The program puts medical professionals — Withers himself, nurses, students such as Amani — out on the street to meet with and serve the homeless on their own turf. For a semester, Amani went to street corners and alleys and door-

ways to do exams, give out clean socks, and connect people to the medicines they needed. She told them her own story and encouraged them to get back on their feet.

"It was a privilege to serve that way. I especially appreciated their openness, their willingness to bare the little they had," she says. "There's something about meeting people where they live. Whether it be a dirt pad under a bridge or a palace, they're inviting you into them. You learn so much more about them than you can in an office."

After graduation, she tried to keep to the standard path. She began a residency program in the Southwest, but she felt she was learning more about paperwork than patient care. Her unrest mounted during her first pregnancy, and she left her program when she felt her family priorities were compromised. After working in occupational health and general practice for a year, she found her way to the Indian Health Service.

Few ethnic groups suffer health care needs as acutely as Native American communities do. "We are perhaps the most challenged group in the country," says Erik Brodt, a professor of family medicine and director of the UW's Native American Center for Health Professions.

NACHP's goal is to increase the number of Native and non-Native health professionals who work in Native communities to help solve those challenges — a very personal issue for Brodt, who is Native American. "We die younger than any other major group. We live with more chronic diseases. We have higher rates of heart disease, kidney disease, and cancer. We die more often from accidents and suicide. And I believe the paucity of health professionals and policy-makers [who are] well-educated in Native issues limits our ability to find solutions."

But Amani feels that her career has prepared her for the challenges of working in Native health.



**Jenny Amani treats a young patient at a clinic on Washington's Skokomish reservation. After Amani left her residency program, the Indian Health Service was one of the few organizations that would take her. But she's found the work fulfilling. "There's something about meeting people where they live," she says. "They're inviting you into them."**

"It's been a rough ride," she says, "quite a roller coaster. But I don't regret anything that happened to me, whether having children or leaving residency. It's deepened me so much as a person, which has made me a better physician. I feel a deep connection to the less fortunate, and it just seems that I'm lucky enough that they seem to find me, wherever I am. The [Skokomish, Quinalt, and Nez Perce have been] so appreciative of my efforts, and when they share their culture and Native medical knowledge with me, I feel so privileged to be invited into their world."

**AMANI** isn't easy to get hold of these days, and it would be a stretch to say that she's a role model for SMPH. Few at the school even know her name. She was Jennifer Jenkins when she was a student. During her last year at the UW, she wrote about her experiences doing street medicine for an SMPH newsletter, but afterward, she largely disappeared from the school's view.

But even if the UW hasn't been following Amani, it's aware that many American doctors aren't like her, and sometimes that can be a concern. While work with the underserved has found her, it doesn't tend to interest many physicians. A medical education is challenging, expensive, and very long. It tends to weed out all but the most driven, motivated students. As a result, some doctors can feel a bit entitled.

"Physicians are a very highly respected, high-income group," says David Deci, a professor of family medicine and that department's director of medical student education. "It can be easy for us to forget the struggles that the vast majority of people go through."

Like Amani, Deci is a disciple of Jim Withers. Before joining the UW faculty in 2009, he taught at the medical school for West Virginia University, where he served as adviser to a group of students who launched their own street medicine clinic, and Deci met with Withers many times. Deci is now on the national board

of directors for the Street Medicine Institute, an outgrowth of Withers's Operation Safety Net that offers guidance to similar organizations around the globe. At the UW, he's the faculty mentor for MEDiC, the student-run, free medical clinics that operate in a variety of locations around Madison, including several homeless shelters. (See *On Wisconsin*, Winter 2009.)

"The school has a mission of serving the people of Wisconsin," Deci says. "Just as spreading research is important in giving wonderful advancements to the state and nation, we also have to serve by giving good health care to the state."

In 2004, the Wisconsin Hospital Association and the Wisconsin Medical Society issued a report, "Who Will Care for Our Patients?," documenting shortages of physicians across the state. It's been updated twice since then, but the trend has been clear: the state isn't recruiting and retaining enough physicians to care for its population.

How many is enough? The federal government defines a community as a



“health professional shortage area” if there are more than 3,500 people per primary care physician (or more than 3,000 if the population includes a large portion of elderly, very young, or very poor people who require a higher level of care). By this standard, the United States as a whole is far from underserved. According to the 2010 census, there were more than 397,000 primary care doctors practicing in the country, or one for about every 800 Americans. But the physicians are far from evenly spread across the country — they tend to clump in relatively affluent areas. Wisconsin has 7,254 primary care physicians for a population of about 5.7 million, or one for every 786 citizens. And yet three-quarters of the state’s counties — rural areas and poor inner-city areas — include medically underserved populations.

In the early 2000s, the UW embraced an opportunity to expand the ways it serves the state. Blue Cross/Blue Shield United of Wisconsin converted from a nonprofit to a for-profit entity — essentially, the insurance company was sold. From the proceeds of that transaction, a sum of \$630 million was to be split



**Medical students from the UW’s TRIUMPH program see a patient in this photo from 2010. TRIUMPH places students in facilities in poorer areas of Milwaukee. According to Cynthia Haq, the program’s director, participants “quickly come up against [the] reality” of what it means to practice in low-resource communities.**

equally between SMPH and the Medical College of Wisconsin. From these funds, SMPH created the Wisconsin Partnership Program to serve the public health needs of Wisconsin and reduce health disparities through initiatives in education, research, and community partnerships.

In 2007, noting a decline in the number of doctors working in Wiscon-

sin’s small towns, the UW’s medical school, with the support of the Wisconsin Partnership Program, created WARM: the Wisconsin Academy for Rural Medicine, which is under the direction of Byron Crouse. The four-year program encourages medical students to see the needs of rural areas, where the problems often stem from an aging population.

## Putting the Public in Public Health

When giving the UW’s School of Medicine and Public Health its Spencer Foreman Award for Outstanding Community Service, the Association of American Medical Colleges (AAMC) cited more than just TRIUMPH and WARM. It also noted several other programs that focus on taking education and research out to the public.

### WPP

When it comes to the UW’s status as a public health institution, the story begins when the school was founded to train doctors to care for the people of the state. But it accelerated in 2004, when the Wisconsin Partnership Program (WPP) was created from funds provided as a result of the conversion of Blue Cross/Blue Shield United of Wisconsin. WPP has a vision to make Wisconsin a healthier state for all by investing in a balanced portfolio of innovative education and training initiatives for students, fellows, and the public health workforce. It also sponsors a broad spectrum of research and strong

community-academic partnerships. Toward that end, the WPP has distributed more than 350 grants totaling close to \$140 million.

### ICTR

The Institute for Clinical and Translational Research (ICTR) works to take UW medical discoveries and insights out to working physicians and clinics, so that they’re able to use the lessons that university scientists learn. ICTR includes the Collaborative Center for Health Equity (CCHE), which focuses on community-engaged research with diverse underserved populations, in particular in Milwaukee’s inner city and on Native American reservations in Wisconsin.

Traditionally, says Sarah Esmond, CCHE’s administrative director, members of underserved communities “suffer high rates of cancer, obesity, and asthma, among other things. They may not see the value of, nor have the opportunity to participate in or advance, research. Our research partnerships in these communities help us to better understand, address, and reduce health disparities.”

“Not only are the people in rural areas getting older,” says Crouse, “but so are their physicians. We say they’re transitioning from health care providers to health care users.”

And then in 2009, the year that Amani graduated, SMPH launched a new program to recruit potential physicians for another of the state’s areas of greatest need: poor areas of big cities. TRIUMPH, which stands for Training in Urban Medicine and Public Health, is directed by Haq and puts students in some of Milwaukee’s poorest neighborhoods for the last two years of medical school. Both TRIUMPH and WARM try to prepare students by showing them what doctors in medically underserved areas deal with every day.

“Many students come to work in low-resource settings with the hope that they’re going to save people, and dramatically change health outcomes in a short period of time,” says Haq. “They quickly come up against reality — for example, a forty-year-old man with mental illness who’s already had a stroke and diabetes and is homeless. These are complex problems to address, and you’re not going to be successful if you try to do it by

yourself. Yet, if you’re interested in this type of work, you will find many other like-minded physicians and community members who are also contributing. You can have a rich life full of rewarding options and make a difference where the needs are greatest.”

Deci believes that the programs aren’t just good for the state; they’re good for the school and good for students. Working with the underserved, Deci argues, makes for better and even happier physicians.

“It’s so easy to be absorbed by the efficiencies and technology of modern health care,” he says. “But that can be a recipe for burnout and cynicism. When you work with the underserved, you see people’s needs holistically — biological, psychological, social, and spiritual. You spend more open-ended time with them, and because resources are often limited, they engage and challenge your skills as a physician.”

**It’s** that holistic treatment of patients — particularly paying attention to their social and spiritual health — that Amani finds so important in her current work, and she’d like to spread what she’s learned from the Skokomish elsewhere. She turned

forty last year. Her children — two sons — are now past infancy, and she’s decided she’s ready to return to the standard path of medical education, at least for a while. This year, she and her partner, Sharon Amani, are taking their family to Texas, where she’ll start residency again at the University of Texas-Houston, doing occupational and environmental health. With this focus, she’ll earn a master of public health, which she hopes will teach her more about preventive efforts. She is confident that the poor and disenfranchised will find her in Texas, just as they did in Wisconsin and Washington.

“There’s a huge subset of the population who come to the occupational health clinics because that’s the only health care they can get,” she says. “Maybe they’re working a minimum-wage job, or maybe they don’t get health care. You try to do as much as you can for them in the moments they’re in front of you, whether that’s in the clinic, on the streets, on the reservation, or wherever you are.” ■

John Allen is senior editor for *On Wisconsin Magazine*.

ICTR is also the home of the Native American Center for Health Professions, directed by Erik Brodt. UW-NACHP aims to inspire Native students to try careers in the health professions and encourage more physicians — Native and non-Native — to work in Native communities.

## PHI

AAMC also cited the Population Health Institute (PHI) as one of the programs that makes the UW an outstanding outreach institution. PHI’s roots stretch back to 1984, but over the last decade, it’s settled into a focus of combining health care and public health policies to improve the health of entire populations.

“Most people think the two are synonymous, but they’re not,” says Pat Remington, who was PHI’s director from 2001-2009. “*Health care* policies focus on the things that we can do to improve affordability, quality, access, and organization of medical services. *Public health* policies focus on promoting the overall health of a

community. It includes urban design, smoking policies, nutrition — it’s about trying to keep a community from getting sick.”

PHI’s current director is Karen Timberlake, a former secretary of Wisconsin’s Department of Health Services, and the organization’s work tends to cross this traditional divide. There’s program evaluation, which cities, counties, and other entities use to examine how well their health care programs work. There’s health policy, which advises government entities — mostly the state of Wisconsin — on how to use evidence to evaluate how well health policies work. And there’s public health, where the most visible unit is an activity called Mobilizing Action Toward Community Health, or MATCH. A decade ago, MATCH began rating all the counties in Wisconsin for their overall healthiness, and this year it released its fifth annual evaluation of all the counties in the nation.

For the curious, Dane County (home to UW-Madison) ranks as the seventeenth healthiest of Wisconsin’s seventy-two counties.

J.A.



# The Man with a Plan

Scott Freres and his Chicago firm (with plenty of Badgers on board) are influencing popular **urban landscapes** across the country.

BY VIKKI ORTIZ HEALY '97

In a loft space overlooking popular bars, restaurants, and a doughnut shop where people line up for blocks in Chicago's River North neighborhood, Scott Freres '86 glances at a collection of urban development plans that have created similar buzz.

