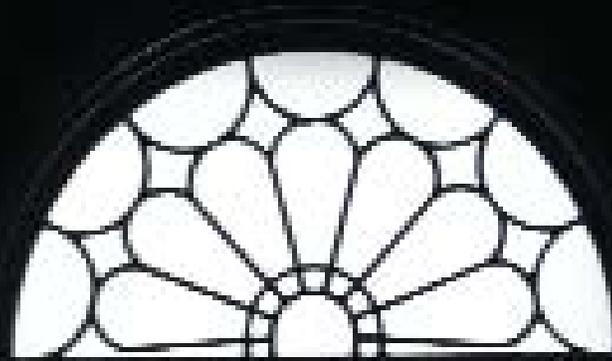


Measuring Success



We don't look in the mirror to measure success we look out the window.

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The measure of success

How do we measure success? Some basic, and certainly valid, measures are net income, return on our investment portfolio and, of course, progress toward the \$1.5 billion goal for Create the Future: The Wisconsin Campaign.

We are pleased to report that thanks to your generosity, we have again posted a record year. You made 121,479 gifts totaling \$457,288,098. This is an increase of 215 percent over 2003 and certainly a tribute to your commitment to the University.

There is no doubt that we will reach and most likely surpass the campaign goal. The number of campaign-related events across the country this past year, organized largely by volunteers and attended by alumni and friends who care about the future of the UW-Madison, created a flood of interest and activity. Your remarkable contributions of time, energy and thoughtful ideas are vital and welcome complements to your monetary gifts.

Those of us who spent time on the road will readily confirm that no matter where we travel, we can usually find a fellow Badger willing to share memories and opinions. Sifting and winnowing never stops; it just moves around the country.

The obvious measures, however, do not paint the complete picture of our success.

One issue we hope and expect you as donors will raise is accountability. We steward your gifts by managing all funds prudently and monitoring expenses carefully. As a percent of total contributions, our expenses remain well below those of our peer institutions and national averages. We publish our operating budget, line by line, in our annual reports, not because it is required, but because we are proud of it. There have been, and there will again be, years when we do not realize the financial results we anticipated. We will report openly and honestly for these years as well, knowing that success rests as much in long-term consistency as in the short-term bottom line.

The least tangible but perhaps most important measure of success is what we, because of your gifts, were able to make happen. To evaluate whether we are maximizing the possibilities and the power of gifts, we ask ourselves these questions: Did we provide opportunities for alumni and friends to invest in what is meaningful for them? Did we help undergraduates



and graduate students finance their educations? Did we make it possible to attract and retain top quality faculty? Did we help build and upgrade facilities? Did we support innovative programs? Did we sustain life-saving, life-enriching research? Did we work to build a cooperative, respectful relationship with our campus colleagues, government leaders, our critics? Did we do our part to advance the Wisconsin Idea? Did we communicate clearly, listen closely and act wisely? I believe we can confidently answer yes to these questions.

Ultimately, the questions, like our work, are ongoing. They keep us focused and united in our efforts. We ask these questions not to spend time in self-congratulation because we don't look in the mirror to measure success; we look out the window.

ANDREW A. WILCOX
President
University of Wisconsin Foundation

SAN W. ORR JR.
Chair
University of Wisconsin Foundation

Campus jewel will sparkle again

For Tashia Morgridge, making an extraordinary gift to complete and renovate the Education Building came down to two basic things: the character of the building and the quality of the work going on within it.

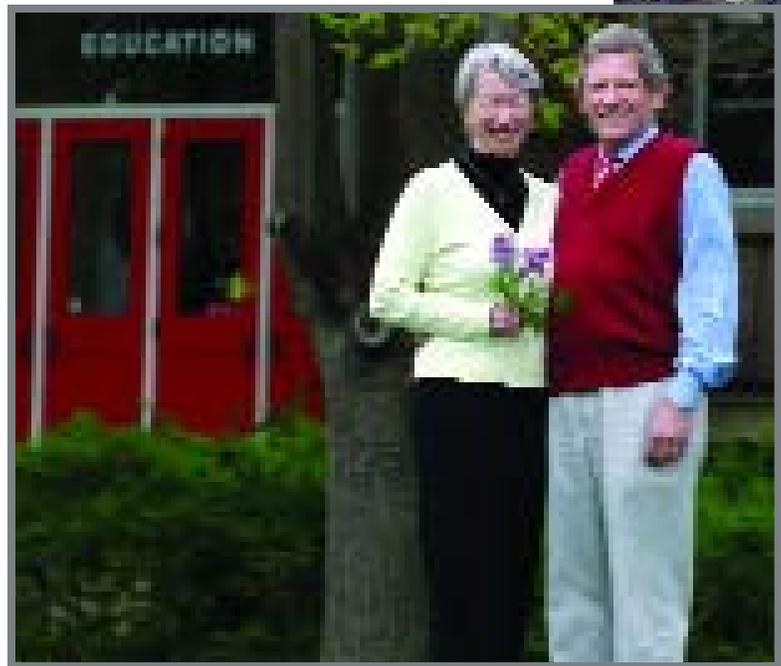
“I was really motivated by the value of the old buildings on Bascom Hill, the characteristics they bring to that historic area,” said Tashia ('55 BS EDU), who made the historic gift with her husband, John ('55 BBA). “I was interested in preserving one of these landmark buildings, one to which I had a natural emotional attachment.”

“If someone interested in historic preservation sees what will happen with the Education Building, maybe that will inspire others to preserve more of these jewels in the heart of campus.” Tashia Morgridge

A visitor to the current Education Building can readily see such flaws as restrooms for men and women on different floors, old windows and less-than-optimal seating in lecture halls.

“It’s badly, badly in need of being brought up to date,” Tashia said. “It’s the same building it was 50 years ago when I was attending school there. This plan will make much better use of the internal space.

“It should be not only a better, more useful place to attend classes, but also a more wel-



coming space for those professionals who teach there, have their office space there and give so much of their lives to their students,” she said. “Doing that and keeping the feel of the original building will be a great achievement, I think.”

Tashia’s feelings for retiring Dean Chuck Read also played a part in the gift. “I am a great admirer of Dean Read, and I felt that under his leadership the School of Education has improved the level of education of future teachers.

“He’s an open-minded and flexible person who is interested in improving things but who won’t just jump on the latest fad because it is fashionable,” she said.

Tashia spent her working career in education, often with special needs students.

“I retired in 1987, and I’m still involved with schools because it’s just part of my being, I guess. I can’t be too far away from the classroom,” said Tashia, who lives in northern California. “I’m



really inspired by the kids, especially those in disadvantaged neighborhoods who don't have all the resources and support that kids in the richer suburban schools do."

Opening the door to opportunity has long been one of Tashia's missions. To do that, urban schools need teachers steeled for the challenge.

"Chuck Read really has done a great job of getting prospective teachers ready to succeed in difficult school environments and situations," she said. "To succeed in those urban schools, new teachers have to know what to expect so they stay in the classroom and don't quit when things get tough."

Tashia likes the mix of old and new at today's UW-Madison.

"From the perspective of an alum of 50 years, it's heartening to go back to campus and see some things that have not changed, like those historic Bascom Hill buildings," she said. "Then, too, it's inspiring to see some of the new buildings and feel the excitement that accompanies new research and programs. In that way, Wisconsin has the best of all worlds, respecting tradition and innovating for the future."

Acting in appreciation

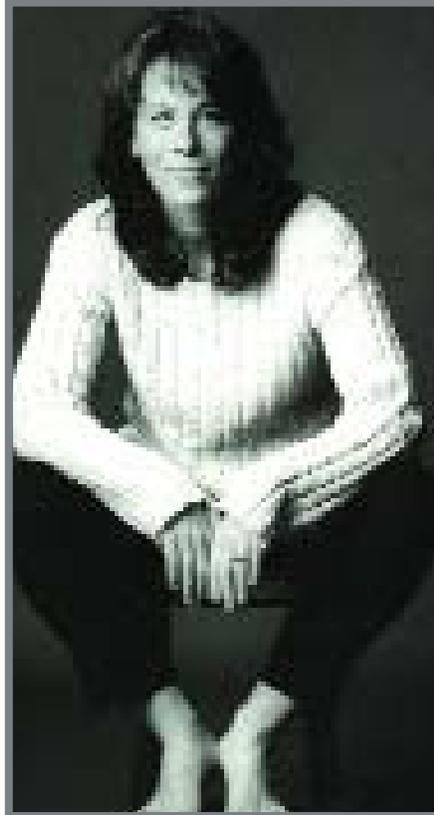
There are people who inspire our better selves. Actress Jane Kaczmarek often thinks of one such person, Robert Skloot, professor of theater and drama.

"It wasn't so much what he said in class or the plays that he cast me in as much as it was who he is as a person, what he stands for," said Kaczmarek ('79 BS EDU), who plays mom Lois in Fox's hit comedy "Malcolm in the Middle."

"I still think of him frequently. I always wanted him to be proud of me and the choices I made."

On the occasion of being named one of the Wisconsin Alumni Association's Outstanding Alumni in 2004, Kaczmarek set up The Kaczmarek-Skloot Citizenship Prize, to be awarded to an undergraduate in the theater department.

"He was a little uncomfortable about the name, but I wanted to



Jane Kaczmarek

honor him," she said. "I want the award to go not necessarily to the best actor, but to someone who is a good actor as well as one who has a great sense of humor, great sense of history and a great sense of social justice, three things that he has in abundance."

For Kaczmarek, who grew up in a Milwaukee suburb, UW-Madison "opened my eyes to different people and to the ways the world worked. That setting has been really beneficial to my later life in New York and Los Angeles," she said. "Madison to me was really about becoming a fully realized person, building a sense of inclusion and fairness, things that aren't often considered success in our society."

"So often, success is defined as how much money we make," she said. "Bob Skloot is a constant reminder to me that success is how we live our lives."

When you say tradition, you've said it all

David ('70 BBA) and Nancy Borghesi ('69 BA L&S) have a long history of substantial support for the University of Wisconsin-Madison.

In 2004, they assigned more meaning to major gifts in naming them for Nancy's parents, Roger Taylor and Helen Fuller Taylor. The Borghesis established the Roger C. Taylor Risk Management and Insurance Fund in the School of Business and honored Helen through the 100 Women Campaign Wall of Honor in the School of Human Ecology.

"From my perspective, it was important to recognize Roger and Helen in a meaningful fashion," said David, managing director of the Huron Consulting Group LLC. "They supported the University in so many ways, and I think they would be very proud that we're carrying on that tradition in their names."

Nancy noted that the University was a huge part of her parents' lives. Roger served on the UW Foundation Board, they were both past presidents of the UW

Alumni Club of the Twin Cities, and they held season football tickets for 30 years.

For 40 years, Roger narrated the football game replays for the alumni club. "Every Sunday, we would drive to the airport to pick up the tape from the Saturday football games," Nancy said. "Then Dad provided the play-by-play commentary at the Monday lunch meeting of the alumni club."

Roger and Helen were early members of the Bascom Hill Society and supported many areas on campus, particularly the business school, athletics and the marching band.

The 100 Women Campaign will culminate in a to-be-determined visual wall of honor in the renovated and expanded School of Human Ecology building. "I thought this whole idea of honoring women in such a stunning visual way was a marvelous idea," said Nancy, retired from her position as senior vice president for CCC Information Services Inc. "Women in

general do not get enough credit for their accomplishments, and this will be a fantastic tribute to women who have made a difference in the work place, in the community and in the home.”

Roger was an agent for Northwestern Mutual Life for many years. “I hold the School of Business near and dear to my heart, and the Risk Management and

Insurance Department was one that Roger would feel good about our supporting,” David said.

“The fund also has an advisory role, so we’ll be able to consult in the ways that our gifts are used,” Nancy said. “It seemed like a very intimate type of contribution and one that would allow us to maintain contact with the School of Business going forward.”

For mother, for the arts, for the future

The Eugenie Mayer Bolz Family Foundation, on behalf of John ('50 BS L&S) and Robert ('44 BS EGR) Bolz of Madison, made a gift of \$300,000 to the existing Bolz Center for Arts Administration Endowment. The endowment was established in 1993 with personal gifts and gifts from the Eugenie M. Bolz Family Foundation. The Bolz brothers are supporting the Bolz Center to honor the memory of their mother, a leading supporter of the arts. Their gifts will help ensure the Center’s continuing prominence and leadership in training students for positions in arts administration.

Established in 1969, the Center for Arts Administration was the first graduate program in the country with an interdisciplinary course leading to a master

of arts degree with a major in arts administration. The course of study prepares students to handle the business side of an arts organization. The Center also provides professional development opportunities for alumni and related constituencies and conducts research on national issues in the arts administration field.

Robert is past president and retired vice chairman of Oscar Mayer Foods. John also was an executive of Oscar Mayer & Co. Bob and Jack are the sons of the late Adolph Bolz, the first plant manager of Oscar Mayer, and Eugenie Bolz, daughter of the late Oscar Mayer.

Largest Law School gift encourages lofty goals

A desire to make the University of Wisconsin-Madison Law School pre-eminent in the nation led Frederick W. Miller ('34 BA L&S, '36 LLB) to make a substantial bequest, the largest gift the school has ever received.

The estate of Miller, former president and publisher of *The Capital Times* in Madison, Wisconsin, has provided more than \$10 million to the Law School. The bequest will fund the school’s deanship, now held by Kenneth B. Davis Jr., as the Frederick W. and Vi Miller Law School Dean.

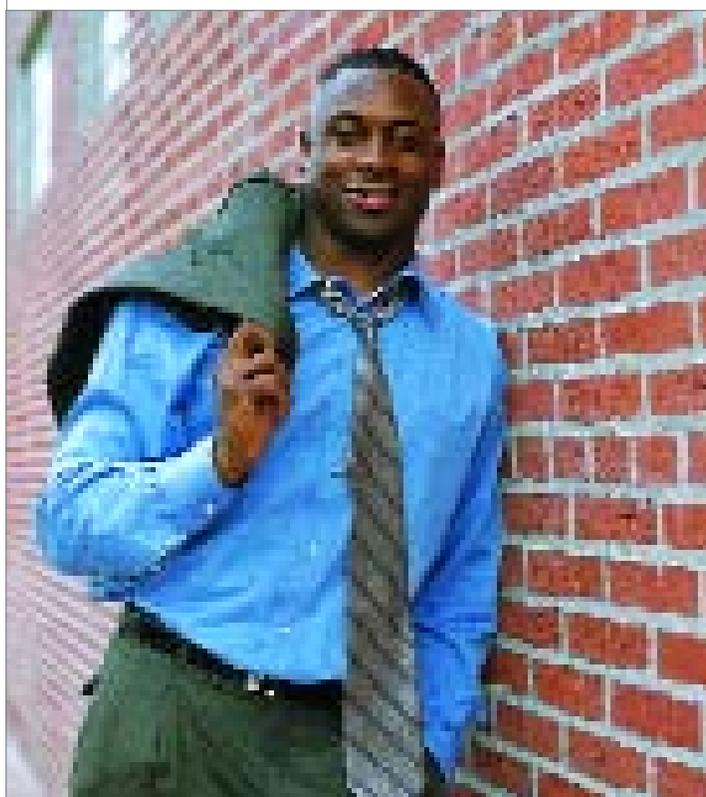
“Fred and Vi were devoted friends of the University, and this generous gift will go far to ensure that their names will always be associated with excellence in the Law School,” said Chancellor John D. Wiley. “They were always interested in top-notch academics, and their philanthropy reflected that.”

Fred, who died in December 2003 at age 91, helped set up the state’s first unemployment compensation program and spent 41 years as a state government attorney and administrative law judge.

“This gift is a reflection of Fred Miller’s dedication to the school and his wish that it continue to be a vibrant teacher of future generations of attorneys,” Davis said. “We are incredibly grateful for his vision, his generosity and his unbending attention to academic achievement.”

Gordon and Marjorie Davenport, trustees of the Miller trust and long-time friends of the couple, say the Millers always held the University in high regard. “Fred frequently talked about the University and how proud he was of it,” Gordon said. “His aim in this gift was to help to make the Law School pre-eminent in the nation. It’s his pride in the Law School that is behind this.”

In the game of life, Vincent is a perennial all-pro



“I care about the men and women who represent the University,” he said. “On and off the playing fields, they represent all of us who attended and who have had the privilege of wearing the uniform.”

For Troy Vincent, college life comes down to one simple equation. “The main goal is to leave a different, better person than when you arrived on campus,” said Troy, a standout defensive back for the Badgers who has gone on to a stellar career in the NFL, where he currently plays for the Buffalo Bills.