There's a sketch of the Irish Green lawn at the University of Notre Dame, a new beloved gathering space. There are renderings of a reinvigorated Main Street in downtown Kenosha, Wisconsin. And there are plans from ten former industrial towns in Oregon that are starting to bustle again after years of struggle.

The designs are tacked to his bulletin board to remind Freres of the projects he has been a part of since he co-founded The Lakota Group, an urban planning and landscape architecture firm, twenty-one years ago. One of the thumbtacks has special significance: it's a Motion W, the iconic athletics logo from his alma mater, a place Freres credits with setting him on his path. Today he's at the forefront of change as urban planning and landscape architecture have evolved into a blended industry.

"[The university] gave me a fundamental platform that I built my career around," says Freres, who shows his appreciation by returning to campus for guest lectures and sitting on the content and design committee for Alumni Park, a green space that the Wisconsin Alumni Association is developing next to the Memorial Union.

Freres has made it a priority to hire UW graduates at his firm, where today five of the sixteen full-time employees are alumni, and others have passed through over the years.

"There are other Wisconsin alumni looking out for fellow Badgers. ... It's good to know these kinds of employers exist," says Sarah White '04, a senior planner and landscape architect at the firm.

Freres, who grew up in suburban Chicago, knew by the time he turned eighteen that he wanted to bring people together with

architectural designs that respect the environment. While touring the UW, the view looking down Bascom Hill to State Street convinced him that Madison — where nature seemed harmoniously paired with development — would be the ideal place to study.

But when he enrolled in the 1980s, landscape architecture was not the trendy, almost assumed aspect of urban planning that it is today. Freres's courses focused on wholly environmental topics such as natural resources, wildlife, and resource protection, with less attention paid to the urban environment. People commonly confused his career choice with wanting to be a gardener.

"If you called yourself a landscape architect twenty-five years ago, the first question from your mom was, 'Do you get your name on the side of the truck?'" he recalls. "[People think] you're the guy putting the bushes in when they're done designing the building."

In those days, Freres explains, landscape architects were an afterthought in major development projects, brought in to help think through site-specific issues, or to choose plants.

But changes in the way society now thinks — with a new awareness of the environment, a focus on quality-of-life issues, and an interest in learning from examples around the world — have allowed landscape architects to become key members of the design and planning process.

"Today, the landscape architecture world can be much broader," he says. "It can be much more at the macro level of addressing community-planning issues, addressing policy issues, and community engagement. Twenty years ago, that was not part of our role at all."

To broaden his experience while still a student, Freres took a full-time job with campus facilities planning, where he helped with a renovation of the Memorial Union Terrace.



COURTESY OF THE LAKOTA GROUP

Upon graduating, he spent several years at major Chicago architectural firms — often as one of the only landscape architects on staff — working on making architectural projects more sustainable.

As green concepts became more *en vogue*, Freres and colleague John LaMotte '80 were inspired to start their own company, The Lakota Group. Choosing a Native American term that means “allies” as a nod to its respect for the environment and community building, the firm offers public and private urban planning and design, landscape architecture, and historic preservation. A sampling of the firm’s projects is featured here.

A trailblazer for merging urban design and landscape architecture, Freres says he’s heartened to see dozens of firms across the region enter the arena. He welcomes the competition, and notes that the growth is also inspiring universities to retool their courses to better reflect the shift.

Broadening his industry means good things for generations to come, he says, adding, “Landscape in the world I live in is about designing people spaces.” ■

Vikki Ortiz Healy '97 is a reporter for the Chicago Tribune.

## Oregon’s Main Streets

**The problem:** After paper and timber mills and other industries left the area, communities in Oregon struggled to revive their main streets.

**The strategy:** In 2008, Oregon Main Street brought in The Lakota Group to develop revitalization plans for ten cities. The group spent weeks traveling from Oregon’s western coast to its northeastern edge, working with residents, business owners, and civic leaders to help bring life back to their communities.

**The results:** A fountain now adorns a downtown park in Carlton, Oregon, as city leaders continue to implement suggestions to make the town into a wine-country destination. (The firm’s rendering, above, showed how a few enhancements could make the park into a popular gathering space.) Another community, Oakridge, is enthusiastically redefining itself as the mountain-bike capital of the state, using former logging trails as bike paths. “Some of those towns certainly were at the very start of their revitalization,” says Sheri Stuart, state coordinator for Oregon Main Street. “[The Lakota Group] was instrumental in being able to provide that technical assistance when this was a very young program.”



## Kenosha, Wisconsin

**The problem:** The city of Kenosha had successfully brought the former industrial town back to life by redeveloping its waterfront. But as visitors turned their attention to the city's shore, the adjacent downtown was starting to die.

**The strategy:** In 2011, The Lakota Group spent months interviewing residents, conducting public meetings, and sharing ideas in the local newspapers before creating a strategic revitalization and implementation master plan for downtown Kenosha.

**The results:** As part of formally adopting the master plan in 2013, city leaders hired Violet Ricker as Main Street manager for the downtown district. Thirteen new businesses opened on Main Street last year; plans are under way for a streetcar expansion (as shown in the rendering, at right); and new signage directing visitors to downtown was unveiled in the spring. "As people continue to come downtown and see what we're doing," Ricker says, "they'll be able to see a very visible change."



## Notre Dame's Irish Green/Eddy Street Commons

**The problem:** A South Bend, Indiana, neighborhood adjacent to the University of Notre Dame was blighted and unwelcoming, but the campus and communities had existed with little collaboration for decades.

**The strategy:** The university, city, and three local businesses hired Freres and his team to facilitate difficult conversations among the institution, skeptical neighborhood residents, and others to devise a major redevelopment plan for the area.

**The results:** The project created Eddy Street Commons — twenty-four acres of new row houses, condominiums, apartments, retail stores, hotels, and restaurants. The city improvements coincided with Notre Dame's designation of the Irish Green, sixteen acres of adjacent open space (shown in the photo, above). "It's been an incredible change," says Gregory Hakanen, director of Northeast Neighborhood Redevelopment for Notre Dame. "[The project has] really blurred the line between campus and community, and it's really given a sense of common ground."



## St. Cloud, Minnesota

**The problem:** For years, leaders of the city of St. Cloud struggled with playing second fiddle to the Twin Cities and searched for a way to gain recognition for the community they love.

**The strategy:** The Lakota Group, working with the St. Cloud Arts Commission, developed a “placemaking plan” that could help the community articulate its identity and promote itself to the public (including a new signage system, represented above).

**The results:** Freres and his team created “St. Cloud — Greater” as a branding slogan to advertise the greater St. Cloud area. They then produced a video — a first for The Lakota Group — to drive the brand home, and Freres has been inspired by the new approach. “I like the idea of trying new things and experimenting with new communication tools,” he says.



## Oak Park, Illinois

**The problem:** In Oak Park, an artsy community west of Chicago known for its Frank Lloyd Wright architecture, a prominent section of the historic downtown along Marion Street had fallen into disrepair, with vacant storefronts that discouraged pedestrians.

**The strategy:** Village officials hired The Lakota Group to propose a design that would recapture the city’s historical roots, yet create a look that would last for generations to come. Bold recommendations included returning vehicle access that had been cordoned off for years, restoring brick streets and blue stone sidewalks, and using state-of-the-art water drainage systems that shoot rainwater back into hanging planters.

**The results:** Three years later, Anan Abu-Taleb, Oak Park’s village president, says a sense of energy has returned to Marion Street (shown in the photo, at left): “It feels like it’s been there forever, and it feels like it’s going to be there forever. ... It’s kind of a bridge between the past and the future.”



# Seeing Results

The expanding ability to decipher human DNA has made genetic testing widely available. **But it takes a pro to translate the information.**

BY KIM SMUGA-OTTO '97

Jenny Saffran remembers having a strange, disjointed feeling as she walked into the UW Carbone Cancer Center for her first appointment with a genetic counselor in 2006.

She wasn't sick; she was young and healthy, with a family and a full professorship in psychology at UW-Madison. But for several years, she had suspected that she carried a gene mutation that would put her at high risk for breast and ovarian cancer. Now she was going to find out for certain.

The appointment was not what she had expected.

"I assumed," recalls Saffran, "[that] all I had to do was walk in, say my mother had ovarian cancer and I'm Ashkenazi Jew, and they would say, 'Sure, fill out the paperwork.'" Instead, she and a counselor spent an hour working on a detailed family history before deciding

that she was a good candidate for genetic testing.

When Saffran returned to learn her test results, she was prepared for bad news — concerns that intensified when she noticed that a box of tissues had been placed in the center of the table. Then the counselor confirmed her fears, telling Saffran that she had tested positive for the gene mutation.

"It's life-changing information you are being given in a moment," Saffran says.

Estimates from the National Cancer Institute note that women with this mutation have a 55 to 65 percent chance for developing breast cancer and a 39 percent chance for ovarian cancer — far higher than the general population.

Her genetic counselor was prepared not only to deliver such news, but also to talk about what the test results meant for Saffran, her children, and other family members. They discussed her short-term and long-term options. Saffran was deeply impressed by her counselor's knowledge

of the science and by the compassion and empathy she conveyed.

"I felt like my genetic counselor ended up being my therapist, my health care advocate," Saffran says. She's continued their relationship, consulting with her counselor about procedures and other medical concerns.

Before seeking out a genetic counselor, Saffran had given lectures about child development to the students in the UW's genetic counseling program. But that professional experience evolved into a personal connection, giving her a fuller understanding of counselors' critical roles in our medical system. As the field of genetics has matured and become a legitimate part of medicine's toolbox,

and as new technologies and lower costs are making it possible to investigate our own DNA, genetic counselors are invaluable in helping others understand this emerging knowledge.

Casey Reiser '77, MS'80 has seen a lot of that knowledge emerge. Reiser, a tall, commanding woman, speaks in careful, measured tones. But when asked to remember her introduction to the science of DNA and heredity, her answer comes fast and certain.

"Ninth grade, Mr. Alvarez's science class, Riverside Junior High School in Watertown, Wisconsin," she says with a smile, recalling a lesson from more than forty years ago. "I thought genetics was

the coolest thing ever."

Little did she know then that the UW had thought so, too, establishing the country's first academic department for genetics in 1910, with an emphasis on agriculture. In 1957, a second department, medical genetics, was founded.

While in high school, Reiser contacted John Opitz, then a UW faculty member in medical genetics and pediatrics, and she was thrilled when he agreed to a meeting. With her newly issued driver's license, Reiser drove to Madison and talked to Opitz, a step that fueled her growing interest. Two years later, she entered the UW and began taking every genetics class she could. She went on to enroll in the university's master's program in genetic

counseling — which had started in 1976 — and graduated in its third class.

After settling in Cleveland for a while, Reiser returned to Madison. Beginning in 1991, she served as a genetic counselor in the Waisman Center's Bone Dysplasia Clinic, working with children with bone growth disorders and structural abnormalities. When the genetic counseling program's founder, Joan Burns MS'57, MS'73, retired in 2000, Reiser was named as the new director.

The science of genetics has come a long way since Reiser was in junior high. Today, deciphering DNA is commonplace, thanks to rapid advances in the biotech industry.



JOYCE HESSELBERG/TH



In 2003, the first complete map of the human genome was published, spelling out the genes — the regions of DNA known to code for proteins — and the random DNA that make up a human being. The project took thirteen years and carried a price tag of \$2.7 billion. Since then, the cost to sequence genomes has dropped precipitously; a similar endeavor today costs just under \$6,000, according to numbers released by the National Human Genome Research Institute in April 2013.

Now that we know the code for our DNA, the next step is to understand it. Currently, it's estimated that humans have between 20,000 and 25,000 genes. Every week, scientists publish papers on the roles these genes play in our biology. When a gene is implicated in cancer or intelligence or personality, it's big news. But for some segments of the population, the discovery that a certain gene causes a disease is more than just a news story — it's personal. These are the people who become genetic counselors' clients.