In addition to succeeding on the field, Troy has been a philanthropic leader. He and his family have given generously to the Camp Randall Stadium renovation and have established the Troy Vincent Family Football Scholarship.

“The football program was very good to all of us, and Coach (Barry) Alvarez was particularly inspirational to me,” Troy said.

“It’s a wonderful experience to play and to participate on the collegiate level at an institution as renowned as the University of Wisconsin-Madison.

“I never had thoughts of playing at the professional level until Coach Alvarez whispered that in my ear,” he said.

“That changed my focus and channeled my energies so I could prepare to succeed as a professional. I can’t thank him enough for that.”

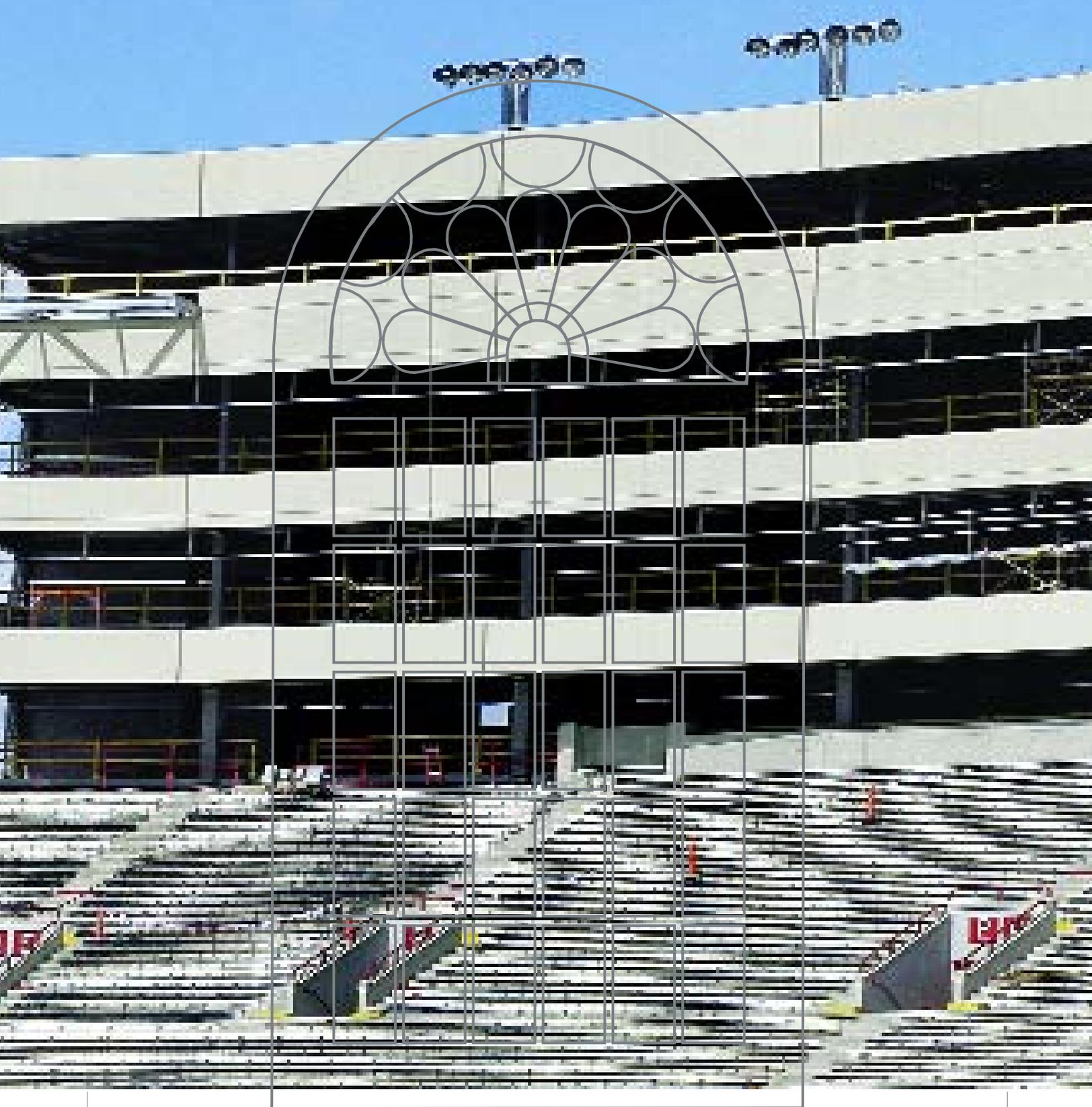
Troy has a daughter and two sons, and he and his wife, Tommi, have been married for 11 years.

“For my family and me, this is nothing but sowing a seed,” he said. “We harvested benefits from that particular ground, so it’s right to replenish that resource.”

Troy’s upbeat attitude and feeling of gratitude have led him to inspire other former Badgers to make gifts that help student-athletes.

“Anything I can do to build that program, to give other athletes the chance to realize their dreams, I want to do,” said Troy, whose efforts have earned him a seat on the UW Foundation Board of Directors. “I see it as my responsibility to both give back and to encourage other players who have made their





way, thanks to the University, to do what they see as the right thing.”

In addition to his financial and moral support for the Badgers, Troy regularly returns to campus to address current student-athletes, emphasizing that 90 percent or more of them will not go on to professional sports careers.

“I care about the men and women who represent the University,” he said. “On and off the playing fields, they represent all of us who attended and who have had the privilege of wearing the uniform.

“You have to present to them that, for the vast

majority, this is the end of the line in sports,” he said. “They’re about to go into the real world, and they need to prepare to be responsible citizens. As an athlete, to succeed, you need to be optimistic. Sometimes, that means you think you’re better than you really are. I try to share that reality with them.

“I hope that they in turn will come back after they graduate and establish themselves in the world to talk with the next generations of UW athletes,” Troy said. “The message is so much stronger coming from a peer group than from the coaching staff or from a professor.”

Leith legacy lives on

“The Leith family has always been close to the University of Wisconsin,” said David Leith ('58 BBA). “Nice school, nice campus, nice people.”

David and his sister, Jeanie Leith Lamphier ('63 BA L&S), both of Pennsylvania, have made a gift to name the C.K. Leith Library in the Department of Geology and Geophysics. The gift honors their grandfather, Charles Kenneth Leith (1897 BS, 1901 PhD), who was department chair from 1903 to 1945.



C.K. was working his way through the University in 1892 when he responded to a help-wanted ad for a “stenographer and typewriter.” Geology Professor Charles R. Van Hise had placed the ad and promptly hired C.K. to work in his Science Hall office. There, C.K. discovered a love for geology and he became a protégé of Van Hise, studying Precambrian rocks of the Lake Superior district and bringing international attention to the UW with his findings. When Van Hise became president of the UW in 1903, C.K. succeeded him as chair of geology and served as a consultant to several mining companies, the U.S. War Production Board, the Manhattan Project and later, the Atomic Energy Commission.

C.K.'s son Andrew earned three UW degrees in geology ('26 BS L&S, '27 MA, '31 PhD). He also taught at the UW.

Andrew moved his young family from Madison to Washington, D.C. in 1940 to serve on the War Production Board and later relocated to Philadelphia to work for a company that supplied the steel industry. In his position, Andrew traveled around the world buying ores.

“We often visited Madison in the summer,” said Andrew's son, David. “My grandfather's house was on a moraine west of Madison—we picked up lots of rocks there. We could watch the sun set in one direction and see Lake Mendota in the other.”

“David and Jeanie carry forward the Leith legacy with this gift to students and researchers,” said Professor Clark Johnson, chair of the Department of Geology and Geophysics. The C.K. Leith Library is located within Lewis Weeks Hall, in the West Wing Addition, which was dedicated in May 2005.

Giving tomorrow's leaders the right tools today

The Mechanical and Industrial Engineering building project has received \$500,000 for upgrades and renovations thanks to a \$1 million gift from Robert B. (Bob) Olson ('60 BS EGR, '61 MBA) and his wife, Marilyn ('60 BS HEC). The other half of their gift will be used to recruit engineering faculty and provide opportunities for students enrolled in the College of Engineering.

"It's important to us that UW graduates have the tools to be tomorrow's leaders," said Bob. "We want the UW to maintain its premier status as a provider of high quality technical education for the young people of Wisconsin. We want these young people to be challenged at the UW and to be able to achieve their fullest potential. To do that, we wanted our gift, as much as practically possible, to make a difference."



"We want these young people to be challenged at the UW and to be able to achieve their fullest potential."

The Mechanical Engineering building now houses two of the College of Engineering's largest departments — mechanical and industrial engineering. The quality of academic and research facilities is very important for recruiting new faculty members, college officials said. A creative fund-raising strategy has resulted in more than 1,300 new pledges supporting the renovation and expansion of the 73-year-old Mechanical Engineering building.

The \$50.6 million building project is the top priority of the College of Engineering in the University's Create the Future: The Wisconsin Campaign. The state has committed \$23 million to the project, and the remaining \$27.6 million must come from private sources.

Bob, a native of Monroe, Wisconsin, had the good fortune to be mentored in his early career. He, in turn, found it easy and satisfying to mentor young people. "I continue these activities today and enjoy seeing young people grow," he said.

While attending the UW, Bob took advantage of summer internship opportunities in the industry. These internships, arranged through the College of Engineering, were beneficial in providing firsthand knowledge of real-world engineering positions and opportunities.

After earning his MBA, Bob worked at Procter and Gamble at its Chicago food plant and then at the Fort Howard Paper Company in Green Bay, Wisconsin. For the next 28 years, he was an executive with Little Rapids Corporation, a Green Bay-based, medium-sized, privately owned specialty paper producer and medical products provider.

Bob and Marilyn lived in Green Bay for 40 years before moving to their lake home in Waupaca, Wisconsin. They also have a home in Bonita Springs, Florida. During that time, both were involved in a variety of non-profit organizations where they became aware of the many needs of young people. "In addition to our ongoing financial support to many other youth-related activities, we are proud to be able to help the University."

Building a new learning place on a timeless foundation



With their \$8 million lead gift, Nancy Johnson Nicholas ('55 BS HEC) and her husband, Albert "Ab" Nicholas ('52 BS, '55 MBA), have set the cornerstone for a new addition and remodeling of the School of Human Ecology's historic building at the University of Wisconsin-Madison.

"I believe in the School's mission of enhancing the quality of life for people in all economic situations," Nancy said. "I'm impressed with their curriculum. The education that students receive is top notch, but the facilities make it very difficult for everyone involved. Helping to create a new learning environment under one roof that will benefit the students, the faculty, the staff and the collections is exciting."

The estimated cost of the project is \$40 million in 2007 dollars, of which \$17.5 million will come from private gifts for the new addition. Program revenue, including parking, is expected to cover \$2.5 million, with \$20 million requested from state-supported borrowing.

The Nicholas-Johnson legacy at the school is living in another way: Granddaughter Katie Nicholas is a current human ecology major.

Children's Hospital receives gift in honor of Rennebohms



A \$1.5 million gift to the new American Family Children's Hospital from the Oscar Rennebohm Foundation honors University of Wisconsin Foundation president emeritus Robert Rennebohm and his wife, Jean.

Bob Rennebohm graduated from UW-Madison in 1948 with a bachelor's degree from the College of Agricultural and Life Sciences. He was the first president of the UW Foundation, serving from 1955 until his retirement in 1988. He received the Distinguished Alumni Award in 1989 from the Wisconsin Alumni Association. Jean Rennebohm has long been a community volunteer and tireless supporter of the University and the Madison community.

The \$67 million, 80-bed hospital will open its doors in 2007, providing a greatly enhanced family-centered environment for hospitalized children and their parents. It will abut the existing UW Hospital and Clinics facility on the west side. The gift from the Rennebohm Foundation will support a new Diagnostic Pavilion, which will provide short-term care for children who require sedations, catheterizations, blood transfusions, chemotherapy transfusions and other services that can be completed during the day.

A historical perspective on friendship and commitment

As a history major at the University of Wisconsin-Madison, Harold L. Kaplan forged a strong relationship with history Professor Stanley Kutler.

“We’ve maintained a close friendship through the years,” said Harold (’72 BA L&S, ’75 MA L&S), a Chicago-based attorney who is chairman of Gardner Carton & Douglas, a 95-year-old firm of more than 250 lawyers with major offices also in Milwaukee and Washington, D.C. “I’ve looked to him for guidance, both as a friend generally and in relation to my giving on campus.”

Some of that wise counsel resulted in Harold directing the Kaplan Family Fund—which has supported efforts in Jewish studies, history and other areas on campus—to originate six trial Kaplan scholarships in history. One goal is fostering the kind of professor-mentor bond Harold has had with Kutler, now professor emeritus.

“My feeling was, if I would commit to fund it for several years, it could serve as a pilot program, a model for other people who might want to make gifts to support these beneficial relationships,” Harold said.

“I was really impressed with the way that the whole group strived to design a program that would align with my interests and what I saw as important on campus.”

Harold, who earned his JD at the University of Chicago, has been a member of the Bascom Hill Society for many years. “I started giving to the University very early in my career as an attorney in New York. I love the school, I love the place, the education I got there and the friends I made. I also have relatives in Madison.”

His children, 16- and 15-year-old boys and a 10-year-old girl, “love the University too, and giving to good causes on campus in their names is a way of getting them involved in philanthropy,” he said.

In addition to direct financial support, Harold has been a generous host at his firm’s impressive Chicago offices for many UW events and activities such as a “Meet the Dean” soiree with Gary Sandefur of the College of Letters and Science, an event with political science Professor Ken Goldstein and a recent Wisconsin Alumni Association-sponsored Founders Day event.

“Blindness opens your eyes”

Liane Seyk of Northbrook, Illinois was diagnosed in 1997 with a rare and poorly understood eye condition called normal-tension glaucoma. She suffered loss of vision in her right eye, and the specialists she saw also predicted sight in her left eye would be lost. Liane then discovered Dr. Paul Kaufman, professor and chair of the Department of Ophthalmology and Visual Sciences at the University of Wisconsin Clinical Science Center. Liane believes his approach is the reason she has sight in both eyes today. “It has been a wonderful experience,” she said.

Liane’s husband, George, was already familiar with the University. He took classes in the School of Business for professional development and was later asked to be a guest lecturer in international business.

“Blindness, in some senses, opens your eyes,” George said. “We wanted to make sure we used our estate to help others.” The Seyks have established the George and Liane Seyk Glaucoma Research Fund in the Department of Ophthalmology and Visual Sciences in the UW Medical School.

“Glaucoma affects 70 million people worldwide, approximately 7 million of whom are blind in at least one eye,” said Dr. Kaufman. “Being able to help patients like Liane is the most rewarding part of what we do.”

“You won’t find advancements in humanities, science or health without contributing to them,” said George, “financially or with the capabilities you have.”

House fellow still keeps watch on students

Robert DeBellis (’79 BA L&S) of St. Paul, Minnesota may have been your house fellow if you lived in Sellery Hall in the mid-1970s. Perhaps Bob is the one who told you to turn down your music at 3 a.m. or helped you

deal with a personal crisis that affected your ability to study.

Bob knows a student rarely has the financial reserves to cope with unanticipated events like a hospitalization,

a late payroll check or a root canal. He has made a gift to support the Dean of Students Crisis Fund, which typically provides a loan of up to \$300 to help a student with emergency expenses.

"In a time when college costs are rising and the sources of support for students are thinning, it is vitally important we have a resource like the Dean of Students Crisis Loan Fund," said Dean of Students Luoluo Hong. "It ensures that students who encounter an unexpected emergency have a fighting chance to stay

enrolled and have their academic progress uninterrupted. I cannot tell you the number of times when a couple of hundred dollars has meant the difference between a student staying at UW-Madison or leaving."

"I was responsible for 60 freshmen in Jackson House, many of whom were experiencing life away from home for the first time," said Bob. "I had to help them understand and adapt to the institution's expectations and set the academic atmosphere of the house. Madison is a big school but not so impersonal that no one is there to help you."

From dean to dean, what a gift can mean

When Daryl Lund ('63 BS L&S, '65 MS CALS, '68 PhD CALS) and his wife, Dawn, were planning their estate, they wanted to include the University of Wisconsin-Madison in their bequests.

And Daryl, a tenured CALS professor who also has been agriculture dean for Cook College at Rutgers University and Cornell University, knew that giving the CALS dean some financial room to move was crucial.