"We work with families who have, or are at risk for having, a family member with a genetic disease," Reiser explains. The conditions can range from a mutation in a gene passed down through a family, such as Huntington's disease or cystic fibrosis, to an error that is introduced early in conception, such as the extra chromosome that causes Down syndrome.

The term *genetic counselor* was coined in 1947 — six years before scientists James Watson and Francis Crick identified the structure of DNA. Early genetic counselors, who were almost exclusively medical doctors and scientists, were limited to identifying the heritability of diseases through reconstructed family histories. If you wanted to know if you or your children might be afflicted with a family disease, genetic counselors could give you a rough idea of the probabilities involved, but not much else.

The 1970s saw the widespread adoption of new technologies in prenatal medicine. Ultrasounds could detect developmental issues while the fetus was still in the womb, and amniocentesis — a mildly invasive procedure — gave physicians the ability to identify damaged or duplicated chromosomes from

Newly minted counselors were now part experts and part social workers, trained both to understand the science and to explain it compassionately to patients and their families.

cells taken from a pregnant woman's uterus. The procedures could confirm significant defects in a fetus and make it possible for parents to make informed decisions related to a pregnancy.

These factors were game changers for the profession of genetic counseling. Newly minted counselors were now part experts and part social workers, trained both to understand the science and to explain it compassionately to patients and their families.

"When you're [working as] a counselor, you may be talking about the mechanism of a disease, but in the back of your mind, [you are] thinking about how to share that information as [your clients] incorporate it into their decision making," Reiser says.

A central tenet of the profession of genetic counseling is that the client makes any and all decisions about treatment. While Reiser says that clients are good at making these decisions, the medical world

is new to them and they may not know what questions to ask.

Saffran's genetic counselor helped her every step of the way. She provided a list of doctors and helped Saffran navigate the health care system. She also wrote a letter to Saffran's insurance provider, articulating why it should cover the cost of a procedure that would decrease her chance of ovarian cancer by 80 percent and her chance of breast cancer by 30 percent — and the cost was approved.

"[My counselor was] a real support person and advocate during what was a pretty challenging time," Saffran says.

Understanding clients — as well as their genes — is so central to genetic counseling that those applying to a training program must demonstrate a commitment to both. The UW program that Reiser directs received more than one hundred and fifty applications for the 2013–14 academic year, and five students were accepted. Because even introductory genetics courses require extensive prerequisites, most applicants have degrees in the biological sciences, she says — but degrees and grades alone are not enough.

"There are a lot of expectations outside of coursework," Reiser says. Most students accepted into the program have talked with or shadowed genetic counselors and have been involved with advocacy work, such as volunteering at a hospice, working with individuals with physical or mental disabilities, or answering phones at a crisis hotline center. These experiences help students to understand their future clients as well as the inner workings of the health care system.

Often, successful applicants know early on that they want to pursue this career. For Ashley Klein '13, the work intrigued her starting in high school. "My mother brought me a book about careers, and the last page was about genetic coun-



seling,” she remembers. “It brought all [of my interests] together.”

Today Klein teams up with a pediatric geneticist to work with children with developmental delays who are being seen at the biochemical genetics and medical genetics clinics at the UW’s Waisman Center. Sometimes the clinics identify symptoms that point to a well-known disorder, such as Tay-Sachs disease or Klinefelter syndrome, that can be easily confirmed with established tests. But in other situations, extensive genetic testing is called for to inform a diagnosis. In all cases, Klein spends time meeting with the clients and their families, explaining tests and results, gathering family histories, and discussing treatment options.

Not all genetic diseases become apparent during childhood. Individuals with a family history of Huntington’s disease, for example, may be uncertain about getting tested, especially when there’s no obvious treatment. In such cases, a genetic counselor may provide context to help them decide.

**W**hile none of her clients have had full genome sequencing, Klein often orders array testing, also called microarrays or gene chips. This test is carried out on a device about the size of a thumb that can contain tens of thousands of snippets of DNA found at exact locations on the chip. DNA isolated from a client’s cells is labeled with a fluorescent detection molecule and added to the chip. Because of DNA’s chemical makeup, it is possible to get the client’s DNA to “stick” to a matching strand of DNA on the chip. Using lasers and a powerful microscope, technicians can identify the bound DNA and confirm gene duplications, deletions, or even single-molecule mutations.

Test results are summarized in a brief report, and genetic counselors step in, translating the jargon and percentages in a way that is meaningful to their clients.

Because not all hospitals employ genetic counselors, especially those who specialize in one area of medicine, physicians may refer patients to an outside source for help. These remote genetic counselors perform the same services as a local counselor, but the consultation takes place over the phone or online. Testing services also employ genetic counselors to ensure that a given test is appropriate and to interpret results.

Traditionally, people seek genetic testing because they know that they or their offspring are at risk. But it has now become possible for anyone who is curious about ancestry or genetic traits hidden in DNA to purchase a test from a commercial online company, collect some saliva, and receive a full report on nearly 250 of their genetic sequences. The information may cover a range of details — from where a great-great-grandparent originated to genetic markers associated with increased risk for conditions such as diabetes or certain cancers.

But these online companies have raised concerns at the U.S. Food and Drug Administration (FDA). In fact, late last year, the FDA directed one well-known company, 23andMe, to stop selling genetic tests altogether while it undergoes regulatory review. The company said it would comply by providing only ancestry information and genetic data without interpretation.

**C**hoosing her words carefully, and doing her best not to sound patronizing, Reiser says she worries about people making major health decisions based on such reports from such companies.

“The more information [clients] have, the better, but they need to have a real understanding of what [the tests] mean,” she says.

A client of 23andMe, for example, could discover that he or she is at risk for Type 2 diabetes. However, genetic factors can account for only 26 percent

of a person’s chance for developing the disease. An individual’s weight, exercise routines, and more can play a significant part in an accurate risk number.

But, Reiser stresses, “Risk is per the individual.” She says that while it’s tempting to look only at the numbers, you need to know what is personally critical to determine an optimal course of action. “If a person has a one in one hundred chance for a disease and [he or she doesn’t] know anyone who’s had it,” explains Reiser, “the response will be very different from someone whose father died from that disease.”

It’s a genetic counselor’s job to understand the person and serve as a guide through the process of making a decision. Reiser shares a hypothetical example of a woman who, at age forty-two, is finally pregnant after years of infertility treatments. Her age puts her child at risk for Down syndrome. Should she take the slight risk of miscarriage that amniocentesis would bring? She might decide that after so many years of trying, she doesn’t want to do anything that might endanger the pregnancy. Or she might think about her age and the difficulties she would experience raising a child with developmental issues and decide that she needs to know the results of that test. While Reiser knows her client will have a reaction, “until I meet with her, I don’t know which way it will go,” she says.

While advances in DNA sequencing technology have allowed us to detect more and more medical conditions, our ability to cure those conditions is lagging behind. Reiser acknowledges that genetic counselors often must tell clients difficult news, but adds that they also provide invaluable context.

“Sometimes the outcome is to empower someone to make the best possible decisions and to make the best possible adjustments to new information,” she says. ■

*Kim Smuga-Otto '97 is an assistant researcher at UW-Madison.*

## Badger Shirt Streak

**Rob Vitense '99 turned a losing streak into a Badger streak.**

Sulking over the struggles of the high school baseball team he was coaching, Vitense searched for something — anything — to change his mood in spring 2011. He stumbled onto an unlikely remedy when he slipped on a Badger T-shirt. Feeling a bit more optimistic, Vitense vowed to continue wearing Badger shirts each day until the end of the baseball season. By that time, however, his attention started shifting to the upcoming Wisconsin football season.

Vitense quickly discovered that Badger season never really ends, and a streak was born.

"It just keeps going," he says. "There are some days that I'm like, 'Maybe I should find an excuse to stop so my wife and children don't have to deal with it all the time.'"

That excuse remains elusive. Three years later, Vitense still dons a Badger T-shirt, sweatshirt, or jersey every day — and everywhere. "I've worn them under church clothes for weddings," he says.

Vitense's Badger wardrobe boasts an impressive fifty-two T-shirts, sweatshirts, and jerseys, which he often shows by posting to his Twitter account, @BadgerCubinMN. His favorite piece of apparel is a custom-made replica of the jersey worn by Dave Schreiner '43, with whom Vitense's grandfather grew up in Lancaster, Wisconsin. Schreiner, whose number 80 is retired inside Camp Randall, was an All-American end for the Badgers in the early 1940s; he died while serving in World War II.

Vitense now teaches health and physical education at a Minnesota junior high school, where his students are eager to keep his streak honest. If he dares to wear a generic sweatshirt, they astutely inquire about the shirt underneath. His friends, coworkers, and family — including his wife, Holly MS'00, PhD'02 — aren't always as enthusiastic.

"They think I'm nuts," Vitense says, "but that's not a whole lot different than the way they used to think of me. I'm a Badger, so it's just the way it is."

The shirt streak hit one thousand days over the winter. Vitense marked the occasion just as he did the previous nine hundred and ninety-nine. "I don't think I put on anything really special for any of them," he says. "It's just another day."

*Preston Schmitt '14*

**What's your favorite UW tradition?**

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I DID continue **#Badgershirtstreak** on Sunday. Actually wore my **#motionW** tee under my clothes for church ... and the entire 4hr ride home.



PHOTOS COURTESY OF ROB VITENSE

Ok, so somewhere along the line I messed up my count. 641 days of **#badgershirtstreak** today ... since day 1 was April 9, 2011. **#OnWisconsin!**



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# Badger connections

JEFF MILLER



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## **Game On**

Undergrads are glued to their television in Sellery Hall on the evening of April 5, as the Badger men's basketball team plays Kentucky in the NCAA semifinal. The Badgers hadn't been to the Final Four since 2000, when many of today's freshmen were four years old. The game ended in heart-break for the UW, which lost 74-73.



## From Spectacles to Start-ups, from Computer Chips to Civil Rights

The Wisconsin Alumni Association has presented Distinguished Alumni Awards since 1936. Meet the four celebrated honorees who were selected in 2013 below.

### Iris Barrel Apfel '43

This “rare bird” spent a lengthy career in antique textiles and design restoration, but her latest title — fashion icon — has been a lifetime in the making. For Apfel, style isn’t just about clothes; it’s about developing a sense of self-confidence that can spill over to every area of one’s life. Since her days as an art education student at the UW, Apfel has been refining a bold personal aesthetic that relies heavily on multicultural elements informed by her world travels and includes her signature: oversized and utterly round eyeglasses.

After transferring to the UW from New York University, Apfel was in need of a few extra credits. She enrolled in a museum administration course, and the budding aficionado of all things improvisational and eclectic decided to write her class term paper about American jazz. Unable to find any library books on the subject, Apfel headed to Chicago to interview some of the scene’s most illustrious figures — including Duke Ellington, with whom she developed a lifelong friendship. As for the paper: Apfel says she received an A-plus.

Apfel returned to her native New York after graduation to write for *Women’s Wear Daily*, and she traveled extensively with her husband, Carl. In 1950 the two founded Old World Weavers, an influential international textile house that specialized in design restoration projects. The White House was a regular client, and over the course of nine presidencies, the Apfels became the go-to source for replicas of historical curtains, furniture, and drapes.

They retired after selling the company in 1992, but Apfel’s passion for interior decorating is still evidenced by her regularly photographed apartment. Lushly furnished with art and antique Italian furniture, the apartment is well known for featuring offbeat items, such as eccentric figurines, fake fruit, and a stuffed parrot.

As Apfel has told numerous fashion editors, she’s become a “geriatric starlet” and is somewhat bemused by the recent surge in attention to her style, which curators describe as an original blend of high and low fashions. In 2005, the Metropolitan Museum of Art exhibited selections from Apfel’s extensive personal wardrobe in a show titled “Rara Avis.” Next came a book about her style published in 2007, titled *Rare Bird of Fashion: The Irreverent Iris Apfel*. Soon she will be the subject of a documentary by Albert Maysles, the filmmaker behind the original *Grey Gardens*.

Currently, Apfel is developing accessory lines for older women and inspiring younger fashion gurus, most recently as a visiting professor at the University of Texas at Austin.



CHESTER HIGGINS, JR./THE NEW YORK TIMES/REDFUX



### Laurie Benson '75

Most entrepreneurs know it takes figurative blood, sweat, and tears to get a career going. For Laurie Benson, it literally took blood.

Shortly after finishing her nursing degree, Benson was working in a bloodmobile when a secretary from Xerox came in to donate. The secretary started talking about the company’s sales-training opportunity designed for people who had no background in business, and she invited Benson to give it a try. “Little did I know it would turn into a career in business,” Benson says.

Thirty years later, she has become a tireless force behind Wisconsin’s emerging technology industry and an influential advocate for Midwest entrepreneurship. Yet at her core, Benson is still a nurse — and her commitment to nurturing the business leaders of tomorrow is rooted in gratitude for the mentors of her past.

In 1984, she co-founded and served as CEO of Inacom Information Systems, an award-winning integrated technology solutions provider that was acquired in 2009 by Core BTS. Benson then founded LSB Unlimited, which provides advising and executive coaching to CEOs, presidents, and entrepreneurs, and she also sits on a wide array of organization boards.

Benson worked with a strong board and angel investors at Inacom, and she credits them for her interest in helping other businesses from behind the scenes. She says the most important lesson she learned early in her career was to “do right by people, in every decision.” This people-centered approach to business is now Benson’s core mentoring philosophy. She works one-on-one with her executive clients to help them define their goals and develop strategies for turning business challenges into opportunities.

Benson is also passionate about encouraging young people and women to pursue careers in entrepreneurship. She was instrumental in Wisconsin’s participation in Make Mine a Million, a program to inspire female entrepreneurs to generate \$1 million in revenue by 2010. Additionally, Benson remains connected to the UW School of Nursing, where she serves as the Board of Visitors chair and is deeply involved in the school’s capital campaign. She also acts as a bridge between nursing and business students — two fields that Benson considers well suited for cross-pollination.

“The world needs new ways of thinking and solutions to complex problems,” she says. “I’m so excited to help [students] on this journey. I think that when you believe everything’s possible, there isn’t a person who is immune from doing great things.”



ERIC JAKSEN



## Velvlea “Vel” Phillips LLB’51

Vel Phillips is one of Wisconsin’s foremost advocates for civil rights and social justice. Throughout her career, which has included stints as a lawyer, politician, and judge, Phillips’s signature policy issue has been to combat discrimination against minorities looking to buy or rent property.

During her early law school days, Phillips and her husband, Dale ’47, LLB’50, commuted to campus from Badger Village, the Baraboo housing project designed for students on the G.I. Bill and their families. However, the pair decided to move after fellow residents circulated a petition against allowing other African-Americans to move into the village.

Phillips went on to become the first African-American woman to graduate from the UW Law School. In 1956, she became the first female and first African-American elected to the Milwaukee Common Council, and in the early 1960s, she introduced a fair-housing ordinance that sparked an almost decade-long legislative battle.

For 200 days in 1967 and 1968, Phillips marched alongside the Milwaukee NAACP Youth Council through white neighborhoods in protest of the city’s discriminatory housing practices. In an interview with the UW, Phillips said the marchers met with stiff resistance, and at the end of each day, she went home to wash her hair of the feces and eggs thrown at them.

Phillips’s ordinance passed in 1968, shortly after the national Fair Housing Act was signed into law. She continued to serve as an alder until 1971, when she joined the Milwaukee judiciary as the first female judge in the city and the first African-American judge ever appointed in Wisconsin. In 1978, Phillips became the secretary of state, making her the highest-ranking female elected in Wisconsin in the twentieth century.

More recently, Phillips has turned her attention toward philanthropy. She established the Vel Phillips Foundation in 2006 to provide scholarships, grants, and programs to help minorities participate in their communities and in the economy.

In 2011, Phillips’s impact on housing equality finally came full circle on the UW campus, when an undergraduate residence hall was renamed in her honor. That year, she offered a few words of wisdom to the students living in her legacy hall. “I believe you should have big dreams and set your goals really high,” she said. “As they say, if you shoot for the moon [and] you don’t get there, you might hit a star or two on the way out.”



ANDY MANNIS



## Michael Splinter ’72, MS’74

Michael Splinter has been involved in making more computer chips than almost anyone else in the world. His career came of age alongside an industry that has grown from a handful of startups into a global economic behemoth now worth more than \$1 trillion.

“I’ve had a ringside seat to some of the really great inventions that helped enable some of the biggest fundamental business [and] social changes of our time,” he says.

Splinter’s first ringside seat to the semiconductor industry was at the UW, where he studied electrical engineering. Wisconsin was home to one of the first integrated-circuit fabrication labs in the country, and during his graduate work, he developed a passion for creating smaller, better transistors — the devices at the foundation of the computer revolution.

Splinter knew from an early age that he wanted to become an engineer. The son of an “electronics junkie,” he says his parents and childhood in Horicon, Wisconsin, fostered his sense of curiosity and willingness to take risks. It was this entrepreneurial spirit that led him to move to Silicon Valley and join Rockwell International after graduating from the UW.

He spent a decade in the company’s electronics research center, and in his late twenties, Splinter found himself in the unlikely role of manager.

“Today, nobody would let a thirty-year-old be a factory manager, but it was a much smaller industry then,” he says. “Some people took a chance on me.”

That early leadership experience led him to gradually shift his career to management. He left Rockwell to spend twenty years at Intel, and, in 2003, he became the CEO of Applied Materials, a nanomanufacturing company that develops equipment, software, and services for semiconductor chips, as well as many other products.

At Applied Materials, Splinter drew national attention for establishing a company division dedicated to reducing fossil fuel use, primarily by generating a variety of products designed to reduce the cost-per-watt of solar energy. He now serves as the company’s chair of the board and is overseeing a merger with Tokyo Electron.

Splinter has never forgotten the early inspiration he drew from the UW. He remains connected as a member of the University of Wisconsin Foundation Board of Directors, and he has served on multiple UW engineering advisory boards.

“I grew up in a very small town, and without the education I received at Wisconsin, my life would have been completely different,” he says. “I want to see young people have the same opportunities I’ve had.”

Sandra Knisely ’09, MA’13





## What's Your News?

We know you have some, so please send the (brief, please) details of your latest victories, transitions, shape shifts, and other major life events by email to [classnotes@uwalumni.com](mailto:classnotes@uwalumni.com); by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. Space limitations prevent us from publishing all of the submissions that you high achievers send, but we love to hear from you nonetheless.

Please email death notices and all address, name, telephone, and email updates to [alumnichanges@uwalumni.com](mailto:alumnichanges@uwalumni.com); mail them to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; fax them to 608-262-3332; or call them in to 608-262-9648 or toll free to 888-947-2586 (WIS-ALUM).

You'll find the great majority of obituary listings of Wisconsin Alumni Association (WAA) members and friends in our triannual magazine for WAA members, the Badger Insider. If you're not already a WAA member, please consider coming aboard at [uwalumni.com/membership](http://uwalumni.com/membership).

**x-planation:** An x preceding a degree year indicates that the individual did not complete, or has not yet completed, that degree at UW-Madison.

The Wisconsin Alumni Association® encourages diversity, inclusivity, nondiscrimination, and participation by all alumni, students, and friends of UW-Madison in its activities.

## early years

It's not often that we get to wish someone a happy 105th birthday, so we're delighted to hear about **Helen Gilman Giovannini '30** of Houston, who reached that very notable milestone in December and just may be the most senior of our living graduates. She's a voracious reader who stays well versed in local, national, and international affairs. May we all follow her example!

## 40s-50s

Continuing "journalistic experiences" that began as editor of the *Daily Cardinal*, **Eileen Martinson Lavine '45** of Bethesda, Maryland, has been a senior editor for the past six years

## "I still talk a lot about water." — Bob Sasman '47

at *Moment Magazine*, a journal dedicated to Jewish life, history, and culture. Her volunteer editorial services were toasted at a November dinner that included songs performed by her son.

**Bob Sasman '47** of Geneva, Illinois, praised our Winter 2013 issue (thank you) and reminisced about two summers spent working at the UW's dairy, swine, and sheep barns. Career-wise, he headed a regional office of Illinois's Water Survey Division that studied groundwater resources. Sasman writes that he "prepared a lot of publications, talked about water, and retired after thirty-six years. But not really — I still talk a lot about water."

We heard a tale about **Beverly Moore Severson '49** from her granddaughter, **Elizabeth Severson Van Orden MS'05**, that went like this: Severson moved to Wisconsin with the intention of attending the UW. Once accepted, however, she learned that she could not establish legal residency until she was twenty, and she couldn't

afford to put herself through school. She sought help from her state senator, who, as the story goes, awarded her a football scholarship! Severson didn't play football (you probably guessed that), but she did become an inspirational social worker and remains committed to women's education. Severson lives in Arlington Heights, Illinois; Van Orden lives in adjacent Palatine.

It's great to have admirers, and **Maynard Brichford MS'51** certainly has one in **Bob Espeseth '52, MS'56**, who shared an article about Brichford's thirty-plus years of service as the first professional archivist at the University of Illinois Archives. Appointed in 1963, Brichford developed an organizational structure and preservation approach that's still

in use today. He and his wife, **Jane Hamilton Brichford MS'51**, have also given longtime service to the Wisconsin Alumni Association: Heart of Illinois Chapter. The Brichfords reside in Urbana, Illinois, and Espeseth — a University of Illinois emeritus faculty member and landscape architect — lives in nearby Savoy.

As a member of the Veterans Council of Northwest Arkansas, **Leonard Eisert '53** and six other veterans have worked since 2001 to complete the Veterans Wall of Honor monument — which includes five thousand names and salutes all who have served since 1776 — in their home community of Bella Vista. Eisert is now working to expand the Veterans Park area that surrounds the circular monument.

## 60s

**Fred Carstensen '66** has been promoted to professor of finance and economics at the University of Connecticut in

Storrs, while the Connecticut Center for Economic Analysis (CCEA), which he directs, has been moved to UConn's School of Business. Carstensen and his CCEA team issue widely followed quarterly forecasts on employment and output for the state. On a personal note, he's the brother of UW law professor **Peter Carstensen '64** and the son of the late **Vernon Carstensen** — long a member of the UW history faculty and the co-author, with the late UW history professor **Merle Curti**, of the first two tomes of the four-volume history of the University of Wisconsin.

**Mary Beth Kirkham MS'69, PhD'71** is an international authority on heavy-metal ingestion by crops grown in polluted soil and on the plant-water relations of winter wheat — the most important crop grown in the state where she's worked since 1980. Kirkham, a Kansas State University agronomy professor, has recently added the Youngberg Award in Applied Sciences to her many other achievements, which include two widely used textbooks and recognition as a fellow of several scientific societies.

## 70s

Lovers of PBS, feel proud! **Malcolm Brett '75**, director of Broadcasting and Media Innovations for the UW-Extension and general manager of WHA-TV, has been elected the professional vice chair of PBS's board of directors. He oversees the UW's public-radio and public-television stations, as well as the UW-Extension's distance-learning facilities, instructional communications systems, and the National Center for Community Engagement. Brett also serves on several other boards, including that of American Public Television.