"Having been a dean, I know the importance of unrestricted funds," said Daryl, who in addition to being a professor is executive director of the North Central Association of Agricultural Experiment Directors. "There are immediate needs that, if filled, really do foster excellence. I'd like the dean and the department chair down the road to have that flexibility to keep the college on top."

As a result, the Lunds have set up a future chair in food science, as well as provided funds to be used at the discretion of the food science department chair and CALS dean.

These are in addition to other gifts, including the Daryl Lund Graduate Fellowship in food engineering. "My background is food science and chemical engineering," he said. "I taught a class in food engineering that was a crossover for chemical engineering majors and food science students."

Daryl, who first set foot on campus as an undergraduate in 1960, is glad to be back in Wisconsin and to share his good fortune with his alma mater. "I'll retire as a Badger. I'm so happy things worked out the way they did."

Father and son: Healing hands, generous hearts

"What's more fun than what I do?" observed orthopedic surgeon Dr. Harvey Wichman ('62 BS MED, '65 MD). Dr. Wichman's enthusiasm rubbed off on his son. "I was indirectly inspired seeing my father's obvious enjoyment of his work," said Dr. Mark Wichman ('86 BS L&S, '90 MD).

Today, father and son are in practice together in Milwaukee. A love of medicine is not all they share. Both were honored along with their wives, Donna and Susan ('86 BS L&S), with plaques in the new Health Sciences Learning Center recognizing their gifts to the University of Wisconsin Medical School. "This is repayment for the educations my son and I received," said the senior Dr. Wichman. "We have a sense of obligation and appreciation," agreed Dr. Mark.

Both doctors recall their medical school days as exciting, stimulating times.

"The University kept my mind open," remembers Dr. Harvey. "As [medical] students we were given the opportunity to delve into the world of the patients—to see what they see, feel what they feel." He also pointed out that the study and practice of medicine have changed dramatically in just the two generations that separate him from his son. "Nothing I do now is the same," he said.

But, as Dr. Mark noted, there is one important constant. "Regardless of how medicine changes," he said, "you can't take the physician-patient relationship away."

All of Dr. Harvey and Donna Wichman's five children attended the UW-Madison, so when it comes time for Dr. Mark and Susan Wichman's three children to choose a college, it's a good bet that the Badger family will welcome new faces from the Wichman family.

Food, flora and fields of dreams

Imagine the excitement and joy of being a graduate student on the first floor of Babcock Hall. Then, imagine the disappointment of living on a budget and having to limit yourself to one ice cream cone a week. Such was the predicament of Juelene S. Beck ('78 MS CALS) as a graduate student in food science.

Born and raised in Madison, Wisconsin, Juelene decided to attend Eastern Nazarene College in Quincy, Massachusetts, where she received her bachelor's

degree in chemistry in 1975. Juelene returned to the Midwest and earned her master's in food science at the University of Wisconsin-Madison College of Agricultural and Life Sciences. She reminisced about the eight other graduate students who shared the same lab. "I received a lot of informal exposure to different disciplines within food science. This interaction was a valuable part of my education."

Juelene, chief executive officer of North American Association of Subway Franchises, Inc., always had a strength in applied science. "I chose food science because the food industry and issues related to food are so broad and challenging," she said. "There always are issues related to food; it's natural job security."

During her course of study, Juelene learned that she was more interested in the business sector of the food industry, rather than research and development. "Professors Daryl Lund, Joe VonElbe and Owen Fennema had a major impact on my career.

They believed in me and helped me set my expectations of what could be accomplished in the food industry," Juelene said. "They were my role models."

Juelene's father, Gail Edwin Beck, professor emeritus of horticulture at UW-Madison, also was a significant role model. He consistently sought ways for his students to get practical experience in addition to classroom learning.

As Juelene's career developed and she brought student interns into the companies for whom she worked, she found those intern relationships to be mutually beneficial and fulfilling. She realized that she and her father shared a belief that there is real value in students having an opportunity to apply to the real world what they learn in school. To honor her father, Juelene established the Gail Beck Internship Fund—Allen Centennial Gardens.

Professor Beck was a close friend of Ethel Allen, for whom the garden is named, and he was instrumental in establishing the gardens. "Since Dad's passion was floriculture and we both believed so passionately in giving students an opportunity to work in their chosen field before graduation, this internship seemed like a great way for me to 'pay forward' for today's students for what is impossible for me to ever 'pay back' to the University for its immeasurable contribution to my life."



Juelene Beck, left, is pleased to meet Kelsey Johnson Gronowski, the recipient of the Gail Beck Internship-Allen Centennial Gardens, which was established by Juelene to honor her father. Kelsey, a senior from Wind Lake, Wisconsin, is studying horticulture and is grateful for the opportunity to use her classroom knowledge about plants in a real-world setting.

Language and legacy

"I believe deeply in studying foreign language and learning cultural tolerance," said Cynthia Romaker Fullmer ('71 BS EDU). "And my mom was always in my corner, supporting my beliefs."

Now living in Rancho Santa Fe, California, Cynthia returns to McFarland High School in Wisconsin each spring to award the Louise Romaker Language Excellence Scholarship in memory of her mother.

"This scholarship is one of the largest at McFarland High School and has promoted the value and importance of language study among students," said Principal James G. Hickey. "Students also receive an enriched understanding of the special feelings that underscore this scholarship when Ms. Romaker Fullmer presents the award."

Cynthia requested that her mentor, Professor Emerita Constance Knop ('58 BS EDU, '61 MA L&S, '69 PhD EDU), be part of the selection process.

"Her gift is teaching people how to teach," said Cynthia. "She taught us how to excel in teaching foreign languages."

Cynthia worked with fellow "Knopettes" to establish the Constance K. Knop Scholarship to recognize an outstanding undergraduate majoring in French, German or Spanish education who is nearing the completion of teacher preparation.

Both scholarships have been established in perpetuity, ensuring that their respective legacies will endure.

"Establishing a scholarship is rewarding," said Cynthia. "You help deserving students achieve their dreams."

Passing on the privilege of a UW education

Don ('57 BS EGR) and Jan ('57 BS SoHE) Martens of Santa Ana, California are grateful for the start they got in life.

"Our undergraduate education was a wonderful experience for both of us," said Don. "My engineering education started me off well in my career. I needed the Naval ROTC scholarship I received, and this is our small way to help future students."

The couple has established the Don and Jan Martens Undergraduate Scholarship Fund in the College of Engineering. Don, who decided to combine his interests in engineering, science and law, today is a successful

patent attorney. The scholarship will be awarded annually, preferably to a student from Lafayette County, Wisconsin, where both Don and Jan grew up. The Martens return to Wisconsin every year to visit family, including Don's mother and Jan's two brothers.

"With the rising cost of tuition, scholarships such as the one that Don and Jan Martens have created are very valuable," said Paul Peercy, dean of the College of Engineering. "They alleviate some of the financial stress on our students and allow the focus to be where it should be—on academics."

Making principles of principal concern

"I have had a strong relationship with the University of Wisconsin-Madison Business School, including almost 11 years when I managed the recruiting process there for Ernst & Young LLP," said Howard L. Carver ('67 MBA). "The Business School and the accounting program provided a solid foundation for my career and a network of past and current individuals who have been and continue to be helpful to me in many situations. The school and the program are among the best in the country, and I would like to see both continue to grow in strength and reputation."

"With all the problems in the public market place in the post-Enron era, I believe it is imperative that all accounting and business executives understand and appreciate the morals and ethics expected and required of them by the public, regulators and others. The Howard and Sue Carver Ethics in Accounting Endowment Fund is intended to further that purpose."

Upon graduation from the business school's MBA program, Carver joined Ernst & Ernst, now Ernst & Young LLP, as a staff accountant in Springfield, Illinois. Now a retired partner and a resident of Avon, Connecticut, he spent more than 35 years with Ernst & Young.



Artful givers

Kirova, Liuba
Bulgarian, b. 1943

Boutique
1990
Watercolor

Janice and Jean-Pierre Golay have given paintings, sculptures, fiber art-works, prints, photographs and drawings to the Elvehjem Museum of Art, now the Chazen Museum of Art, in the last two years by a wide range of artists from the United States and Europe. Swiss artists are represented with prints and drawings by Armande Oswald and by Peter Fürst, and prints and papier-maché sculptures by Henry Meyer. The Golays also have been interested in artists with Madison connections, reflected by their donations of prints by Warrington Colescott, fiber work by Mary Bero, drawings and prints by Dennis Nechvatal and early drawings by Aaron Bohrod. The gift also includes works on paper by Bulgarian artists including Liuba Kirova and photographs by Toni Dusek, a Czech artist. Janice and Jean-Pierre, an honorary fellow in the School of Journalism, also are enthusiastic participants in the museum's offerings of lectures and openings and have generously supported the museum with their time and expertise.

A family story with a “corny” twist

The University of Wisconsin-Madison and other UW System institutions mean a lot to the Huibregtse family.

“I was one of the first in my family to attend the University of Wisconsin,” said Roger Huibregtse (’50 BS EGR). “I was followed by a brother and a sister. My son Greg has an engineering degree from UW-Madison, and my daughters have degrees from UW System schools.”

Also in the mix are Greg’s wife, Kathy, and two grandsons carrying on the engineering tradition: one with a UW degree in mechanical engineering and another who recently graduated as a civil engineer. Three other grandchildren also have graduated from UW System schools.

All that Wisconsin pride—and a successful career that led him to positions of president of the Dean Foods Vegetable Division, vice president and board member of the parent company and chairman of the American Frozen Foods Institute—has culminated in the

Huibregtse Family Scholarship in the College of Engineering.

The scholarship recipients are to be graduates of public high schools in Wisconsin and interested in study abroad. Roger has had his own interest in foreign interchange through the Volunteers in Overseas Cooperative Assistance.

In 1993, shortly after he retired, Roger’s first wife died. I was “aimless and somewhat adrift,” and a friend, noting his long history in food processing, suggested he help fledgling food producers in Eastern Europe, which is exactly what he did.

“We don’t have any boundaries the way we used to. With e-mail, faxes, cell phones, air travel and shipping, we can do business much more readily overseas than we could even a dozen years ago,” Roger said. “For the kids coming up today, there’s literally a whole world of opportunity out there for them.”

The legacy of Ace the Wonder Cat

“When I saw the wish list in the (University of Wisconsin-Madison School of Veterinary Medicine) *On Call* newsletter with liver equipment at the top, I realized this was the perfect chance to honor my late, great Ace the Wonder Cat,” said Carolyn Kenney-Carter (’68 BS EDU), Wauwatosa, Wisconsin. Thanks to Carolyn’s gift, the school will have laparoscopic liver biopsy equipment, which could have benefited Ace, shown here with Carolyn. At age 18, Ace, who had kidney disease, developed a liver tumor. The diagnosis was made with ultrasound and needle aspiration because other options were considered too risky for a cat of his age and condition. “An accurate diagnosis made an informed decision possible,” said Carolyn. “It allowed us to have the best outcome in a bad set of circumstances.” Ace lived comfortably to age 20 and is survived by feline friends Kipling, Nicholas and Trillium. Carolyn also established a veterinary scholarship in Ace’s name during his lifetime. “There are tax advantages, but the real benefits are the joy and satisfaction of doing something truly meaningful and worthwhile,” said Carolyn.





Discovering proteins and hope



George G. Patterson III, right, has established a fund to help support the work of School of Pharmacy Professor Jeffrey A. Johnson, left.

These discoveries could lead to the treatment of many chronic neurodegenerative diseases such as Huntington's disease, Alzheimer's disease, Parkinson's disease and amyotrophic lateral sclerosis (also known as Lou Gehrig's disease).

George G. Patterson III ('76 BBA) of Pewaukee, Wisconsin lost his first wife, Diane, to Alzheimer's disease when she was 36 years old. This unusual, early onset form of the disease also claimed the lives of Diane's mother and sister. In 1991, George was left with two young children, who have a family history of Alzheimer's disease, and a fierce motivation to keep current on the quest for a cure.

A chance meeting at a friend's Badger football tailgate party brought George into contact with the University of Wisconsin-Madison School of Pharmacy, where he found out about some unique approaches being taken by Associate Professor Jeffrey A. Johnson. George now believes Johnson will be the one to find a way to slow or halt Alzheimer's and other neurodegenerative diseases.

George established the Doris Patterson Alzheimer's

Research Fund in 2004 in memory of his mother, who also suffered a form of dementia. The fund is designed to support Johnson's team of researchers in the pharmaceutical sciences division.

Johnson, who received his doctoral degree from UW-Madison in 1992, has discovered two proteins—transthyretin and Nrf2—that impede cell death in the brain. These discoveries could lead to the treatment of many chronic neurodegenerative diseases such as Huntington's disease, Alzheimer's disease, Parkinson's disease and amyotrophic lateral sclerosis (also known as Lou Gehrig's disease). Each of these devastating diseases affects different types of brain cells, but Johnson and his team have now pinpointed what they all have in common.

Very simply, transthyretin "doesn't allow the toxic form of the protein causing Alzheimer's disease to interact with the cells and kill them," said Johnson. And the protein Nrf2 works to prevent the spread of such diseases by boosting the body's natural defenses.

Johnson's therapies have already shown promise in mice, and researchers have successfully engineered cells that produce large quantities of Nrf2, which they then transplant into mouse brain tissue. The over-expressed Nrf2 causes secretions that protect the brain from toxicity. It may be possible to give cell transplants to patients with the Huntington's gene so that the disease can be stopped before symptoms occur.

"This kind of gift is extremely valuable to the laboratory and will definitely speed further development of potential therapeutics. George's passion also has given me a far greater appreciation for what patients and their families experience as a result of such diseases," said Johnson. "The effect of which is for us to push even harder."

George encourages other alumni to consider what they can do to support research at the University. "Maybe it wasn't in your major," he said, "but it may improve your life."

Scholarship says, “Thanks, Dad.”



**George Hamel Jr., left,
and George Hamel Sr.**

Some children show their parents how much they mean to them with a card. George Hamel Jr. ('80 BA L&S) went a little further. He set up a journalism scholarship in honor of his father, George ('66 MS L&S).

The Army sent the elder Hamel to the University of Wisconsin-Madison to get his graduate degree and George Jr. got to know the area. When George Jr., who hadn't been back to Madison since early grade school, was 18 and looking at colleges, he said, "I was a pretty good writer as well as interested in sports. None of the colleges in Virginia had a good journalism program, so I applied to Wisconsin and was accepted."

George Jr. transferred to Communication Arts, where he earned his degree. Since then, George Jr. has succeeded in the investment business, mostly managing capital for colleges and universities.

"My wife, our kids and I meet my parents every year for a football game in Madison," George Jr. said. They've also traveled to road games and bowl appearances.

"As one of seven kids, with lots of other grandchildren in the family, following the Badgers is a good way to keep in touch and have something in common," he said. "It's really helped improve our bond."

The George Hamel Undergraduate Scholarship is targeted to an out-of-state journalism student.

"I did consider, 'What could I do to let my father know how much I thought of him?' It's a great way to show how much he means to me while he's still alive and to have his name live on while helping students improve their lives," said George Jr.

SBC Foundation a good friend of PEOPLE

Enrolling a more diverse student population is the goal of the University of Wisconsin-Madison's Plan 2008, and the SBC Foundation has helped campus welcome more students of color.

The SBC Foundation has been the largest private supporter of the Pre-college Enrichment Opportunity Program for Learning Excellence (PEOPLE). In 2004, the foundation awarded the program a two-year \$250,000 grant. That follows a \$600,000 award made in 1999 as part of a larger, \$1.5 million grant in support of the University's diversity effort.

PEOPLE is an innovative partnership that encourages post-secondary education for disadvantaged and minority students in Wisconsin.

"We support the University's Plan 2008 initiative, and we're always interested in getting more young people involved in higher education who might not have a chance otherwise," said Dextra Hadnot, SBC Wisconsin director of external affairs. "At SBC, we're very supportive of diversity initiatives, and the PEOPLE program offered a tangible way for us to make that support real."