The Wisconsin District Attorneys Association has presented its 2013 State Assistant

## Dan Venne '01: From Bands to Brands

The work of **Dan Venne '01** is everywhere. He hears a cell phone go off in an airport and thinks, "I remember making that ring tone." When he flips on the TV, his music echoes back to him during the commercials.

Venne is vice president and production supervisor for Man Made Music, a New York City company that specializes in sonic branding — essentially, developing a brand's unique sound. His projects have ranged from the sonic logo of AT&T (those distinctive four notes at the end of commercials) to music and sound effects for the NBC game show *The Million Second Quiz* to a theme for the 2012 Super Bowl.

It wasn't how Venne pictured using his UW-Madison music degree, but it turned out to be an interesting and rewarding career twist. Although he sometimes writes music, he mostly works as a producer and loves the frenetic pace. "I get to constantly create and shape the creative outcome," he says. "I'm always working on several projects at once that all go somewhere; they all make impressions on people. ... It's fun at the end of the day to work on things that you know have an audience no matter what. It doesn't live in a vacuum — it gets out in the world."

Venne started playing piano when he was five years old. He later learned viola and trombone, and then discovered guitar in high school. "I really kind of took to that," he says. "I spent a good chunk of my high school and college years really absorbed in the world of classical guitar."

**Richard Davis**, professor of bass at UW-Madison, urged Venne to go to New York to advance his music career. He earned a master's degree in jazz guitar from New York University while performing with his band Cougar, a post-rock instrumental group that released two albums and toured Europe. On the side, he started composing music for commercials.

"From there, I started to slowly drift into this world of writing and composing music for television, because there's a lot of opportunity for that out there," says Venne. "It's not the easiest field to get into, but it's been pretty rewarding and intense. Being in the right place at the right time with this company has been the golden ticket."

Venne distinguishes his work from what he calls "jingle houses." "The big brands we work with are not just buying music from us. They're buying music strategy," he explains.

So what makes a successful sonic logo? "They all have something of a beginning, middle, and end, even though they're two to three seconds," Venne says. "It gives a shape and contour to these things to make them pop out sonically and not make it sound like the background." And, of course, it has to be memorable — "like those jingles that get stuck in your head for twenty years," he says.

*Nicole Sweeney Etter*



MICHAEL PAPAS

**Venne studies how a brand should sound and hires up to 10 composers to create potential tracks. He and his colleagues then choose one winner that, with any luck, captures the essence of the brand.**

District Attorney of the Year award to longtime Trempealeau County assistant district attorney (DA) **William Nemer '75, JD'78** of Whitehall; its 2013 State Prosecutor of the Year award to La Crosse County DA **Tim Gruenke JD'95** of Holmen; and its 2013 State Deputy District Attorney of the Year award to

Marathon County deputy DA **Theresa Heil Wetzsteon JD'98** of Wausau.

**John Reese PhD'75** has attained the highest honor of his career — so far, that is. He's been elected a research fellow of the American Association for the Advancement of Science, the world's largest scientific society.

A professor of entomology — and a specialist in aphid salivary enzymes — at Kansas State University in Manhattan, Reese was especially lauded for his contributions to the fields of plant-insect interactions and plant resistance to insects.

**Deborah Fugenschuh MS'77** is the first executive

director of Professional Dimensions: a Milwaukee organization that formed in 1978 to promote the personal and professional growth of women by focusing on leadership, diversity, community, and networking. Fugenschuh was previously the president and CEO of the Donors Forum of Wisconsin, a resource for philanthropy in the state.

Serving as a Rotary exchange student in Australia during high school turned out to be a seminal experience for **Maren Larson Jones '78**: she moved there in 1982 and has remained ever since. Jones is the physiotherapy manager of the Port Kembla Hospital in Warrarong, where she specializes in amputee rehabilitation. She's also a co-founder of the hospital's Support Amputees Family & Friends association, which awarded her its Life Member Award in December.

This fall, the Pasadena [California] Playhouse mounted a production of *12 Angry Men*, the powerful courtroom drama about a dozen nameless jury members who must render a verdict in a murder case — but who must first examine their own prejudices and individual views of justice. Playing Juror Three was **Gregory Zerkle North '79** of Reseda, California, who has also appeared in films, on TV, and on Broadway in *The Secret Garden*, *Grand Hotel*, *Into the Woods*, and *A Christmas Carol*.

Attorney **James Peterson '79, MA'82, PhD'86, JD'98**, who leads the intellectual-property litigation group at the Godfrey & Kahn law firm in Madison, was nominated by President Obama this past fall to the U.S. District Court for the Western District of Wisconsin. He's also taught film and television history at the University of Notre Dame.

Filling the newly created position of vice president for professional relations at Pharmacy Quality Solutions is **Elliott Sogol '79, MS'83, PhD'86** of Chapel Hill, North Carolina. He'll support community-pharmacy engage-



ment with EQUiPP, the first national platform for pharmacy quality measurement.

## 80s

Attorneys **Gregory Everts '80** and **Sarah Edelman Coyne '87, JD'95** have been inducted as fellows of the Wisconsin Law Foundation's Class of 2013. They both work in Quarles & Brady's Madison office.

Felicitations to **Harold Farrington '80**: he's the new director of ChemAgis active pharmaceutical ingredients sales and operations for the ChemAgis North America team at pharmaceutical supplier Perrigo, working in its Mountain Lakes, New Jersey, location. Perrigo manufactures over-the-counter pharmaceutical products for the store-brand market.

New to the helm of fundraising efforts at Bethesda Lutheran Communities is **Tim Young Eagle '83**, its national director of development. The Watertown, Wisconsin-based organization provides services worldwide to people who have intellectual and developmental disabilities. Young Eagle also serves as chair of the board of the Lutheran Urban Mission Initiative and as an adjunct professor at Concordia University Wisconsin.

Imagine having responsibility for budget, business services, facilities, information technology, human resources, police services, purchasing, and more for a college with eleven thousand-plus students at four campus locations. This is **Michael Pierick '84**'s reality as the new vice president for finance and administration at Northeastern Illinois University in Chicago. He most recently served as the assistant campus dean for administration and finance at the UWC-Rock County campus.

The aim of Ingenuity Cleveland is to "animate Cleveland's urban spaces through

## Anna Therese Day '10: Freelancer Advocate

For **Anna Therese Day '10**, going the freelance route in pursuit of a journalism career wasn't so much a choice as it was a calling.

"Through my mentors and professors at the UW, I understood very clearly the kinds of compromises I would have to make to work in mainstream media," says Day. With her passion for media and social movements, and coming of age in a post-9/11 America, she became a freelance foreign correspondent, covering the Arab world and the continuing Israeli-Palestinian conflict. Her stories have focused on American foreign policy in the Middle East, women's issues, and regional youth movements.

Day's work has been featured in a variety of media outlets, including Al Jazeera English, the BBC, CNN International, NPR, the *Huffington Post*, and numerous blogs. And she was awarded a Fulbright Fellowship in 2013, became a UN Press Fellow in 2012, and was named one of Google Zeitgeist's Top 30 Great Young Minds of Our Time in 2011.

Day is also a founding member of the Frontline Freelance Register (FFR), the first and only representative body created and run by and for freelancers. Launched in June 2013, FFR is open to all freelance journalists who are working in conflict or foreign reporting. Because freelancers are a cheaper option for news outlets to use, and these same outlets are under no legal obligation to invest in the safety of freelancers or insure them, Day says that such an organization was a necessity.

"The hope for FFR is to address both short-term needs — communications equipment, safety training, and insurance costs — as well as long-term industry policies regarding freelancers," Day explains. "Our aim is to ensure that freelancers have a voice at the table in order to protect journalists and preserve or improve the quality of international news."

FFR already has more than three hundred members from around the world. Day sees that as a real breakthrough, because freelancing is notoriously cutthroat, and reporters often see each other as competition. "When I was first starting out, one of my UW professors who worked for a time as a freelance journalist in the Middle East, **Jennifer Loewenstein**, gave me invaluable advice: trust no one," Day says.

But she got caught up in the camaraderie produced by covering the Arab Spring in 2010–11, and she didn't want to believe her teacher's advice — "until I got burned again and again and again," she says with a laugh.

Day also gleaned another valuable tip from Loewenstein as she watched her act as a role model for students: "She showed me the value of investing in others." So Day decided to cling dearly to her most trusted colleagues and to care about the professional development of freelancers.

"This approach has paid off in more ways than I could've imagined," she says. "There isn't a day when I'm on assignment that I'm not thankful for this community of freelance journalists and aid workers who are my ongoing support network, both personally and professionally."

Brian Klatt



Anna Therese Day was interviewed about the plight of Syrian refugees on HuffPost Live's *WorldBrief* in April.

COURTESY OF HUFFPOST LIVE

collaborations of art and technology," and leading the way as its new board president is **Deborah Schaff Wilcox '84, JD'87**. She was also elected to the board of the Music Settlement (a music education and therapy

center) and serves as vice president of the Cleveland Association of Phi Beta Kappa.

The board of the nonprofit U'ilani Fund is lucky to have **Marianne Benforado '85** — a former WAA staffer — as a

new member. The fund pays for acupuncture, massage, and other services for women who are undergoing breast-cancer treatment in the San Francisco Bay area and Hawaii. After her first board meeting, Benforado

mused, "What's the saying about 'Never doubt that a small group of committed people can change the world'? ... Basically, this is a very small organization that gives a significant amount of money to the community." A licensed acupuncturist and herbalist, she's the proprietor of Benforado Acupuncture in Santa Cruz and Sunnyvale, California.

Who's the UW-ET connection? He could be **Adam Korbitz '85, JD'93**, the author of two chapters in *Extraterrestrial Altruism: Evolution and Ethics in the Cosmos* (Springer). He also owns CeleJure Consulting in Monona, Wisconsin, and has presented papers at several national and international scientific conferences on the intersection of law and the search for extraterrestrial intelligence.

The sixty-year-old nonprofit Keep America Beautiful has chosen **Jennifer Jehn '87** as its new president and CEO. Seeking to build and sustain vibrant communities from its headquarters in Stamford, Connecticut, the organization orchestrates programs and public-private partnerships with more than twelve hundred affiliates and millions of volunteers nationwide. Jehn most recently held leadership posts with Dow Jones & Company and is an associate trustee of UW-Madison's Memorial Union Building Association.

After seven years as an officer in the U.S. Navy's nuclear submarine force, a return to the UW for business school, and sixteen years in leadership roles at Harley-Davidson Motor Company, **Pat Koppa '87, MS'97** is now the president of Power Test. The Sussex, Wisconsin-based firm designs and manufactures specialized test equipment for engines, transmissions, and hydraulic components.

Filmmaker **Susan Dynner '88** is nothing if not busy. Ever since launching her career as a band photographer at age fifteen, she's been working in

the limelight. Dynner and her West Hollywood, California-based company, Aberration Films, recently produced *Free Ride*, a feature film starring Anna Paquin, Cam Gigandet, and Drea de Matteo. Prior to that, she produced, directed, and shot *Punk's Not Dead*, and produced *Brick* and *After Porn Ends*. And, watch for her next directing and producing projects: *Blank Nation* and *The Fall of Eve*.

Twenty years ago, **Jennifer Gleason '88** began mentoring a small group of public attorneys in Africa as a staff attorney at the Environmental Law Alliance

**"It is causes and results like this that make me extremely proud to be a trial lawyer."**

**— Steve Hart '89**

Worldwide (ELAW), based in Eugene, Oregon. This corps of grassroots advocates has now grown to more than fifty in East Africa alone, and they're taking on the tough issues in their communities. Next, Gleason is off to work with attorneys and scientists in Haiti and Brazil to help protect their communities and environments, and she's recently earned a 2014 Brower Lifetime Achievement Award for building the global ELAW network.