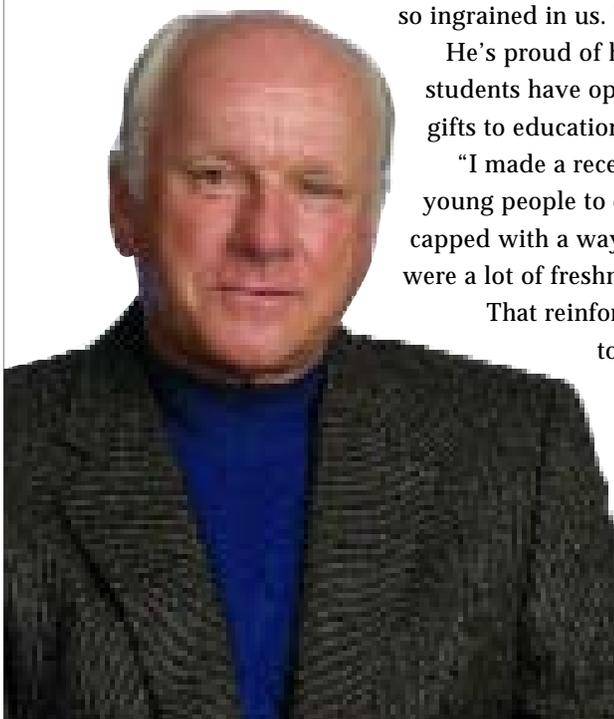
Some 80 graduates of the program were registered at the University in fall 2004 as first-year students, sophomores or juniors.

"Two-thirds of our students come from low-income families, and we make every effort to prepare and support their aspirations to attend college and to pursue careers of their choice," said Walter Lane, PEOPLE director and assistant dean in the School of Education.

Professor's advice inspires graduate to help mold the future

"I've always been a supporter of student projects, where young people get involved in making something while working together as a team."

Bob Cervenka



Students are often implored to listen closely to their teachers. Back in the 1950s, that paid off for Bob Cervenka, who took to heart a comment that engineering Professor Ronald Daggett made in class.

"We didn't have many electives in our early courses," said Bob ('58 BS EGR). "When I finally could choose, I took a class in plastic materials and processes. I remember how vividly Professor Daggett said that if anyone was looking to start a business, they could get a plastic molding machine and make plastic parts."

In the late '50s, plastics were largely known for imported "toys that broke," Bob said. "I graduated in 1958, in the middle of a major recession, and there was very little hiring going on."

He looked up five or six companies that were involved in plastic molding. "Almost all said they were expanding, bursting at the seams and looking for new talent," he said. "That said to me right there that this was a good field for me."

After working a while for a Michigan firm, Bob took a job with Northern Engraving in La Crosse. He helped launch a plastics molding department that became a division. When it was sold in 1963, he left to make his own way.

"A childhood friend and I started Phillips Plastics Corporation in 1964," Bob said. Today, the firm employs more than 1,500 people and has more than \$200 million in annual sales.

His firm also provides the name for the College of Engineering's Phillips Plastics Discovery Center, funded through a gift Bob made with his wife, Debbie. The center provides space for student, individual and team project design and construction.

"I've always been a supporter of student projects, where young people get involved in making something while working together as a team," Bob said. "In our business, we're always working on new products to help our customers, and design and development is so important. The whole process of creation is so ingrained in us. We believe creation is truly a people process."

He's proud of his alma mater and the ways that undergraduate engineering students have opportunities to make their marks. It's one reason he has made gifts to educational institutions offering technology and engineering degrees.

"I made a recent visit to campus, and a professor was working with the young people to create a device that would assist a farmer who was handicapped with a way to get up on his tractor," he said. "I was surprised that there were a lot of freshmen and sophomores involved in the project, not just seniors.

That reinforced to them why you need to study calculus as it relates to making a product. I think that's fantastic."

Bob is grateful for the lessons learned from professors like Daggett, who died in October 2004.

"I'm happy to be able to give back to the University for what it did for me," he said. "When you acquire things and can afford it, I think it's only right to share it with the people who helped you succeed. For me, that's the University."

From her grateful heart in her own name

Mary Claire Phipps ('51 BA L&S) caught the Badger spirit from her parents, Willard ('21 School of Commerce) and Elizabeth ('22 School of Commerce) Aschenbrener. When it came time for her to enroll in college, she refused to look at any other college entrance forms—her mind and heart were set on UW-Madison, her parents' alma mater.

When she arrived at the University, she was unsure of what she wanted to do but she

didn't let that dampen her enthusiasm. "I was like a kid in the candy store," she said. "I would take a class just because I heard the professor was one of the best.

"It was because of these outstanding professors that I received a wonderful, broad, well-rounded education. I want to make sure that the University is able to attract and support quality teachers for the future," she said. Mary Claire and her husband, Charles Phipps, have pledged \$1 million to the Mary Claire Phipps Economics Research Fund. The University also is a beneficiary of funds for endowed scholarships, and the couple plans to make gifts after the five-year pledge is paid.

Mary Claire's ambition was to be a stockbroker, but in the 1950s, women were discouraged from pursuing a career in the financial field, so she found her niche in economics. She landed an exciting job in the trust department of Northern Trust Company in Chicago. The bank liked her enthusiasm and

performance and sent her to graduate school at Northwestern University. About that time, however, a childhood friend in Racine introduced her to his college roommate, Charles Phipps. They married and had two sons and a daughter.

A native of Ohio, Charles graduated from Case Institute of Technology (today Case Western Reserve) and worked in the test-engineering program at General Electric. He then headed to Harvard Business School, where he earned an MBA. The combination of engineering and business skills led to a management position at Motorola, Inc. He moved on to Texas Instruments, Inc. at a time when the company was setting the pace for technical innovation. He spent 30 years with Texas Instruments, retiring in 1986 as vice president of marketing development for the firm's semiconductor group.

In 1987, Charles became a partner in Dallas, Texas-based Seven Rosen Funds, a venture capital firm that invests in early stage, high-technology projects. Over the past 18 years, these projects often have been centered on semiconductor and integrated circuit technologies' impact on electronic products.

Mary Claire's husband and father have both been successful in their businesses and both have had an interest in educational philanthropy. Her father, Willard George Aschenbrener, also was a generous donor to the UW, giving almost \$2.5 million over the years and an additional amount at the final dissolution of his estate. Not only did he establish the Willard Aschenbrener Chair in Banking, but he endowed scholarships for outstanding students from Racine and Park Falls to attend the UW-Madison. He also was a generous supporter of the School of Business Fund and the Alumni House Fund. Mary Claire and Charles continue this family tradition.



Keeping watch over those who keep watch

Lloyd Gladfelter spent most of his journalism career keeping tabs on government and the people in it.

Gladfelter ('26 BA L&S) started at *The Milwaukee Journal* in 1928 and retired in 1961. His son, David, recalls that his late father covered urban affairs, City Hall and the Milwaukee County Board of Supervisors.

"*The Journal* was very much a watchdog paper," David said. "Through his reporting, my dad kept a wary eye on those in power."

It's fitting, then, that a bequest from his estate set up the Lloyd Gladfelter Fund. Its purpose is to provide annually one or more awards to encourage suggestions from public employees who are not elected officers for improving federal, state, county or municipal public service in Wisconsin. The five inaugural winners included a police officer and a vocational instructor and

touched on ideas ranging from voter registration to paperwork reduction.

David recalled how his father saw then-Mayor Henry Maier's car parked illegally. Lloyd did the same with his vehicle, figuring he'd get a story out of it if he got a ticket and the mayor didn't. "He didn't get a ticket, so there was no story, but it shows how fair-minded he was," David said. "He had an innate sense. When something didn't seem right, he'd follow up on it. That's the kind of guy he was."

Lloyd was the first in his family to attend college. During his life, he established the Alice Drews Gladfelter Memorial Fund in honor of his late wife to support the Elvehjem Museum of Art, now known as the Chazen Museum of Art.

Helping to change intimidating into intimate

The University of Wisconsin-Madison is the state's largest school, and its very size can be intimidating to undergraduate students. Bill ('69 BA L&S) and Marjorie Coleman wanted to make the University feel smaller and more intimate so that undergraduates can interact with professors and researchers. With that in mind, the couple pledged \$100,000 for the William and Marjorie Coleman Undergraduate Learning Enhancement Fund within The Center for Jewish Studies.

"We hope our gift will help provide students with a unique learning opportunity and to create dialogue

between students and professors in a personal and creative setting," said Bill.

After graduating from the University of Wisconsin, Bill attended New York University Law School, where in 1972 he received his JD. He has been a self-employed attorney for the last 20 years. He enjoys giving back to the community by volunteering his time to many community organizations. Marjorie is a retired attorney. She graduated in 1970 from Sarah Lawrence College and in 1976 from Fordham University Law School. She was a trustee of Sarah Lawrence College for many years.

Success: A team sport for women



Marvin Levy ('68 BSE EDU, '71 JD) says he is not an athlete, but his support for Badger athletics and especially women's hockey and crew makes him a true champion. "Women make up more than half of the undergraduate and graduate population," he said. "I wanted to give where there is a need and help these students succeed."

Athletics teaches teamwork, coaching skills and how to manage school, training and competition schedules. These challenges prepare people for successful careers and women are entitled to have this opportunity." Here he visits a practice to talk with coach Mark Johnson ('94 BS EDU) and freshman goalie Jess Vetter. Levy sees these hard-working, dedicated athletes of today as the supporting alumni of the future.

Bittersweet serendipity

On August 26, 2004, Helen Whitman-Obert ('45 ZC NUR) died much as she lived—surrounded by people who loved, respected and interested her, watching the birds and butterflies outside her window, and accepting death as part of life.



Helen Whitman-Obert was the widow of Edward Obert, a respected professor of mechanical engineering at the University of Wisconsin-Madison who died in 1993. They shared a loyalty to the University and a commitment to supporting their diverse interests,

which ranged from student scholarships to art works for study areas to building projects. Their estate gifts will benefit the College of Engineering, the School of Nursing, the UW Comprehensive Cancer Center and the Law School's Center for Patient Partnerships.

During her distinguished nursing career at UW Hospital and Clinics, Helen became a pioneer in the area of palliative care somewhat by chance. Ironically, at the end of her life, she became the recipient of the very care she helped develop.

She received her nursing education at the UW and worked at UW Hospital and Clinics until her marriage to cardiologist Dr. John Whitman. After raising three sons and becoming a widow, she returned to the UW in 1963 and, in 1966, was promoted to nursing supervisor, a position she held until 1993. She and Edward Obert were married in 1980.

When Helen came back to UW Hospital and Clinics in 1963, she was not assigned to a surgical unit as she had hoped but was instead sent to one of the hospital's three new oncology units. "I lucked out," she said in a 2003 interview.

"People with cancer are special. They teach you more than you teach them, and their courage is remarkable." Helen went on to devote much of her life to teaching others what the dying had taught her. With candor and a gentle wit, she helped patients, caregivers and fellow health-care professionals understand that quality of life also includes quality of death.

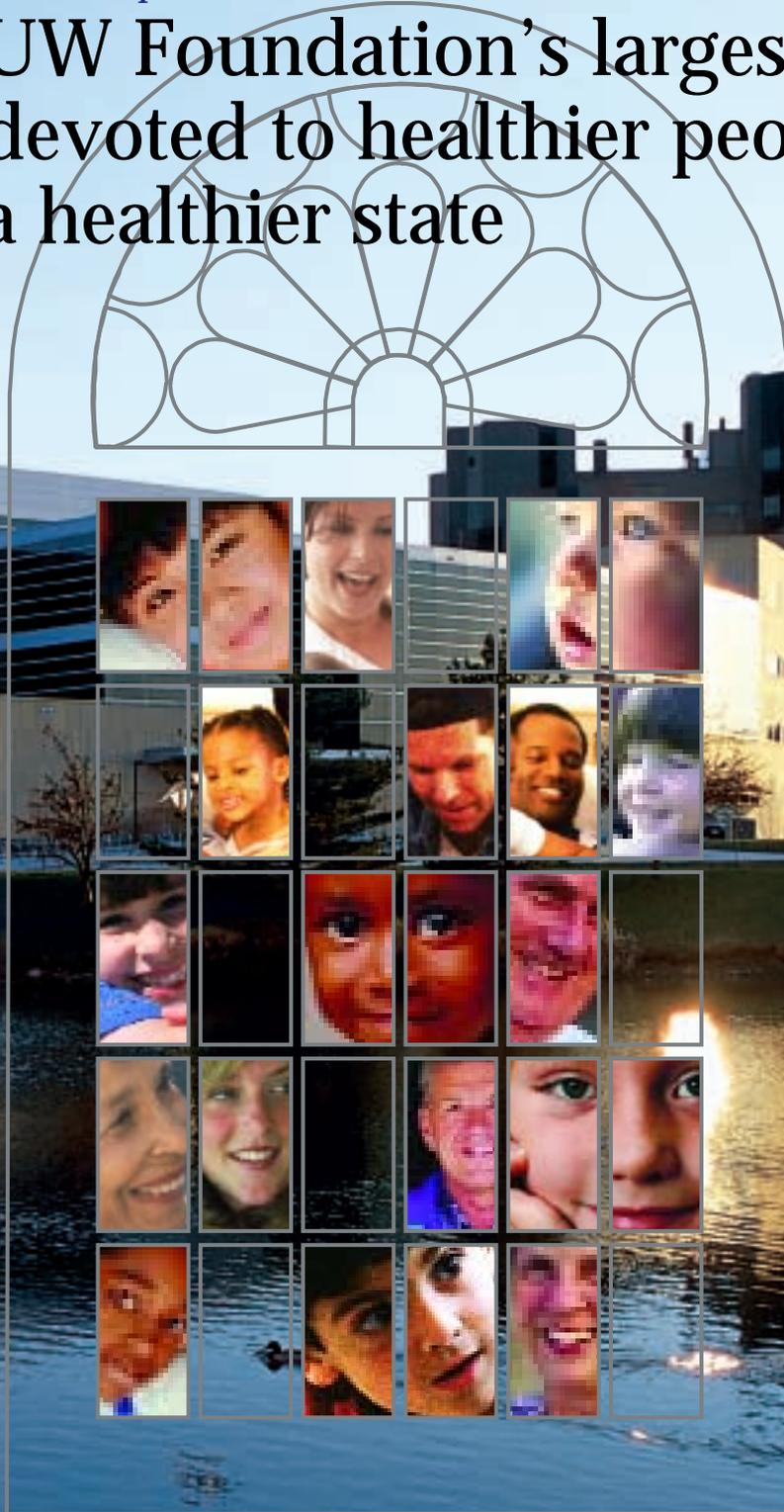
In the late 1950s, Dr. Charles Heidelberger and his colleagues at the UW's McArdle Laboratory for Cancer Research began using chemotherapy to treat cancer including many of Helen's patients. She became interested in the benefits of supportive group therapy, pain management and ethical issues surrounding patients with cancer and, eventually, to the new subspecialty of palliative nursing care—the relief of suffering when aggressive curative treatment is no longer effective.

As the science of chemotherapy progressed, so did knowledge about the complex needs of patients undergoing chemotherapy and radiation therapy. "I learned the meaning of courage," she said. "I learned about kindness. I learned gratitude."

She funded "Losing a Friend: A Guide to Loss and Grief," an educational guide produced for the UW Hospital and Clinics and was active on the advisory board of the UW Comprehensive Cancer Center, the board of visitors of the School of Nursing, and the advisory board of the Salvation Army. Her own cancer and subsequent chemotherapy only strengthened her in her mission and she continued to research, write and teach until her death.

"The butterfly," wrote Nancy Cobb in her book "In Lieu of Flowers," "is a modern day nod to an ancient Greek belief. In the Greek language the word for butterfly and soul is the same." The butterflies dancing outside Helen Whitman-Obert's hospice room were a gentle reminder of all the people she touched and inspired.

In the pink thanks to the Blues
UW Foundation's largest gift
devoted to healthier people,
a healthier state



Measuring Success



Chapter 1

When Blue Cross & Blue Shield of Wisconsin converted to a stock corporation, the conversion resulted in a distribution of stock. This distribution became the largest single gift in the University of Wisconsin Foundation's history. The real recipients of this \$296 million gift are the people of Wisconsin. How did a business transaction result in such a gift to the UW Foundation? How will this gift be used? Who will benefit? The details are intriguing, the benefits are limitless and the future is filled with hope for a healthier Wisconsin.

The story has distinct chapters. The first begins in June 1999, when the board of directors of Blue Cross & Blue Shield United of Wisconsin announced its conversion plans. Other state Blue Cross & Blue Shield plans were considering or had gone through conversions, so the idea was not new. In order to complete this conversion, law required that a significant portion of the value of the corporation must be put toward a charitable purpose. The key question was what charitable purpose would have the most far-reaching impact.

It would take a sense of duty to the greater public good along with visionary thinking to craft a plan that would address immediate and long-term health-care issues, preserve the principal amount of the gift and put the earnings to work and, finally, establish an innovative yet accountable means of disbursing funds.

Tom Hefty ('69 BA, '73 JD), retired chairman and CEO of Cobalt Corporation, parent of Blue Cross & Blue Shield, remembers the discussions. "We all had a shared notion that these funds should have a statewide benefit," he said. "We decided that the state's two medical schools would be the vehicles because of their ability to disseminate information and to address critical public health issues." Hefty also noted that the UW Foundation had earned a solid national reputation for efficient operation and for managing gift funds.

Given the size of the gift and the responsibility to use it for the state's citizens, the University of Wisconsin-Madison Medical School and the Medical College of Wisconsin in Milwaukee joined forces to assess the current health of the state and future needs of Wisconsin's diverse population. This assessment relied on three techniques: data analysis from federal, state and local sources; a statewide survey conducted by the St. Norbert College Survey Center on public perceptions of the state's health-care needs, priorities and recommendations; and listening sessions at nine urban and rural sites around the state. The state's own public health plan "Healthiest Wisconsin 2010," developed in 2000, provided direction and guidance.

June 3, 1999

Blue Cross & Blue Shield United of Wisconsin announce plans to convert to a for-profit corporation and to distribute a portion of the proceeds from the sale of its stock to the UW Medical School and the Medical College of Wisconsin.

Summer 1999

Public hearings, or listening sessions, across the state attended by UW Medical School Dean Philip Farrell, UW Foundation Vice President for Health Sciences Mark Lefebvre and Medical College of Wisconsin President and CEO T. Michael Bolger with more than 200 people offering testimony on health concerns and priorities.

March 28, 2000

Wisconsin Insurance Commissioner approves the Blue Cross & Blue Shield plan for conversion and the medical schools' plan, "Advancing the Health of Wisconsin's Population."



UW Medical School Dean Philip Farrell, MD; Mark Lefebvre, UW Foundation vice president for health sciences; and Medical College of Wisconsin president and CEO T. Michael Bolger, JD, attended all of the listening sessions to hear Wisconsin voices tell their personal stories and convey their expectations for this gift. Several thousand people attended and approximately 200 people offered testimony, along with more than 500 people who commented via e-mail, a toll-free phone line and regular mail.

“What impressed me most about these sessions,” said Bolger, “was the vision of the citizens of Wisconsin. Their collective focus was on research and community health approaches to prevent and provide early detection of those problems facing our population today and in the future. They also realized that no one institution can alone address the major health-care problems we face. Their recommendations were for collaborative partnerships that draw on the expertise of health-care organizations and agencies throughout the state.”

Lefebvre recalled talking with a woman at one town meeting. She had hired a caretaker for her Alzheimer-afflicted husband so she could attend. “This put a human face on our mission. Our challenge and our promise was to use this gift to make life better, for this woman, her family, her neighbors, her community.”

Once they had gathered all the information, the medical schools prepared “Advancing the Health of Wisconsin’s Population,” a proposal that set forth the health priorities each school was best able to address, with a particular focus on community outreach.

Blue Cross & Blue Shield submitted its plan for conversion along with the proposal from the two medical schools, to the Wisconsin Insurance Commissioner, who asked for modifications designed to increase public participation in managing and accounting for the funds. A separate entity, the Wisconsin United for Health Foundation (WUHF), would hold the stock until the medical schools had their final plans in place, sell the stock, and finally transfer the proceeds of the sale to the two medical schools after approving the schools’ expenditure plans.

From these proceeds, 35 percent was to be used to improve public health in Wisconsin and 65 percent could be used for medical education and research. Each school would set up two separate committees. An Oversight and Advisory Committee (OAC) would direct and approve the use of the public health funds, comment on the medical education and research funds and vote on any proposed real estate expenditures.

A second committee, the Medical Education and Research Committee (MERC), which was formed later in the process to steward 65 percent of the gift funds, would review and approve the mission, vision and expenditures for each of five core areas of excellence identified as the most effective vehicles for translating research discoveries into statewide population health improvements. These core areas included:

1. Creating innovations in medical education
2. The Wisconsin Population Health Research Network
3. Emerging opportunities in biomedicine and population health
4. Disease genomics and regenerative medicine
5. Molecular medicine and bioinformatics

Mark Lefebvre, UW Foundation vice president for health sciences, recalled a woman at one town meeting telling him she had gotten a caretaker for her Alzheimer-afflicted husband so she could attend. “This put a human face on our mission. Our challenge and our promise was to put this gift to work, to make life better, for this woman, her family, her neighbors, her town.”

August 22, 2002

The UW Board of Regents appoints the Oversight and Advisory Committee (OAC) as required by the Wisconsin Insurance Commissioner.

March-April 2003

OAC drafts five-year plan and releases for public comment. Plan is revised and approved by UW Board of Regents.

September 2004

First 20 grants awarded totaling \$485,892

December 2004

Second 17 grants awarded for a total of \$8 million.



Chapter

2



With the insurance commissioner’s approval in March 2000, the first chapter closed. In the second chapter, a group of people bringing diverse strengths, interests and opinions came together to make the idea of the Wisconsin Partnership for a Healthy Future into a working reality with a cohesive plan.

New faces, new ideas, new partnerships

“Our state’s two medical schools have forged collaborative efforts to share our resources with a common goal of improving health in Wisconsin,” said Bolger. “The ultimate beneficiaries of this synergy are the people of our state.”

The University of Wisconsin Board of Regents was another critical partner. “The administrative order required Regent participation,” explained Farrell, “but their support went beyond this mandate. Former UW Extension chancellor Pat Boyle devoted himself to this project along with Guy Gottschalk and other board members. It was a true team effort.”

While WUHF held the stock, which was appreciating in value, the Board of Regents appointed the members of the UW Medical School OAC and charged them with developing a five-year plan for overseeing and allocating the public health funds and for reviewing and commenting on the uses of the funds for medical education and research. The OAC members included four public members, four University members and one member appointed by the insurance commissioner. The four public members were nominated and appointed as advocates for a specific health-care area: urban and community health, rural health, minority health and statewide health.

The OAC recognized that it had some important assets working in its favor as it began drawing up the five-year plan:

Culture The people of Wisconsin embrace a strong work ethic and place a premium on education. These traditions promote healthy communities

Community Cities, villages, townships and tribal nations across the state are rich with talented people, institutions, organizations and agencies that offer opportunities for community-academic partnerships.

Health systems Wisconsin has a well-established health-care framework throughout the state.

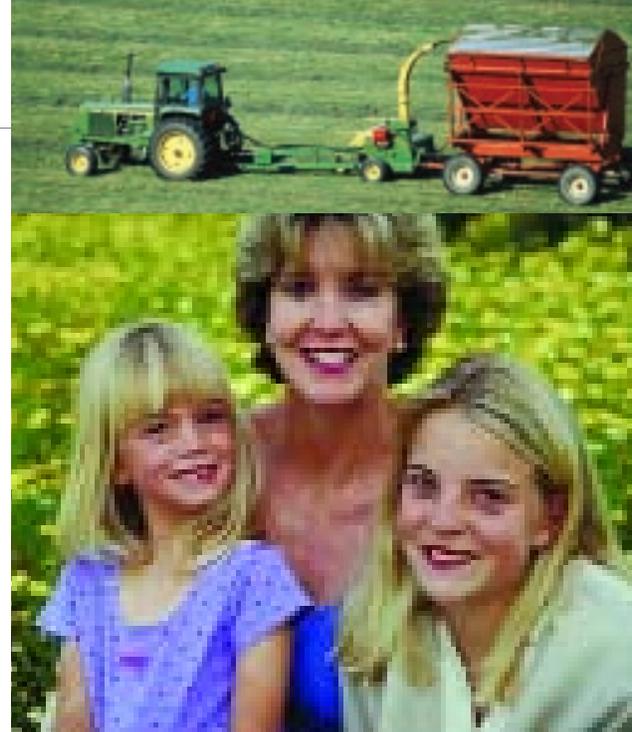
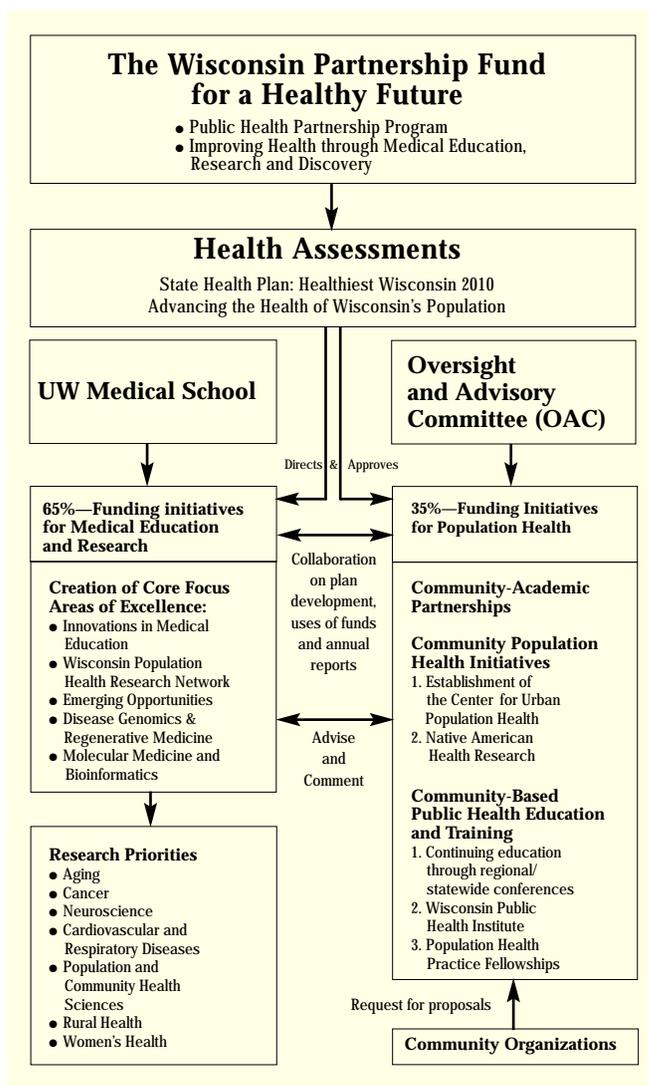
University of Wisconsin The University, an acknowledged leader in research and education, has a tradition of disseminating knowledge beyond the borders of the state. This Wisconsin Idea is respected and promoted by faculty, staff, students and alumni, and epitomizes the goal of the Wisconsin Partnership Fund.

The State Health Plan Wisconsin has a vision and a plan for improving the health of the public, “Healthiest Wisconsin 2010.” This plan provides a clear direction to eliminate health disparities, to protect and promote health for all, and to transform Wisconsin’s public health system.

Funds The funds resulting from the Blue Cross & Blue Shield conversion provide an unprecedented opportunity for the UW Medical School and the Medical College of Wisconsin to partner with communities throughout the state transforming the focus of the state's health-care system toward population health. These funds can be leveraged with a wide range of internal and external partners to maximize their impact.

The MERC also initiated its efforts. Committee members included the vice dean and associate dean for research and graduate studies, leaders of the five focus areas of excellence, two senior associate Medical School deans, the chairs of two clinical and two basic science departments, two members of the OAC, one academic staff representative, and four faculty, two with research expertise in population health.

They established seven research priorities to optimize and leverage the Medical School's efforts in translating discoveries into population benefits: aging, cancer, cardiovascular and respiratory diseases, neurosciences, population and community health, rural health and women's health.

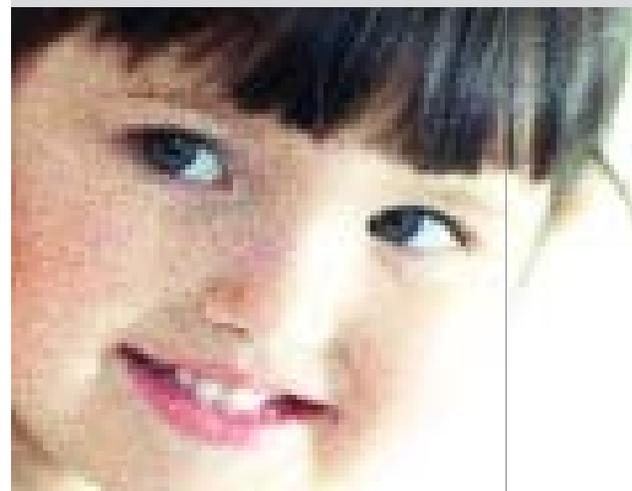


The Wisconsin Partnership for a Healthy Future: Making the public a partner

The Wisconsin Partnership for a Healthy Future is a continually evolving relationship between the people of the state and its two medical schools. Open communication will keep this relationship strong and relevant. The Web sites of both schools include lists of grants awarded, instructions for applying for grants, committee members, meeting minutes, annual reports and other valuable information available to everyone. Look for key words "Wisconsin Partnership" on these Web sites:

Medical College of Wisconsin
www.mcw.edu

University of Wisconsin
Medical School
www.med.wisc.edu



Chapter

3



With committees formed and working, a plan in place and the first grant proposals submitted for review, the second chapter closed. Chapter 3 is the final chapter for now but as Dean Farrell observed, “It is really the end of the beginning.”

First grants awarded in 2004

With guidance from the OAC, the first organizations submitted their proposals for funding. Funded initiatives fell into three categories: community-academic partnerships, community-public health initiatives and community-based public health and training initiatives.

In September 2004, the UW Medical School OAC awarded the first community-academic partnership fund planning grants totaling nearly \$500,000 to 20 organizations. The grants will enable the organizations to develop community-academic partnerships as well as new collaborations that may lead to larger, more far-reaching partnerships in the future.

These organizations represent communities and counties across the state, and many have missions to serve the entire state. The partnerships will concentrate on finding creative new answers to long-standing health problems and providing accessibility to care for the underserved.

The proposals receiving grants in some way address all the state’s public health priorities:

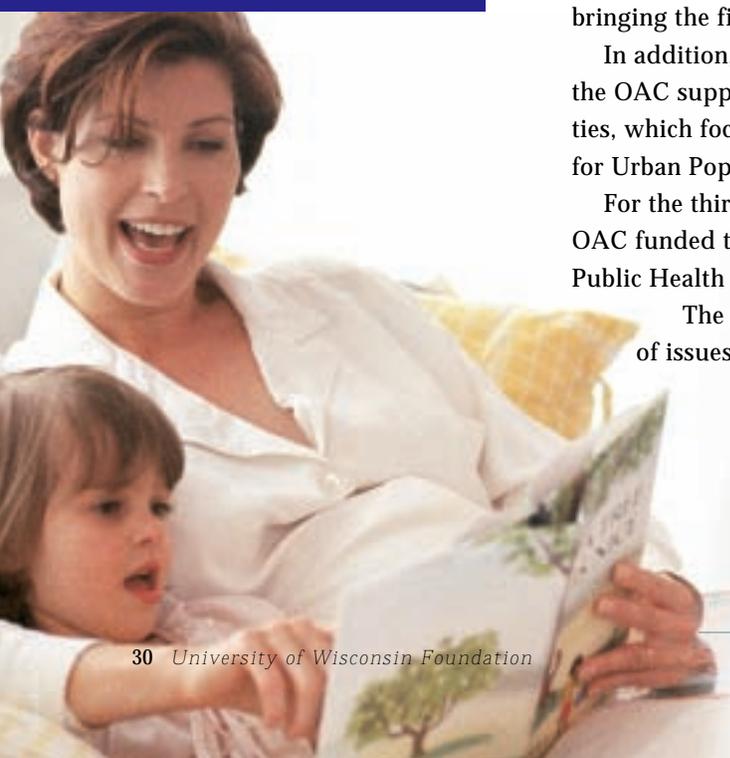
- Access to primary/preventive services
- Adequate and appropriate nutrition
- Alcohol and other substance abuse and addiction
- Environmental and occupational health hazard
- Emerging communicable disease
- High-risk sexual behavior
- Injuries and violence
- Mental health and mental disorder
- Obesity and lack of physical activity
- Social and economic factors
- Tobacco use and exposure

In December 2004, 13 implementation proposals received funding bringing the first-year grant total to \$8 million.

In addition, for the community-population health initiatives component, the OAC supported two UW Medical School programs linked with communities, which focus on health disparities in minority populations: the Center for Urban Population Health and the Great Lakes Inter-Tribal Council.

For the third component, public education and training initiatives, the OAC funded the Population Health Practice Fellowship program and the Public Health Leadership Institute.

The grant-receiving organizations are tackling a broad range of issues—a clear indication of positive and promising momentum.