The new dean of arts and cultural programs at Rio Hondo College in Whittier, California, is **Chris Guptill MFA'88**. He says that he's "happy to quit the life of a freelance theatrical designer and gladly leaves the late nights and long days to younger folks." Happy trails to you!

Congratulations are in order for **Jon Margerum-Leys '88**. Previously the associate dean of the College of Education at Eastern Michigan University, he's now experiencing much warmer climates as the new dean of the School of Education at California Polytechnic State University at San Luis Obispo.

"I wanted to pass along a tale of how I took something I learned

in Wisconsin so many years ago and made a career change out of it," writes **(Michael) Mikael Hanson '89**. A bike racer in his teens and throughout college, he competed in hundreds of national and international races. Then came a career in investment banking, followed by a return to cycling and running as a duathlon competitor, including thrice representing Team USA at the world championships. In 2004, Hanson left Wall Street to found Enhance Sports, an endurance-sports coaching company. Today he's the head triathlon coach and endurance-programs manager

at Asphalt Green in New York, as well as the NYU cycling team's head coach.

**Steve Hart '89** has garnered a 2013 Trial Lawyer Excellence Award for the Highest Reported Illinois Verdict or Settlement during the Past Year. That's a long name and an impressive achievement: Hart and his prosecution team obtained a \$100 million-plus settlement in the four-year litigation of *Minn-Chem, Inc. et al. v. Agrium, Inc. et al.* — a complex antitrust case against seven of the world's largest potash producers and distributors. Hart, a shareholder with Segal McCambridge Singer & Mahoney in Chicago, reflects, "It is causes and results like this that make me extremely proud to be a trial lawyer."

## 90s

"In addition to being a shareholder at the Babst Calland law firm in Pittsburgh who practices construction law," writes **Richard Kalson '90**, "I am also busy serving the community. I am the chair of the board of trustees of the Pittsburgh Zoo and PPG Aquarium, one of the largest

cultural institutions in Pittsburgh. I am also the president of the board of trustees of Temple Sinai, the fastest growing synagogue in Pittsburgh."

**Chris Wadsworth '91** lives in Ashburn, Virginia, but he loves his native Madison so much that he's unearthed and curated gems of local nostalgia, images, and historical anecdotes on his popular Lost Madison (Wisconsin) Facebook page. Followers are collaborating as well, submitting their own photos and supplying details that Wadsworth may be missing. He wants to impart information, yet keep it light and fun for "this group of lost Madisonians — this group of family, friends, neighbors, and strangers who share a common history in Madison that they enjoy reminiscing about."

In June 2013, dELiA\*s — a multi-channel retail firm marketing primarily to teenage girls — sold its Alloy teen-fashion business to HRSB Acquisitions, which had been formed to complete the acquisition and is now doing business as Alloy Apparel and Accessories in New York City.

**Brian Lattman '92** — a co-head of HRSB — is president of the new Alloy entity. He was previously the chief merchandising officer at handbag retailer LANY.

Eighty nights: that's how long documentary filmmaker **George Desort '94** of Lyons, Illinois, camped on Isle Royale National Park, a wilderness island in Lake Superior. Traveling alone in 2011, he explored the rugged terrain, filmed his journey, and created his second documentary, *Fifty Lakes One Island*, and an accompanying website. The film took home the Audience Choice Award in the documentary category at the Green Bay [Wisconsin] Film Festival in February.

**Joel Kanvik JD'95** of Hermantown, Minnesota, has combined corporate law with a passion for wine to launch Stella Monsi Wine Cellars, which crafts limited-production wines sourced



from Napa Valley through the Wine Foundry, a custom wine-making facility. With two Cabernet Sauvignons and a Zinfandel in his collection so far, Kanvik plans to add a Chardonnay and a Pinot Noir.

**Rebecca Grassl Bradley JD'96** sent this note: "On April 2, 2013, I was elected to a six-year term as a Milwaukee County Circuit Court judge, after being appointed to serve in this position in November 2012 by [Wisconsin] Governor Scott Walker."

**Anne DeNucci-Lushine '96** is a prenatal educator and lactation consultant at an inner-city Minneapolis clinic that's pioneering a program called Centering Pregnancy. It offers a cohort of pregnant women their prenatal care and education in a group setting, which creates a supportive network and has proven to improve birth outcomes and breastfeeding rates.

**Michelle Karsten '95, MD'00** launched the program at the clinic, and together with DeNucci-Lushine, they conduct the group sessions in Spanish — something that both studied at the UW. After one particularly successful day, DeNucci-Lushine says that she "turned to Michelle and said, 'I think that UW-Madison would be proud of us,' and she agreed."

After years of involvement with Internet start-ups and e-commerce firms — in particular, co-founding an online media company in 1998 called OnMilwaukee.com — **Jon Krouse '96** writes, "I've decided to pursue my real passion, which is real estate development and management." His new endeavor, Structure Property Management, manages apartment buildings around Milwaukee, and Krouse also rehabs distressed buildings. "It's very rewarding," he says, "and I'm enjoying not going in to an office every day."

The 2013 *Portland [Maine] Museum of Art Biennial: Piece Work* was the eighth in a series of

juried exhibitions that showcased work by thirty artists who were selected from nearly nine hundred applicants. It included *Dually Noted*, an installation co-created by Portland resident **Adriane Herman MFA'97** that comprised myriad handwritten notes arrayed on a wall. The museum's store has also reproduced her design on numerous retail products.

Our social-media antennae picked up this post in November: "#WisAlumni in the news: congrats to @UWMadison grad @BetsyHodges MS'97, the new mayor of #Minneapolis! (via fellow alumna @eneal21)."

The International Crane Foundation in Baraboo,

**"It's very rewarding, and I'm enjoying not going in to an office every day." — Jon Krouse '96**

Wisconsin, carries out many endeavors to help safeguard the world's fifteen crane species and their habitats on five continents — and it's now welcomed **Aaron Zitzelsberger '98** as its new vice president for advancement. He was formerly a director of development for corporate and foundation relations at the UW Foundation.

## 2000s

What are some 2000s grads of the lawyerly persuasion up to? The law firm of Littler Mendelson has elevated **Sarah Gorajski '00** to shareholder status in its Minneapolis office; **Jefferey Katz '00** has been elected a partner at Chicago's Patterson Law Firm; and the Minneapolis firm of Henson & Efron has elected **Jaime Driggs '01** a shareholder. **Alissa Misun Pohlman '03** of Ulmer & Berne in Chicago — as well as her colleague **Booker Coleman, Jr. '98** — are 2014 Rising Stars as recognized by Illinois *Super Lawyers*. A new shareholder and director at Denver's

Otten Johnson Robinson Neff + Ragonetti is **Bill Kyriagis '04**, while **Jennifer Ertel Bisenius '05** has joined Faegre Baker Daniels in Minneapolis as an associate. And, **Holly Courtney '09** — along with colleagues **Serene Sahar JD'11** and **Tanya Salman JD'12** — have all joined Michael Best and Friedrich. Courtney and Salman work in the Madison office; Sahar is in Milwaukee.

Listen up, all of you home renovators out there: the star of the DIY Network's *Bath Crashers* and *BATHtastic!* series is none other than **Matt Muenster '00**. The St. Paul, Minnesota-based licensed contractor started

out designing restaurants and casinos, but then shifted to the residential sector. These days, he puts his interior-design degree to work conjuring clever ideas to achieve great design while incorporating earth-friendly elements.

**Tim Stauffacher '00** has taken on the role of USA country manager for Blaser Swisslube, a metalworking-fluids manufacturer. He's overseeing all U.S. sales activity from Frankfort, Illinois.

After serving for two years in Washington, D.C., **Katherine Himes MBA'01** is now in Almaty, Kazakhstan, with the U.S. Agency for International Development's Central Asian Republics Regional Mission. She's a science and technology policy fellow for the American Association for the Advancement of Science who works with five former Soviet republics to improve their science capacity and economic growth.

Let's say that you love movies. And you're lightning-quick with a quotation from almost any film. And you know that there are others out there like you. If you were **Jared Wold '01**, founder of Wold Multimedia Design in Madison, you'd create

a T-shirt, poster, and bumper sticker that say "I Speak Fluent Movie Quotes" and then launch a Kickstarter campaign to raise crowd-sourced funds to print an initial run of them.

The *Hollywood Reporter* announced in January that **Amy Cohen '02** of Venice, California, was "upped to executive director in the first big move made by new topper Simon Andreae" on Fox's "evolving unscripted team." Well, if you're not from around there, the translation is that Andreae, formerly of Discovery, is leading the Fox network's reality-TV efforts, and he's promoted Cohen — "a key player in many of Fox's reality hits" — to executive director of alternative entertainment. The bottom line? It's good.

You have to hand it to the students in the J-School's *Curb Magazine* course: each fall semester they create a great product (with the apt tagline "Made by Wisconsin") and then snare a cool grad to headline their December launch party. The 2013 fête — held on campus at the Wisconsin Institutes for Discovery — featured **Amanda Novak Smith MA'02**, the advertising director for fashion and jewelry at the *New York Times*. In 2012, the Society of Professional Journalists named *Curb* the Best Student Magazine in the U.S.

An Ethiopian political prisoner seeking asylum following repeated detention, interrogation, molestation, and torture while fighting for democracy in her country has found a great friend in **Vincent Angermeier '06**. As part of a Charles & Brady legal team in Chicago that has provided pro bono services since 2008, he co-conducted the trial that successfully secured asylum for the woman.

**Andrew Hill '06** is alive and well and living in Paris — and worked in Normandy and Provence before that — using his English degree to teach English to French students. Through

these and earlier endeavors, Hill has found “a real vibrancy to the reality of the American Dream, despite skepticism of its value within American culture.” He sees “the rebirth of the American Dream for Americans ... but, in reverse” as they transplant themselves to other countries.

The Madison-based Wisconsin Custom Operators is a statewide organization of individuals who provide custom farming services. Now, uniting them, is **Maria McGinnis MS’06**, who’s stepped into the newly created role of executive director. She’s also worked for the UW’s College of Agricultural & Life Sciences and the World Dairy Expo.

After serving as a Peace Corps volunteer in West Africa and then working as an expat in the private sector there, **Robert Sarwark ’06** of Burlington, Vermont, has founded African Islands Travel and Adventure, which creates customized tours to West Africa’s Republic of Cabo (Cape) Verde. Sarwark says that his UW studies in English and creative writing help him to craft marketing materials about “each of the Cape Verdean archipelago’s ten uniquely beautiful islands.”

If you read “Important Facts Every Young Woman Should Know about Breast Cancer” in the October 2013 issue of *Glamour*, you saw sage words from **Liz Stower ’09**, who lost her mother to ovarian cancer and was herself diagnosed with breast cancer at age twenty-one — a brutal fight that she’s won. Today Stower is a scheduler and legislative assistant in the Washington, D.C., office of U.S. Representative Ron Kind (D-WI) and has also worked for then-U.S. Representative/now-Senator **Tammy Baldwin JD’89** (D-WI). **Chloe Novak ’09** let us know about the inspirational Stower — they were on the UW’s Homecoming Court together in 2008 and still have reunions with other court members.

## 2010s

As a UW junior, **Heidi Allstop ’10** was struggling with stress and a sense of isolation. Her solution was to create Spill: a forum where students could share difficulties (“spill”) anonymously and receive responses from peers online. Specialists screened the submissions for serious or life-threatening circumstances. Spill became a prominent UW student organization, then a small business, and now, based in San Francisco, it boasts chapters at 150 campuses nationwide. Spill has recently

*“Zola Jesus really came into its own in Madison. I’ll always think of that as the hometown of my music.”*

— *(Nicole Hummel) Nika Roza Danilova ’10*

launched iPhone/Android apps and expanded into the high school realm.