Medical Education and Research Committee grants

Seven initial medical education and research grants were allocated to support for statewide Alzheimer's education, outreach and research; surveying and determining a baseline of the health of the state; implementing the Master of Public Health program; planning a statewide clinical trials network; developing a human proteomics (the study of proteins and their functions) program; revising and updating the Medical School curriculum to combine medicine and public health along with distance education to allow more community providers and residents to participate; and establishing a means for evaluating progress toward Wisconsin's healthiest state goal.

Investing for a healthy future

The sheer size of this \$296 million gift represented a significant contribution to Create the Future: The Wisconsin Campaign and an equally significant responsibility for those charged with investing the gift. The Foundation's finance department, its outside investment managers and the board of directors' investment committee addressed two key considerations: the sale of the stock and an investment strategy.

The Medical College of Wisconsin and the UW Foundation coordinated the stock sale together in order not to put pressure on the market, which could potentially have depressed the price. "The sale went so well that the share price actually went up," said David Erickson, UW Foundation senior director of investments.

The UW Foundation received its share of the sale proceeds in the beginning of 2004. "At the time, the markets had experienced a sustained rally from a difficult year in 2003," explained Erickson. "To protect ourselves from market volatility we dollar-cost averaged this gift into the endowment over seven quarters, which spreads the risk over time. We further reduced risk by diversifying across asset classes. The non-invested funds were placed in enhanced cash accounts resulting in better-than-expected returns."

A successfully executed stock sale and prudent investment of the proceeds assures that the Wisconsin Partnership for a Healthy Future will be able to continue providing grant funding for many decades.

Please see page 50 of this Annual Report for further explanation.



Medical School adds Master of Public Health degree program

One early accomplishment of the Wisconsin Partnership Fund plan was the creation in December 2004 of a Master of Public Health (MPH) degree program in the Medical School's department of population and health sciences.

This 12-month, 36-credit program will provide multidisciplinary education and training in public health concepts and methods. Drawing on faculty from a broad academic spectrum, including biostatistics and medical informatics, business, environmental studies, family medicine, human ecology, law, nursing, pharmacy, prevention and intervention science, public affairs and veterinary medicine, students will be prepared and motivated to advance the well-being of citizens.

The MPH degree program will welcome its first class in fall 2005. Students will concentrate on five areas of knowledge developed for community health graduate programs by the Council on Education for Public Health. They include: biostatistics, epidemiology, environmental health sciences, health services administration and social and behavioral sciences.

“The Wisconsin Partnership has given birth to a new version of the Wisconsin Idea, a version shared and actively promoted by the UW Medical School. It’s a grand view that seeks to improve the health of every Wisconsin resident. Moreover, it already is serving as a model for other states.”

Dean Philip Farrell, MD

Building on a tradition of research in public health

The UW Medical School research already concentrates on more than half of the 54 priority health conditions listed in the state of Wisconsin’s “Healthiest Wisconsin 2010” initiative. The objectives of the core focus areas address nearly all of the top 15 identified risk factors.

“The health of the public in Wisconsin is affected by multiple determinants,” noted the Medical College of Wisconsin’s Bolger. “Major statewide issues include the prevalence of tobacco use, which has significantly affected the decline of Wisconsin’s health ranking compared to other states. Intentional and unintentional injuries are the leading cause of death among young people in Wisconsin. One in five Wisconsin adults is obese, a complicating factor in many diseases. And Wisconsin has not kept pace with the rest of the nation in adequacy of prenatal care. These are but a few of the major challenges confronting Wisconsin’s health-care community.”

Leveraged philanthropy— One gift attracts another and another and another

An important benefit of the Blue Cross & Blue Shield of Wisconsin gift is its potential to attract additional partners interested in investing in the opportunities made possible by the gift.

“The Blue Cross & Blue Shield gift made the board of the Rennebohm Foundation realize that a gift of this magnitude will have an impact for many, many years,” said Steve Skolaski, president of the Oscar Rennebohm Foundation, Inc.

“This is not unlike the same mission Oscar Rennebohm envisioned in setting up the Rennebohm Foundation. Our latest gift of \$15 million for construction of the new Interdisciplinary Research Complex was meant to have the same impact.”

The endowment fund that provides support for The Wisconsin Partnership for a Healthy Future grants is structured to provide income for many generations to come. “It is stewardship in perpetuity,” said Farrell.

This means the Wisconsin Partnership story will go on with new chapters and encouraging success stories. However, the many people whose wisdom, foresight and cooperation coaxed this transaction through and planned for the future did write a perfect ending:

“And the people of Wisconsin lived healthier ever after.”



Measuring Success

Pathways to accomplishment



“Excellence” is a word we often use to describe our teaching, research and outreach at the University of Wisconsin-Madison. At this time of great economic challenge, when we are forced to stretch our resources and make difficult decisions, we wonder not if, but how we can maintain the level of excellence we believe defines the University. The truth is, excellence is an abstract concept. We strive for it, we expect it and we are reasonably confident we can identify it, but it is not something we can evaluate absolutely. What we can do is look to our accomplishments as tangible evidence of the excellence we proudly claim.

While we face and will continue to face financial challenges that affect not only our budget but those of our students, parents, employees and the

community, it is important to view them as significant but manageable obstacles on the pathways to accomplishment. With creativity, resourcefulness and a shared vision, we are finding ways to move past these obstacles.

Last year marked the third year of our strategic plan, which defined five priorities that support our objective to sustain and strengthen the University’s position of pre-eminence in research and higher education. I am pleased to report that we are making meaningful progress in all areas and would like to share just a few highlights of the year.

Promote research. The UW-Madison continued its leadership role among all U.S. research universities, ranking third for total research and development expenditures for fiscal year 2002-2003.

Advance learning. Incoming undergraduates in the 2003-2004 class represented the best academically qualified class in the University’s history. For the second consecutive year, the UW ranked second nationally for PhDs conferred. As a national leader in lifelong learning, the UW offered nearly 2,000 programs to more than 70,000 students through the Division of Continuing Studies. Ten degree programs were offered via distance learning or evening and weekend hours.

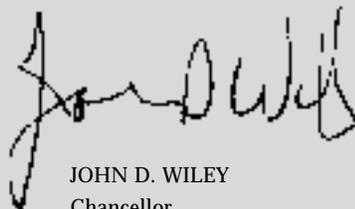
Amplify the Wisconsin Idea. From consulting on broad state programs, like Healthiest Wisconsin 2010, to direct delivery of services, such as legal advice for the elderly and programs for dairy producers, to resources for K-12 education, such as a Web-based program about career choices, the University is demonstrating its ongoing commitment to the Wisconsin Idea. The Office of Corporate Relations had contact with more than 600 corporations and commercial entities, and it conducted seminars about forming and funding technology-based start-up companies. The Wisconsin Alumni Research Foundation filed 270 U.S. patents based on the discoveries of UW researchers.

Accelerate internationalization. The American Council on Education selected the UW as a national model in international studies. The University is ranked first nationally for its eight centers in total federal dollars granted. Through the School of Business, the UW is designated as one of 30 centers funded by the federal government to help American businesses in foreign markets. During the last academic year, UW students earned credits for courses taken in more than 50 countries on six continents.

Nurture human resources. During the past 10 years, the number of UW faculty who are members of an ethnic minority has risen by more than 60 percent, from 8.9 percent in 1993-94 to 14.3 percent in 2002-03. Nearly 800 high school students from Milwaukee, Racine, Waukesha, the Ho-Chunk Nation and the Menominee Nation are participating in PEOPLE (Pre-college Enrichment Opportunity Program for Learning Excellence) designed to prepare disadvantaged or underrepresented high school students for college. The Law School was nationally recognized for its successful diversity efforts targeted to students of color and to older and nontraditional students. Working with the Provost's Office, the Women in Science and Engineering Leadership Institute hosted workshops to explore climate issues and the recruitment of diverse applicants for faculty positions.

I hope you have seen some of our current advertisements for the University featuring the phrase "Forward. Thinking." This is the right idea in the current climate. Amazing opportunities demand that we forge ahead with our strategic plan as a guide despite obstacles, not always knowing the outcome but certain of our ability to achieve our goals. We can build a safer, healthier world, create jobs and enrich lives, educate thoughtful, open-minded world citizens, open the doors of learning to all who want to enter and serve the citizens of our state and nation.

Creating pathways to accomplishment is a united effort asking commitment, offering involvement and inviting opinions and debate. In my travels meeting with alumni and friends, I have had the privilege of witnessing your efforts, which are truly gratifying. Your investment makes a critical difference as we open new paths; your confidence gives us encouragement. Thank you for your loyalty and support.



JOHN D. WILEY
Chancellor
University of Wisconsin-Madison

UW-Madison 2004 in Review

On the UW-Madison main campus, nearly 60,000 people live, work and play. In this concentrated environment, there are many personal stories of accomplishment, celebration, creativity and compassion. Here are just a few from 2004.

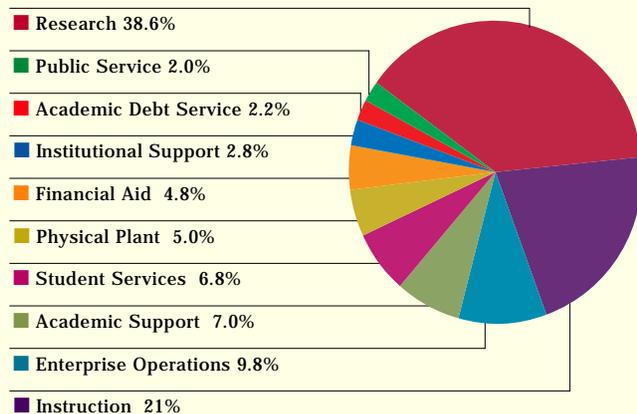
Midori charmed, taught and inspired

It was an unusual sight. **Midori**, the renowned violinist whose career began when she was only 11 and who has gone on to critically acclaimed solo performances with the world's great orchestras, sat at a table in the Chadbourne Residential College cafeteria eating dorm food and talking with students. Midori spent the week of November 8-13 on the UW campus as part of the University Residencies Program, which she created in 2003 to strengthen ties among artists, students and faculty. She gave formal performances, master classes and rehearsals for music theory students, but she also spent her time discussing psychology, music, children's literature, media and cultural studies, and publicity in the classical music business. The friendly, approachable Midori impressed music and non-music majors alike with her willingness to immerse herself into the campus community. Her residency involved the Schools of Music, Business and Education, and the Department of Psychology.



UW Financial Facts

2004-05 UW-Madison Budget by Program—\$1,897,899,118





The gift of sight, the gift of life

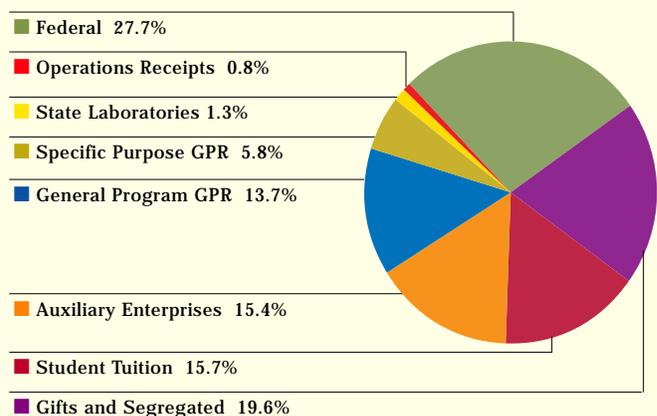
Minerva, a starving, blind great horned owl found last winter near Manitowoc by Wildlife of Wisconsin, was returned to the wild after the first-ever successful lens implants by School of Veterinary Medicine ophthalmologists. Cataracts had limited the owl's ability to hunt, which threatened her survival. Rather than simply removing the cataracts, veterinary ophthalmologist **Christopher Murphy** and ophthalmology residents **Drs. Renee Carter** and **Katie Diehl** implanted specifically designed intraocular lenses. Minerva made a full recovery and was released with a radio transmitter to track her progress.

Most popular major celebrates centennial

Political science is the largest major in the College of Letters and Science. The department has long been ranked among the top dozen programs in the country and is known within the University as one of the top teaching departments. In 2004, the department also celebrated its 100th birthday.

According to **Mark Beissinger**, professor and department chair, the subject matter of political science goes back to the founding of the University, although the department was not officially organized until 1904. A number of programs have emerged out of the department, including the LaFollette School of Public Affairs and the International Studies program. Still in the creation stage is the Center for the Study of Politics.

2004-05 UW-Madison
Revenues—\$1,897,889,118



New home for the health sciences dedicated

Dr. Philip Farrell, dean of the Medical School, calls it “a new center for learning for a new century.” The Health Sciences Learning Center’s dramatic, sweeping atrium, its intimate learning communities and its technologically sophisticated classrooms and laboratories made an impressive debut at the building dedication



in October 2004. This multidisciplinary facility provides classroom instruction and clinical skills training for the UW Medical School and School of Nursing. Faculty, staff, students and researchers from the schools of Pharmacy and Veterinary Medicine, along with health-care providers and consumers, can access the Center’s many resources, including the vast Ebling Library. In addition, distance-learning classrooms will take the latest medical advancements to the far corners of the state.

The Health Sciences Learning Center was constructed as part of the HealthStar Initiative. It is architecturally connected to both the UW Hospital and Clinics and Rennebohm Hall, home of the School of Pharmacy. The final and most ambitious component of the HealthStar plan is the Interdisciplinary Research Complex, which will bring top UW researchers from a wide range of backgrounds close to outstanding patient-care services and a vital teaching center. The goal is a dynamic

UW-Madison Budget with State Support

Year	Total Budget	State Support	% of Total
2004-05	\$1,897,889,118	\$369,681,949	19.5
2003-04	\$1,807,656,876	\$380,441,492	21.0
2002-03	\$1,696,085,152	\$399,057,361	23.5
2001-02	\$1,614,677,390	\$408,314,049	25.3
2000-01	\$1,511,681,813	\$399,324,792	26.4
1999-00	\$1,406,440,162	\$366,749,233	26.1
1998-99	\$1,290,957,373	\$350,731,642	27.2
1997-98	\$1,252,001,325	\$337,256,744	26.9
1996-97	\$1,206,728,296	\$329,280,665	27.3
1995-96	\$1,129,262,548	\$327,381,439	29.0
1994-95	\$1,109,218,829	\$333,997,065	30.1

Source: UW-Madison Office of Budget, Planning and Analysis

synergy resulting in better treatment and healthier living for all who live in Wisconsin and beyond.

New solution for an itchy problem

Pesticides may be an effective way to control mosquitoes, but these chemicals can harm other organisms in the environment. **Que Lan**, assistant professor and insect physiologist, department of entomology, College of Agricultural and Life Sciences, and her colleagues are working on controlling mosquitoes by inhibiting their ability to metabolize cholesterol.

Cholesterol is an important component of cell membranes in vertebrates and invertebrates. In mosquitoes it is vital for growth, development and egg production. Unlike humans, who can synthesize cholesterol, mosquitoes must get it from decomposed plants they eat while in the larval stage.

Lan and her team discovered that cholesterol must be shielded from water in order to be transported. This shield is typically a carrier protein. Blocking this protein would disrupt the uptake of cholesterol by the mosquito. The researchers are testing promising inhibitor compounds.

Lan is particularly interested in attacking the problem of disease-carrying mosquitoes. As a teenager growing up in a rice-producing area of China, she contracted malaria.

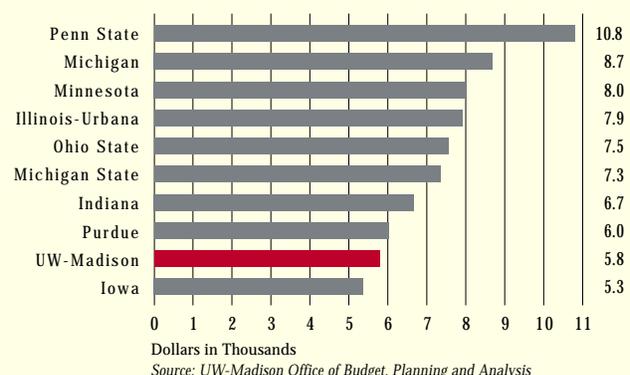
Tax team triumphs

For the second time in three years, a team of School of Business accounting students won the PricewaterhouseCoopers xTAX competition—a national competition where teams of accounting students compete to find the best solution to a real-world tax problem. The xTax (short for extreme tax) competition is designed to foster interest among students in tax issues.

The 2004 UW team members **Dan Court**, **Patrick Morrell**, **Amy Hartstern**, **Ashley Muehlbauer** and **Mark Murphy** were coached by accounting professor **Jon Davis** and lecturer **Al Talarczyk** ('78 JD). Each of the five Wisconsin team members took home more than \$3,500 and a silver Tiffany bowl replica of the Alexander Hamilton Trophy housed in the PricewaterhouseCoopers Washington, D.C. office.

In the first round of competition, more than 165 teams consisting of 800 students from across the country submitted their solution to a current tax policy issue. A video of each team's presentation was forwarded to the Pricewaterhouse-

2004-05 UW-Madison Tuition Peer Group Resident Undergraduate Tuition and Fees



Coopers national office in New York, where the top five presentations were selected. In the final test, the UW team bested teams from Brigham Young University, University of Texas at Austin, Texas A&M University and DePaul University.

Building a better...snowmobile

Add another national championship to the record books. The UW Clean Snowmobile Team brought home the top prize in 2004. In only its third year, the nine-member team of College of Engineering students beat 17 other teams to take the title.



The Clean Snowmobile Challenge, sponsored by the Society of Automotive Engineers, is a collegiate design competition that calls for students to find ways to create more efficient, environmentally friendly snowmobiles. Students work on re-engineering an existing snowmobile to make it run cleaner and quieter while attempting to maintain or improve performance.

The Wisconsin team, under the direction of **Glenn Bower**, faculty associate, department of mechanical engineering, was the only one to complete or pass the three major competition areas: clean emission standard, quieter running

and a 100-mile endurance test. The team also won a first-place award in the sub-category of best-designed snowmobile.

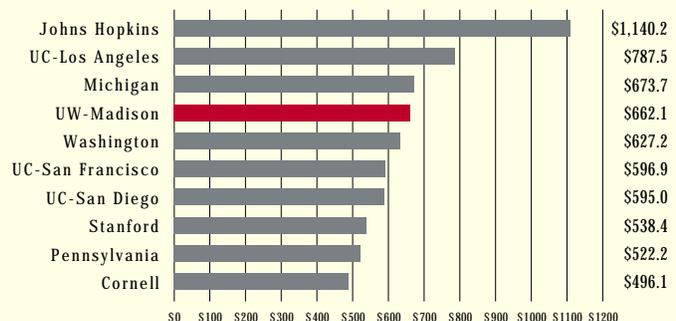
Badger athletes excel—in competition and in the classroom

The UW was in 10th place in the year-end 2004 United States Sports Academy Director's Cup. Points are awarded based on each institution's finish in up to 20 sports—10 women's and 10 men's. Each national champion receives 100 points.

Scoring for the Badgers were the men's cross-country team (90 points for second place in the NCAA championships), women's volleyball (73 points) and women's soccer (50 points). The UW garnered a total of 213 points for the year.

In the classroom, 148 Badger student-athletes earned 2003-04 Academic All-Big

2002 Total Research & Development Expenditures* Top Ten Institutions



Dollars in Millions
 Source: National Science Foundation
 *Latest figures available



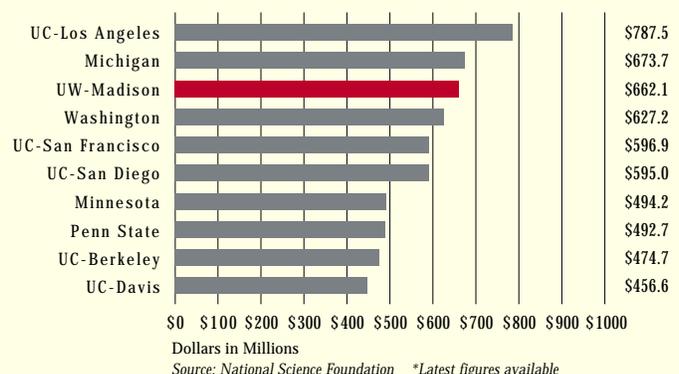
Ten Honors. Four outstanding women athletes were invited to join Phi Beta Kappa. This honorary society is open to liberal arts undergraduates who maintain a 3.75 grade point average (GPA) as seniors or a 3.9 GPA as juniors. Seventeen student-athletes earned Chi Alpha Sigma honors, which require a 3.4 GPA, junior standing and a varsity letter in their respective sports. Leadership Awards for perfect 4.0 GPAs went to seven student-athletes. **Ryan Kipp**, men's crew, and **Jody Zilinski**, women's soccer, received 2004 Remington Awards, named for faculty representative chair Frank Remington. These seniors will receive scholarships for post-graduate study.

In an effort to forge a stronger bond between students and Badger football players and to ratchet up enthusiasm, head coach and athletic director **Barry Alvarez** sent a mass e-mail in the fall to all UW students inviting them to watch football practice at Camp Randall. Normally, practices are closed to the media and the public. The move also was a response to student feedback. About 1,000 people showed up for the session, which included refreshments.

Coach Alvarez's strategy got the 16th-ranked Badgers off to a strong start on the season, which ended with a 9-3 record and a disappointing 24-21 loss to Georgia in the Outback Bowl on New Year's Day.

Although women's basketball was introduced at the UW in 1897, it was not until 1974 that the athletic board approved a 12-sport women's program. Despite the lack of NCAA or Big Ten recognition, scholarships and shared uniforms, women's sports thrived and grew and in 2004, the program celebrated its 30th anniversary. Today, the women's sports program has a budget of \$9.1 million and 391 women's team participants. In addition to numerous national, conference and individual champions over the past three decades, 18 Badger women have competed in the Olympics, female student-athletes have earned 471 All-American honors and 626 female student-athletes have been named to the Academic All-Big Ten team in their respective sports.

2002 Total Research & Development Expenditures* Top Ten Public Institutions





Measuring Success

In 2004, our 60th year in business, the University of Wisconsin Foundation achieved all-time record highs in contributions, number of gifts received and assets under management. Throughout these 60 years, we have applied our mission, vision and values to every area of our operations. In our financial, investment and stewardship areas, we are keenly aware of the trust you, as



donors, place in us. We are committed to maintaining the highest levels of honesty, integrity and ethical behavior. Our Audit Committee of the Board of Directors consists of independent directors with the financial expertise and relevant experience to provide appropriate oversight. We regularly work with our Audit Committee to review internal controls and key accounting and reporting issues. Our Audit Committee also meets privately with our independent auditors to discuss the results of their work and observations during our financial audit. These reviews help us to assess and improve our ongoing operations.

As of December 31, 2004, assets under management were \$1.955 billion, up from \$1.266 billion just five years ago. Contributions increased to \$457.2 million from \$145.1 million in 2003, an

increase of approximately 215 percent. Our total number of gifts received reached a new record high of nearly 122,000 gifts, surpassing our 2003 high of more than 117,000 gifts. These financial milestones combined to make 2004 our best year ever and strengthened our ability to fulfill the needs of the University of Wisconsin. We thank our generous donors, dedicated Board of Directors and committed staff for their continuing support. It is because of the generosity of their time, as well as the financial support we receive, that we are able to continue helping the University of Wisconsin evolve into an extraordinary institution through which the future will be created.

This year's financial report provides the current and prior year's balance sheet and income statement, 2004 gift reports including historical gift numbers, administrative expenses and reports on endowment funds, deferred giving and assets under management. The financial report was drawn from the University of Wisconsin Foundation audit, completed by an independent accounting firm. Copies of the complete audit are available upon request. The University of Wisconsin Foundation complies with all applicable federal and state reporting requirements.

JOHN W. FELDT
Senior Vice President, Finance
University of Wisconsin Foundation

JENNIFER DEKREY
Controller
University of Wisconsin Foundation

Statements of Assets and Liabilities and Fund Equities Arising from Cash Transactions

Years ending December 31

ASSETS	2004	2003
Cash and receivables		
Cash and money market funds	\$ 67,479,174	\$ 185,091,475
Notes and land contracts receivable	7,377,415	1,454,862
	<u>74,856,589</u>	<u>186,546,337</u>
Investments—at cost		
Alternative Investments—Non-Marketable Limited Partnerships	163,931,507	175,498,781
Alternative Investments— Hedge Funds	126,858,789	81,456,530
Axiom International Equity Fund	25,000,000	—
Barclays Alpha Tilts Fund B	221,235,889	176,932,411
Barclays U.S. Equity Fund	—	19,056
Bonds and debentures	147,722,891	115,234,577
Capital Guardian International Equity Fund	67,933,197	64,071,801
Common stocks	275,410,761	429,593,152
Federal agencies	78,596,544	52,844,121
Highland Commingled Loan Fund LP	6,250,000	—
Hilldale, Inc. common stock	—	210,000
Lighthouse Low Volatility Fund	60,000,000	—
Lyster Watson Conservative Alternative Fund	60,062,572	—
Morgan Stanley International Small Capital Equity Fund	3,080,478	4,101,614
Morgan Stanley Offshore Emerging Markets Fund	6,186,047	3,488,266
Morgan Stanley Offshore International Equity Fund	37,388,725	38,339,831
PIMCO Bond Total Return Fund	168,498,656	148,101,017
PIMCO Commodity Real Return Fund	5,000,000	—
PIMCO Global Bond Unhedged Fund	6,250,000	—
PIMCO StocksPLUS LP Fund B	44,939,456	24,901,072
SSgA Russell 1000 Growth Index Fund	45,127,700	—
SSgA Russell 2000 Growth Index Fund	3,000,000	—
SSgA S&P 500 Index Fund	10,000,000	—
SSgA S&P Mid-Cap 400 Index Fund	7,000,000	—
SSgA MSCI EAFE Index Fund	17,523,421	—
iShares Russell 2000 Index Fund	4,592,275	5,178,240
iShares S&P 500 Index Fund	14,197,493	14,494,666
iShares S&P MidCap 400 Index Fund	6,944,364	7,820,284
U. S. Government securities	52,794,185	46,225,230
University of Wisconsin Foundation Collective Bond Fund	16,940,820	17,453,151
	<u>1,682,465,770</u>	<u>1,405,963,800</u>
Real estate—at cost or assigned value	8,970,422	8,341,101
Building, land, office furniture and equipment, net of accumulated depreciation of \$3,115,459 in 2004 and \$2,833,825 in 2003	7,583,177	7,818,145
Other assets	3,791,610	3,641,853
TOTAL ASSETS	<u><u>\$1,777,667,568</u></u>	<u><u>\$1,612,311,236</u></u>
LIABILITIES		
Long-term debt	\$ 12,696,293	\$ 2,792,467
Due to University of Wisconsin Hospital and Clinics Authority	178,918,082	172,191,255
Amounts held in trust for Wisconsin United for Health Foundation	—	292,197,127
Other	2,292,532	1,901,504
TOTAL LIABILITIES	<u>193,906,907</u>	<u>469,082,353</u>
FUND EQUITIES		
General Fund	62,832,480	54,806,312
Funds subject to restriction specified by donor	540,711,522	315,222,739
Principal of trust funds and life income and life estates	980,216,659	773,199,832
TOTAL FUND EQUITIES	<u>1,583,760,661</u>	<u>1,143,228,883</u>
TOTAL LIABILITIES AND FUND EQUITIES	<u><u>\$1,777,667,568</u></u>	<u><u>\$1,612,311,236</u></u>

Statements of Cash Receipts and Disbursements and Changes in Fund Equities

Years ending December 31

RECEIPTS	2004	2003
Contributions	\$ 457,288,098	\$ 145,129,355
Net income from investments	27,114,927	20,206,711
Net income from investments—final distributions	4,020,565	7,469,773
Gain (loss) on sale of investments	88,728,066	33,674,450
Net income from real estate	380,865	364,505
Interest income on notes and land contracts receivable	316,796	98,210
Gain/(loss) on sale of real estate	83,815	(66,857)
Miscellaneous income	153,370	159,623
Tax refund on sale of short-term securities	—	1,816
	<u>578,086,502</u>	<u>207,037,586</u>
 DISBURSEMENTS		
Payments to or for University of Wisconsin	108,531,186	98,586,868
Distributions to University of Wisconsin Foundation from life income and life estates	4,020,565	7,469,773
Distributions to beneficiaries of life estates	3,920,775	3,590,622
Administrative expenses and investment fees	21,082,198	18,894,452
	<u>137,554,724</u>	<u>128,541,715</u>
 EXCESS OF RECEIPTS OVER DISBURSEMENTS	440,531,778	78,495,871
 Fund equities at beginning of year	<u>1,143,228,883</u>	<u>1,064,733,012</u>
 Fund equities at end of year	<u>\$1,583,760,661</u>	<u>\$1,143,228,883</u>

2004 Gift Report

2004 Gifts by Source

Corporations and Foundations	\$373,131,087	81.6%
Individual Alumni and Friends	\$53,717,063	11.7%
Bequests	\$23,247,776	5.1%
Campus Organizations, Friends and Alumni Group Gifts	\$5,898,394	1.3%
Corporate Matching Gifts	\$1,293,778	0.3%
TOTAL	\$457,288,098	100.0%

2004 Designation of Gifts

	Number of Gifts	Total
College of Agricultural & Life Sciences	5,088	\$ 5,543,362
Arboretum	352	1,204,386
Department of Athletics	29,791	18,900,308
School of Business	6,578	18,035,709
Continuing Studies	493	81,098
School of Education	5,330	2,076,468
College of Engineering	6,950	9,289,676
Graduate School	763	9,821,280
School of Human Ecology	1,901	2,896,952
UW Hospitals and Clinics	3,920	2,472,854
Institute for Environmental Studies	402	204,680
International Studies Program	251	100,695
College of Letters & Science	20,402	16,287,310
Law School	2,353	1,660,987
Library	8,803	553,088
Medical School	8,119	350,210,940
Minority Programs	1,269	407,828
Memorial Union	1,444	380,247
School of Nursing	1,629	610,033
School of Pharmacy	1,550	1,062,588
Student Services Unit	1,274	1,289,482
School of Veterinary Medicine	4,396	2,384,285
Miscellaneous Restricted	3,959	8,707,363
Unrestricted	3,937	598,265
UW-Green Bay	525	2,508,214
TOTAL	121,479	\$ 457,288,098

Historical Gift Report

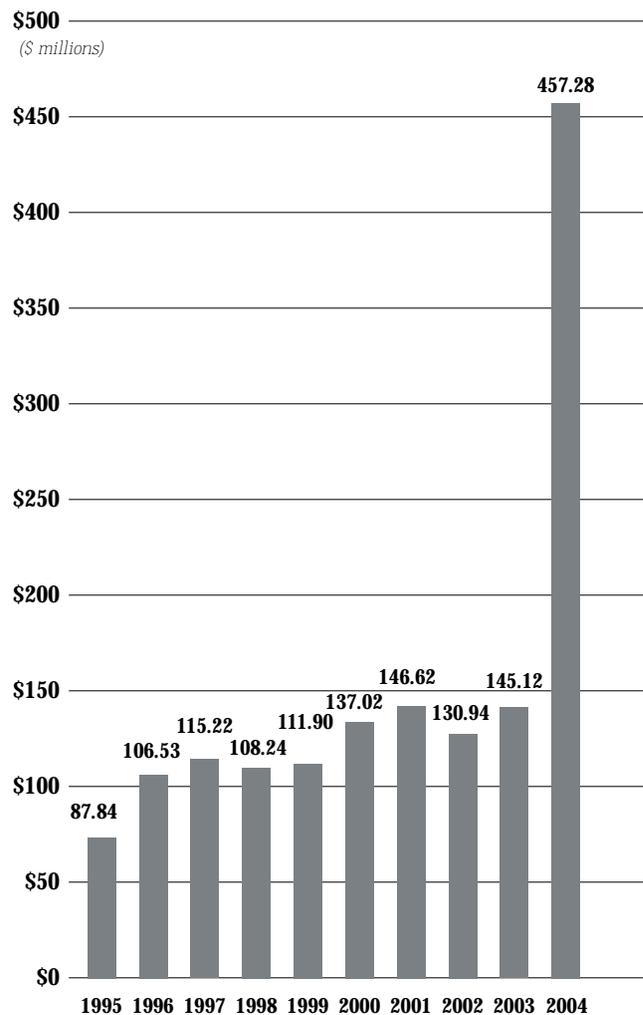
Total Gifts by Year 1945–2004

Year	Total Gifts
1945	\$ 95,378
1946	203,726
1947	277,732
1948	639,815
1949	363,542
1950	168,069
1951	313,862
1952	239,994
1953	173,882
1954	351,587
1955	234,378
1956	301,958
1957	317,207
1958	304,526
1959	515,226
1960	449,610
1961	448,284
1962	572,265
1963	1,233,633
1964	1,157,030
1965	1,297,219
1966	1,336,499
1967	934,646
1968	1,264,857
1969	1,745,026
1970	2,056,138
1971	2,330,404
1972	3,397,461
1973	3,440,969
1974	4,119,169
1975	5,705,695
1976	6,058,298
1977	6,959,410
1978	9,934,040
1979	10,196,098
1980	12,976,888
1981	16,521,529
1982	18,225,273
1983	20,097,153
1984	22,376,830
1985	28,141,975
1986	30,491,012
1987	35,229,223
1988	42,471,375
1989	52,797,210
1990	55,058,731
1991	59,588,859
1992	67,205,834
1993	69,603,286
1994	72,045,515
1995	87,849,468
1996	106,532,842
1997	115,224,440
1998	108,246,679
1999	111,902,746
2000	137,029,236
2001	146,624,593
2002	130,943,570
2003	145,129,355
2004	457,288,098
TOTAL	\$2,218,739,353

UW Foundation Stewardship Report 1945–2004

Total Gifts Received	\$2,218,739,353	
Net Income and Gains on Investments	\$945,539,289	
Total Receipts		\$3,164,278,642
Funds Transferred to the University	\$ 1,312,932,324	
Expenses	267,585,657	
Total Disbursements		\$1,580,517,981
Funds Held for the University		\$1,583,760,661

1995–2004 Total Gifts



2004 Expenses

The University of Wisconsin Foundation staff and Board of Directors believe strongly that expense management is a top priority in achieving good stewardship. An important part of stewardship for a charitable organization is the ratio of administrative expenses to contributions.