If this group is any indication, the Class of 2010 leaned toward the law. **Douglas Amen ’10** is a new associate at Lamson, Dugan and Murray in Omaha; **Rachel Bryers ’10** and **Jacob Fritz ’10** are new associates at Quarles & Brady in Milwaukee; and the Minneapolis office of Faegre Baker Daniels has added **Miranda Hirner ’10** — as well as **Hanna Terhaar ’08** — as associates. Meanwhile, **Thomas Burton JD’10** of Chippewa Falls, Wisconsin, has formed an eponymous, virtual law office focusing on estate planning and business law.

While at the UW, **(Nicole Hummel) Nika Roza Danilova ’10** split her time between studying and being — oh, you know, an internationally known and critically acclaimed experimental musician who explores and mixes genres under the persona of Zola Jesus. Her latest studio album, *Versions*, features re-recordings of her industrial-

influenced music with a string quartet. “Zola Jesus really came into its own in Madison,” says Danilova. “I’ll always think of that as the hometown of my music.”

Badgers helping fellow Badgers: it’s what happened when **Steven Segal ’10** of Fort Myers, Florida, founded The World is Your Canvas. This organization partners with nonprofits, photographs their good works, prints the photos onto wood, sells them as artwork, and returns a portion of the proceeds to the nonprofits. One of the first groups that Segal approached was the Likoni [Kenya] Community

Football League, a nonprofit run by founder and director **Ben Levey ’10**.

We’re pleased to learn that **Becky (Rebecca) Vevea ’10** has earned the 2013 Daniel Schorr Journalism Prize, a \$5,000 annual honor that goes to one public-radio journalist under the age of thirty-five. A reporter for National Public Radio member station WBEZ in Chicago, her winning series was “Chicago School Closings: Stories beyond the Headlines,” about the decision to shutter more than fifty public schools. Vevea rose above a record field of forty-plus entrants from around the world. Now a producer for WBEZ, she remains focused on the education field.

In November, the *Twin Cities Live* weekday television program honored **George Hanscom ’11** of Minneapolis as one of its 5 Who Shine for his work with Harnessing Young Professionals as Educators (HYPE-Twin Cities) — a nonprofit that recruits tutors who spend their evenings with at-risk middle-schoolers. Writing about Hanscom, **(William)**

**Morgan Lippitt ’11** says, “I think it’s an awesome showcase of the student culture at the UW and how it continues after graduation. UW students care!”

**Sam Rhyan ’11** landed in the San Francisco Bay area as a Teach for America corps member, accomplished a great deal in a short time, and just kept going. He’s now joined a founding team of educators at a new high school, KIPP San Francisco College Preparatory, where his medical microbiology and immunology major is helping him to build a rigorous biology curriculum. He’s also leading the school’s innovation and technology efforts and remains engaged with the Wisconsin Alumni Association: Bay Area Badgers Chapter.

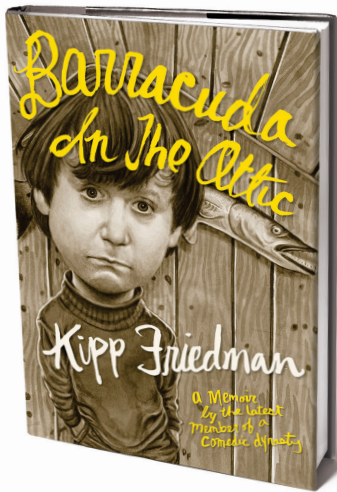
**Kelly Supernaw ’12** of Delavan, Wisconsin, and **Israel Lopez JD’13** of Madison both knew from personal experience that college athletes can have positive impacts on kids — a fact that they’ve harnessed in their nonprofit, the Chins Up Foundation. It matches UW-Madison athletes with local, underprivileged elementary school students in mentoring, pen-pal relationships. After a trial run with about forty athletes, the UW athletic department has begun to help facilitate the program, with hopes that it will set an example for other universities and eventually become national in scope.

Stepping into the role of events coordinator at the American Lung Association in Wisconsin is **MacKenzie O’Dwyer ’13** of Brookfield. She’ll work to expand awareness of and participation in the association’s Fight for Air Walk, Fight for Air Climb, and O<sub>2</sub> Oxygen Ball.

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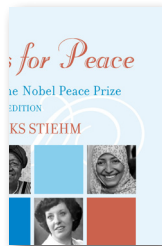
*Class Notes/Bookshelf editor Paula Wagner Apfelbach ’83 has been compiling this section for eighteen years. Zounds! How can you miss her if she won’t go away?*





■ As a kid, **Kipp Friedman '82, '84** hung out with some pretty amazing folks — literati, artists, athletes, actors, gangsters, pop-culture icons — all of whom were friends, frenemies, or acquaintances of his father, the celebrated novelist, playwright, screenwriter, and satirist Bruce Jay Friedman. Kipp's quirky childhood memoir, ***Barracuda In The Attic: A Memoir by the Latest Member of a Comedic Dynasty*** (Fantagraphics Books), includes many anecdotes about the places he traveled and the celebrities he met. "My father taught me never to feel out of place or intimidated by people," Friedman writes, "no matter how famous they were." But it's also an affectionate and charming remembrance of quieter family moments, boyhood camaraderies, and growing up Jewish in New York within a clan of creative types. His brother Drew is a cartoonist and illustrator who created the cover illustration; brother Josh, a writer and musician, wrote the afterword; father Bruce Jay provided the foreword; and plenty of fun family photos adorn the pages. Today Friedman is a photographer, writer, and public relations professional in Wauwatosa, Wisconsin.

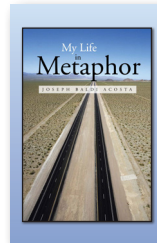
■ What do a countess, peasant, professor, and ambassador have in common? In ***Champions for Peace: Women Winners of the Nobel Peace Prize*** (Rowman and Littlefield), readers learn from **Judith Hicks Stiehm '57**



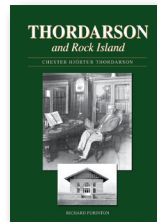
that these women and the other recipients share what the author summarizes as "optimism, persistence, and a willingness to be scorned, derided, even jailed." Stiehm is a professor of political science at Florida International University, where she recently earned its highest honor: the Worlds Ahead Faculty

Award. She was a recent distinguished visiting professor at the U.S. Air Force Academy, serves on the Council on Foreign Relations and the board of visitors of the UW's Department of Political Science, and was a 2006 winner of WAA's Distinguished Alumni Award.

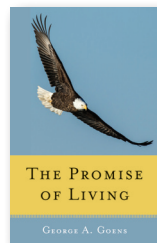
■ Poet **Joseph Baldi Acosta MA'70's** debut collection, ***My Life in Metaphor*** (AuthorHouse), incorporates a full range of poetic forms and portrays, as he says, "one man's life journey." He seeks to "bring the reader with me on a journey of reflection and self-discovery that celebrates life and rejects hate, intolerance, and the devastating consequences of violence." The *Clarion Review* calls him a "master of juxtaposition." In 2003, Baldi Acosta, of Rockville, Maryland, concluded a long career with the federal government, which included stints with the Public Health Service, the Agency for International Development, and the Peace Corps. In recent years, he's turned to producing award-winning creative writing and poetry.



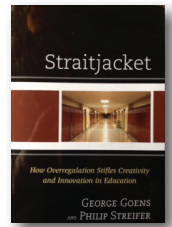
■ Have you heard of C.H. Thordarson — an Icelandic immigrant, largely self-taught, who became an eminent electrical inventor and industrialist of the early twentieth century? Or, have you heard of his library — a collection that became the basis for the rare-books collection at UW-Madison? He also developed a most unusual estate on Rock Island, Wisconsin, which became a state park in 1964. You can read about this amazing man in **Richard Purinton '70's** fourth book, ***Thordarson and Rock Island*** (Island Bayou Press). The author also resides on an island — Wisconsin's Washington Island — where he's served as ferry captain and manager for the Washington Island Ferry line.



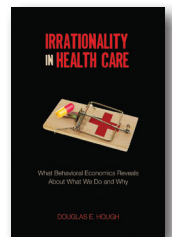
■ **George Goens PhD'73** of Litchfield, Connecticut, has published two books recently, and they're very different from each other. The first, ***The Promise of Living*** (Turning Stone Press), is a memoir about losing his daughter (a 1993 UW graduate) during the birth of his second grandchild. The second, ***Straitjacket: How Overregulation Stifles Creativity and***



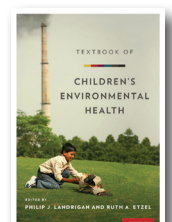
***Innovation in Education*** (Rowman and Littlefield), addresses education reform and the implications of regulation. Goens is an educator, speaker, and leadership consultant who served as a Wisconsin superintendent of schools for fifteen years.



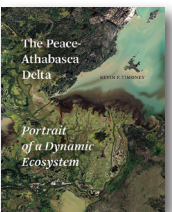
■ In ***Irrationality in Healthcare: What Behavioral Economics Reveals about What We Do and Why*** (Stanford University Press), **Doug Hough MS'75, PhD'76** uses a behavioral economics lens to discuss some key contradictions in health care: seemingly irrational consumer choices, incongruous provider behavior, and the long-lived debate surrounding reform. Hough is an associate scientist and associate director of the Master of Healthcare Administration Program at Johns Hopkins University's Bloomberg School of Public Health in Baltimore.



■ Mounting evidence indicates that exposure to chemical, biological, physical, and societal hazards during children's developmental "windows of susceptibility" can trigger cellular changes that lead to disease during childhood and beyond. In the ***Textbook of Children's Environmental Health*** (Oxford University Press), **Ruth Etzel MD'80** addresses what medicine knows about this emerging discipline and what it knows about prevention. The author is a professor of epidemiology at UW-Milwaukee's Zilber School of Public Health.



■ The Peace-Athabasca Delta in northern Alberta, Canada, is a globally significant wetland that lies within one of the largest unfragmented landscapes in North America. It's also a central feature of a UNESCO World Heritage Site that's renowned for its biological productivity. But the delta is in grave danger because it lies downstream of Alberta's bitumen sands, whose exploration — or exploitation, depending on your perspective — is one of the largest industrial projects in the world. In ***The Peace-Athabasca Delta: Portrait***

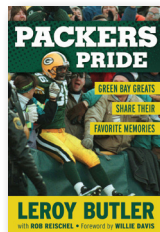
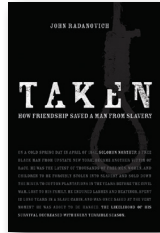


of a *Dynamic Ecosystem* (University of Alberta Press), **Kevin Timoney MS'80** blends twenty-plus years' worth of research into a history, a current analysis, and a prognosis for the area's uncertain future. He's an ecologist and teacher in Ardrossan, Alberta.

■ *12 Years a Slave* put the story of Solomon Northup — a free black man from New York who was kidnapped into slavery in 1841 — on the big screen (to the delight of the Academy), and it's the story that **John Radanovich '85** writes about in *Taken: How Friendship Saved a Man from Slavery* (Radanovich Publications), the culmination of fourteen years of research. Lost to his family, Northup endured beatings, spent twelve years in a slave cabin, and was once saved at the very moment when he was to be hanged. Eventually liberated by a white childhood friend, Northup helped to write his life's story as *Twelve Years a Slave*. Radanovich lives in West Palm Beach, Florida.

■ You probably ponder this from time to time: *Are You Sleepwalking Through Your Life?* It's a critical question and the title of **Ellyn Ludden '86's** new work, published by Hoosier Books. Using her experience as the founder and chief visionary officer of Team Summit in Indianapolis, she guides readers to find their lives' possibilities and to make conscious decisions to be aware — *awake!* — in order to live with purpose. Ludden and her staff at Team Summit offer executive coaching, customized teambuilding, motivational speaking, and leadership-development programs.

■ If your love of the grid-iron extends beyond Camp Randall to Lambeau Field, you'll want to check out **Rob Reischel '91's Packers Pride: Green Bay Greats Share Their Favorite Memories** (Triumph Books), written with former Packer defensive back LeRoy Butler. You can relive the glory of unforgettable moments, enjoy heartwarming stories, and pore over interviews with players, coaches, and staff. Reischel has covered the Pack for the *Milwaukee Journal Sentinel's Packer Plus*

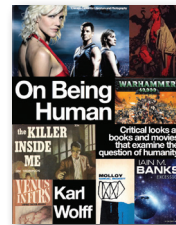


since 2001 and has garnered twelve Wisconsin Newspaper Association awards.

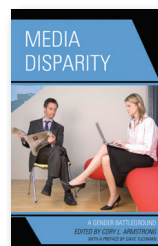
■ **Christine Finlayson MS'94** worked in the environmental field for several years, but she eventually concluded that her heart was in writing. She's since had a successful freelance career in nonfiction and science writing and now returns to her early love of fiction with her debut mystery novel, *Tip of a Bone* (Adventure Publications). Finlayson says it took “thirteen trips to the Oregon coast, a movie-theater bomb scare, and boatloads of coffee” — plus a firm grounding in water science from UW-Madison — to research the fast-paced story about buried bones, a missing eco-activist, a deadly arson fire, and a young woman racing to clear her brother of these crimes. Finlayson is also a triathlete, nature photographer, and beach lover in Portland, Oregon.



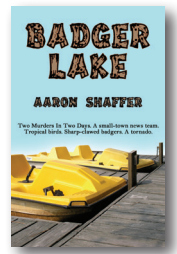
■ **Karl Wolff '00** tackles a very big topic in *On Being Human: Critical Looks at Books and Movies That Examine the Question of Humanity* (Chicago Center for Literature and Photography [CCLaP]). The work examines the projects — from the highbrow to the lowbrow — of fifteen artists who have grappled with this idea of the essence of humanity over the centuries, and presents a set of perceptions that's sure to expose the reader to some novel stuff. Wolff is a cultural essayist, staff writer, and associate editor for CCLaP and a book reviewer for the *New York Journal of Books*.



■ Are the genders inequitably represented in the media? Unfortunately, but definitely, concludes **Cory Armstrong MA'01, PhD'04** in the work she's edited, *Media Disparity: A Gender Battleground* (Lexington Books). Contributors to the book examine the latest research in discourse and content analyses of what's trending in both U.S. and international circles and find that the portrayal of women has changed little in the past thirty-five years. Armstrong is an associate professor and the graduate coordinator in the University of Florida's College of Journalism and Communications in Gainesville.



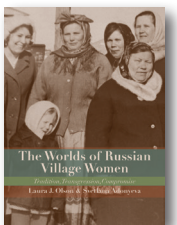
■ Looking for a “twisted, but strangely comical” mystery/adventure novel that blends murder, corruption, state senators on the run from the governor, the Mob, tropical birds, badgers, a tornado, and a wacky, small-town-Wisconsin news crew? Look no further than **Aaron Shaffer '06's Badger Lake** (CreateSpace). When he's not writing, the author is a TV meteorologist with the cable weather channel Weather-Nation in Minneapolis.



■ *The Blood Born* (Carps Tale) is a labor of love and learning for — full disclosure: a former WAA staffer — **Andrew Carpenter '10**. It's the inaugural novel in his Blood Saga of the North fantasy trilogy, in which angels, centaurs, dwarves, and giants have fought and died for the riches of their land and must now face the invasion of humans. The good news? Their secret weapon is a race of winged warriors. While writing the rest of the trilogy, Carpenter is a business-processes consultant at Eagle Datagistics in St. Petersburg, Florida; he's earning a master's degree in organizational psychology; and he's seeking just the right sailboat to live aboard.



■ Based on nearly three decades of fieldwork, *The Worlds of Russian Village Women* (University of Wisconsin Press), co-authored by **Laura Olson '98**, follows three generations of Russian women as they preserve, discard, and rework the cultural traditions of their forebears to accommodate their changing needs and self-perceptions. The book has earned the 2013 Chicago Folklore Prize — the oldest and most prestigious international book award in folklore studies — as well as the Eli Köngäs-Maranda Prize for folklore studies of women. Olson is an associate professor in the Department of Germanic and Slavic Languages and Literatures at the University of Colorado-Boulder.



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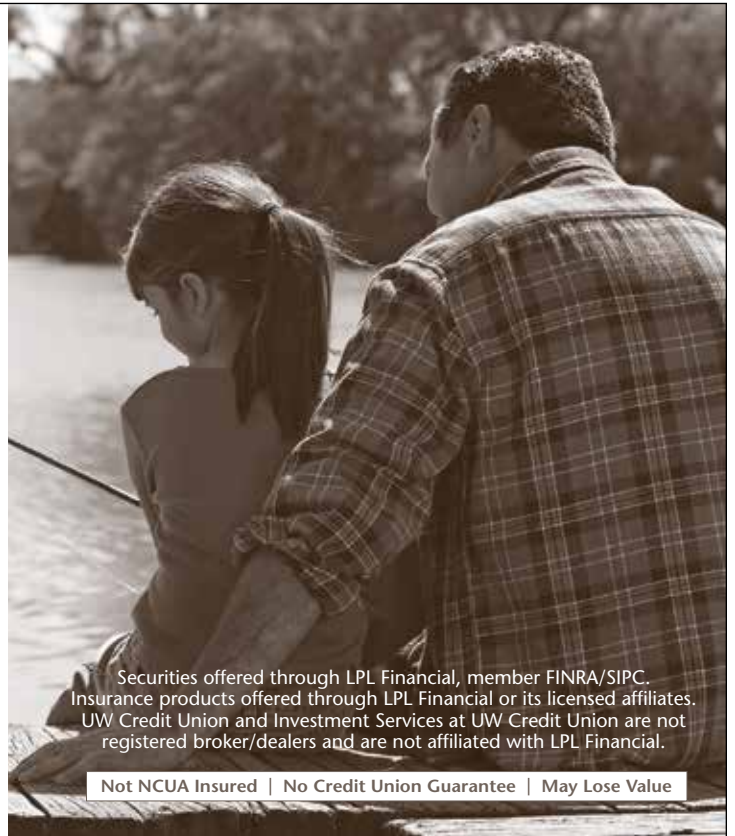


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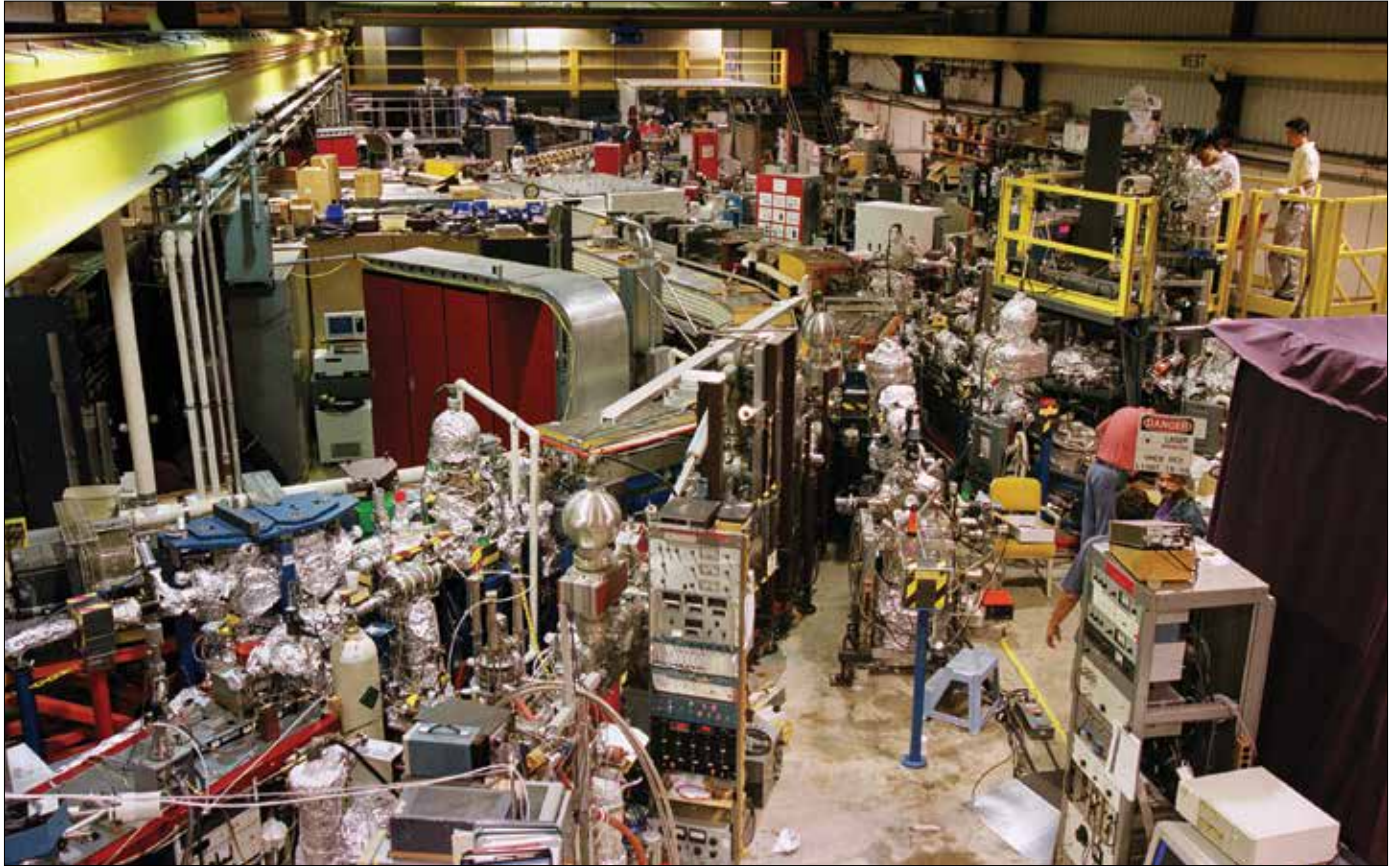
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JEFF MILLER



## Out of Synch

On March 7, 2014, the lights went out for the last time at UW-Madison's Synchrotron Radiation Center (SRC). The facility — an infrared, ultraviolet and x-ray light source used in research — lost its funding and shut down. It had been in operation since 1986.

Located near Stoughton, Wisconsin, SRC was based around Aladdin: a ring-shaped accelerator about the size of a baseball diamond that produced a laser-like light, but with a much broader range. Researchers from around the world came to the facility to examine what various substances — biological, chemical, physical — looked like at the atomic level.

The staff at SRC created three-dimensional, infrared images of cells; helped the development of nanotechnology; studied materials for semiconductors and high-temperature superconductors; and helped

research the magnetic materials that are used to make computer hard drives.

But SRC was dependent upon federal funding, and according to its director, Joe Bisognano, the National Science Foundation and U.S. Department of Energy decided to put their money elsewhere. SRC had received support from university bridge funds over the last two years, but when the facility learned that it would not receive any federal funds after 2013, the UW decided to close it down.

Some pieces of its equipment will be sold to labs at the UW and other universities and research stations, and others will be scrapped. As of press time, the UW had not yet decided what to do with the SRC's warehouse-sized building.

*John Allen*

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