Figures here show the Foundation's administrative expenses, contributions and revenues for the past five years. Administrative expenses, excluding investment expenses, are compared to contributions to reflect the cost of raising a dollar. Total administrative expenses include investment expenses incurred by the Foundation's external investment activity. These expenses are paid directly from the individual investment funds.

Over the past five years, the UW Foundation's average cost of raising a dollar has been 5.8 percent, well below national averages.

	Total Administrative Expenses	
	2004	2003
Salaries	\$7,887,039	\$7,362,799
Retirement plan contribution	784,188	768,720
Administrative expense-payroll	18,093	16,936
Brochures and printed matter	975,232	850,725
Computer equipment and software	219,322	235,848
Computer maintenance and supplies	140,289	112,518
Computer programming and processing	159,756	169,949
Consulting expense	17,340	21,019
Contracted services	132,550	135,144
Credit card fees	105,927	78,104
Depreciation expense - building	235,510	234,314
Depreciation expense - furniture and equipment	46,124	78,941
Equipment purchased	43,111	44,758
Insurance for employees	880,959	782,885
Insurance - general	66,309	63,526
Interest expense - building	499,075	118,286
Investment and administrative expenses		
Endowment Fund	5,097,608	4,255,186
Life Estates	393,541	372,475
Short-Term Investments	927,476	796,652
Mailing expense	53,501	58,957
Meeting expense	147,570	114,993
Miscellaneous expense	644	4,878
Moving expense	6,830	1,096
Postage and express	314,242	378,394
Professional services—accounting	62,858	46,270
Professional services—legal	6,724	28,249
Promotion and premiums	46,384	72,047
Purchased labor	26,588	23,628
Repairs and maintenance	66,518	43,204
Social Security taxes	540,171	510,704
Special events	188,372	245,069
Stationery and office supplies	109,073	116,887
Telephone	126,126	129,000
Travel and subsistence	632,578	507,829
Unemployment compensation	2,368	120
Utilities	122,202	114,342
TOTAL	\$21,082,198	\$18,894,452

	Administrative Expenses (excluding investment expenses)	Total Contributions	Administrative Expenses (excluding investment expenses) as % of Contributions	Total Administrative Expenses
2004	\$14,663,573	\$457,288,098	3.2%	\$21,082,198
2003	13,470,139	145,129,355	9.3%	\$18,894,452
2002	11,851,861	130,943,570	9.1%	17,370,349
2001	10,360,586	146,624,593	7.1%	14,610,188
2000	9,110,186	137,029,236	6.6%	14,024,460
5-year	\$59,456,345	\$1,017,014,852	5.8%	\$85,981,647

Endowment Funds

Endowment funds represent an important source of permanent assets invested to provide current and future revenues to the University of Wisconsin.

The University of Wisconsin Foundation staff, with outside consultants, an investment committee and an alternative investment committee, continues to manage the endowment fund investments emphasizing a total return concept.

Investments are made to provide appreciation of principal and realized earnings with an acceptable level of risk. The Foundation allocates income to the endowment funds based on a spending plan rate of 4.75 percent. This rate, reviewed annually by the Foundation's Board of Directors, is multiplied by the average market value of the total endowment fund for the most recent 12 quarters.

Current investment managers include 10 domestic equity, four international equity, two fixed income, four real asset and 32 alternative investment managers. During the last five years, the total endowment fund grew from approximately \$823,000,000 on December 31, 1999 to approximately \$1,022,000,000 on December 31, 2004.

The charts below show the total return figures and asset allocation of the UW Foundation endowment fund as of December 31, 2004. The long-term asset allocation target for the University of Wisconsin Foundation endowment funds is 35 percent domestic equities, 13 percent international equities, 10 percent fixed income and 42 percent alternative investments.

The endowment fund asset allocation targets have been established to ensure overall portfolio diversification while providing return necessary to meet the investment objectives. It is important to remember when comparing these figures to other investment results (mutual fund returns, for example) that actual earnings (dividends and interest) are not reinvested in the endowment pool. They are used to supplement the quarterly income allocated to the endowment fund participants.

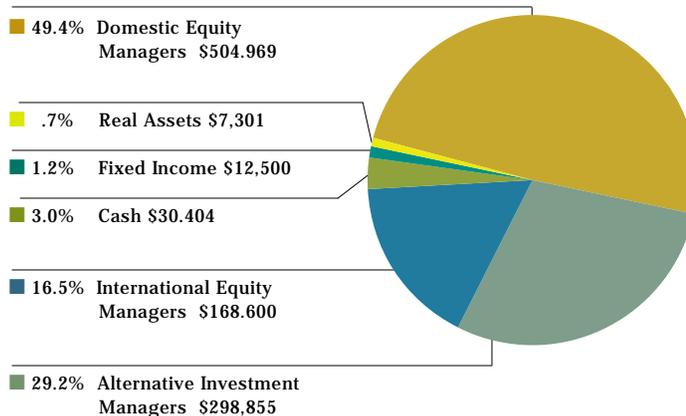
Performance

Average Annual Total Returns

1 Year	= 13.8%
3 years	= 6.0%
5 Years	= 1.4%
10 Years	= 10.0%
Inception**	= 12.9%

Asset Allocation as of December 31, 2004

Total Endowment Fund Assets: \$1,022,629,000



Investment Manager Dollar Amounts Shown in Thousands

**Date of Inception 1/1/84

Assets Under Management

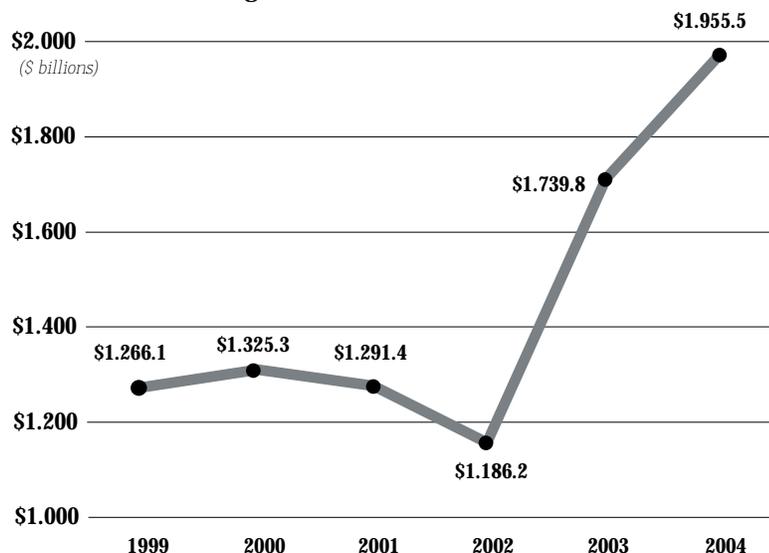
The year 2004 was a most extraordinary year for the University of Wisconsin Foundation. Total contributions were up approximately 215 percent from 2003, totaling over \$457 million. This significant increase is due primarily to \$296 million in contribution revenue recorded upon the collapse of a trust held by the Foundation for the benefit of the Wisconsin United for Health Foundation. If we exclude the Wisconsin United for Health Foundation gift, contributions were up 11 percent over 2003. There also was a notable increase in the number of gifts received. Approximately 121,500 gifts were made in 2004, compared to 117,000 in 2003. This represents an increase of almost 4 percent.

Additionally, the performance of our investments in 2004 was important in our overall increase in assets under management. Total assets under management have grown from \$1.266 billion as of December 31, 1999, to approximately \$1.955 billion as of December 31, 2004.

General and expendable funds are invested with a shorter time horizon with an emphasis on current income and retention of the principal. These funds account for 40.41 percent of investments. Other assets, which include real estate and notes receivable, account for 1.41 percent of total assets under management. The remaining UW Foundation assets consist of the endowment fund investments (54.98 percent) and the life income and life estates investments (3.20 percent).

The UW Foundation uses Jeffrey Slocum & Associates, Lyster Watson Company Investment Advisors, The Townsend Group and Cambridge Associates, Inc., to assist in the asset allocation decisions, manager selection process and review of investment performances over extended periods of time. They also assist the Foundation's Investment Committee and staff in establishing investment objectives that are designed to meet the immediate and long-term needs of the UW Foundation: to maximize total return, to provide steady earnings to the University and to minimize risk over a long-term horizon.

Assets Under Management 1999–2004



Deferred Gifts

A deferred gift is, quite simply, a gift commitment that is made today with actual gift proceeds received at some future date. The most common form of deferred gift is a bequest in a will or a trust provision in a revocable trust. These simple forms of deferred giving usually account for more than 90 percent of all deferred gifts received by the Foundation, but a wide range of other deferred giving opportunities are available.

When planning a deferred gift, you should first consider your goals. For some, it is simply an opportunity to support the University with a gift to be used for its greatest needs. For most, however, there is a desire to accomplish a personally meaningful goal that benefits some specific area of the University. In many of these instances, the result is the creation of a permanent endowment fund.

Endowment funds represent gifts in which the donated principal is held in perpetuity and only annual distributions are used to support the designated University programs.

It is always best to involve the Foundation in planning these gifts. Our staff can assist in identifying the correct legal names of departments and the various divisions of the University. They also will work with you on an individual basis as will the University, to ensure that your gift can and will be used in a way that will carry out your goals as well as the mission of the University.

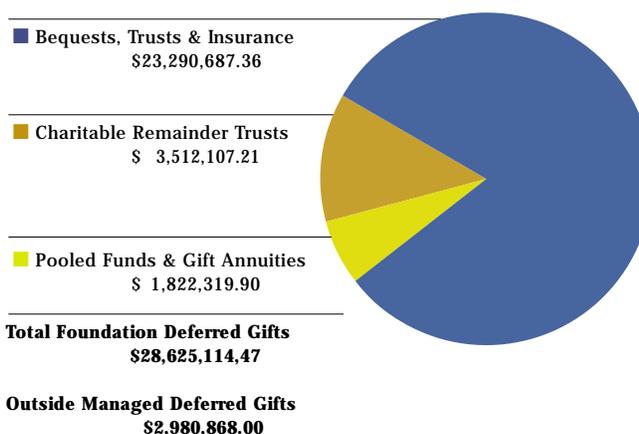
In working with individuals, the Foundation also wants to appropriately recognize all contributions. This may be through the LEGACY honor club, membership in the Bascom Hill Society or by other means.

The chart on this page details the planned giving results for 2004. The Bequests, Trusts and Insurance category includes cash and assets received from individuals who have passed on and left gifts to the Foundation. The other categories all refer to various forms of life income gifts through which someone has made a gift, but retained for themselves or gifted to others the right to receive income.

Members of the Planned Giving Office staff are available to discuss various deferred gift opportunities with you and your advisors. Some of these arrangements offer the opportunity to make a gift using highly appreciated assets without recognizing capital gain, maintaining an income interest and getting a charitable deduction for a portion of the current fair market value of the assets.

Over the past 10 years, the Foundation has received more than \$271 million in deferred gifts. This total includes bequests, gifts from simple trusts, matured insurance policies and contributions to life income gift plans that are managed by the Foundation. The chart on the next page shows the year-by-year total of these gifts.

2004 Deferred Gifts



Your Estate Plan

There are many choices when considering a deferred gift that will benefit the University of Wisconsin. Your gift may come through your will or trust and can be a specific item of property, a specific dollar amount, a percentage of the total value of the remaining estate, or even a gift that is contingent and would only be made if specific conditions are met.

Most gifts are intended to benefit some specific area of the University. The Office of Planned Giving can assist you and your advisors in the planning process, including providing sample will language to help define the way in which your gift is to be used.

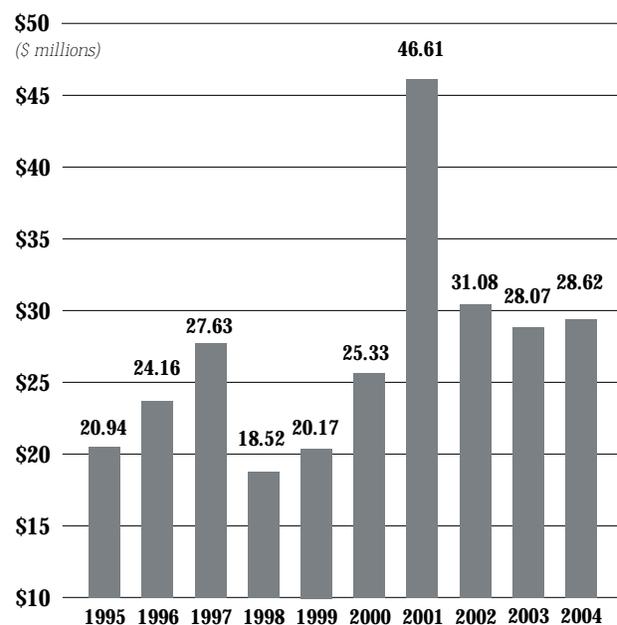
It is important that your gift comes to the University of Wisconsin Foundation. The University has long preferred that the Foundation receive, receipt, invest and manage all gifts. The Foundation is firmly committed to carrying out your wishes. Foundation staff review all requests for expenditures from gift funds to ensure that gifts are used for the purposes intended.

For a general gift to the University, we suggest language along the following lines:

I hereby give, devise and bequeath to the University of Wisconsin Foundation, a nonprofit, non-stock Wisconsin corporation with principal offices in Madison, Wisconsin, _____ percent of the rest, residue and remainder of my estate (or alternately “the sum of \$ _____”) for the general benefit of the University of Wisconsin-Madison.

The Foundation also can supply sample language for other gift situations that require greater specificity.

History of Deferred Gifts 1995–2004



Continuing Your Support

Your gift does make a difference. Every gift, whatever its size, is needed and appreciated by the University of Wisconsin-Madison.

The University of Wisconsin Foundation, established in 1945, raises, invests and distributes funds for the benefit of the UW-Madison and other donor-designated units of the University of Wisconsin System. An elected board of directors oversees the assets and activities of this independent, nonprofit, tax-exempt Wisconsin corporation.

The manner by which you choose to make a gift is a matter of personal preference and situation. The Foundation offers a variety of gift options you may wish to explore. Careful planning can maximize the positive effects of outright contributions such as cash, appreciated securities, real estate and gifts of personal property, as well as deferred gifts such as bequests, testamentary trusts and life income trusts. A member of the UW Foundation staff would be pleased to meet with you, at no obligation, to answer your questions about charitable contributions.

In addition to Foundation assistance, we always recommend that you consult with your attorney or accountant for the legal and tax implications of any gift you make to charity.

For those contributors whose level of support represents a special commitment to the University, the Foundation provides recognition through its annual giving honor clubs. For exceptional support, the Foundation recognizes donors through the Bascom Hill Society. The basic eligibility for membership in the Society is a total of \$25,000 in gifts or \$50,000 in irrevocable deferred gifts. The Foundation's LEGACY honor club recognizes those donors who have made a deferred gift to benefit the University.

Another important expression of alumni support for the University is membership in the Wisconsin Alumni Association (WAA). Membership dues in WAA, entirely separate from any contributions made to the Foundation, cover the cost of alumni club activities, special events and projects. To complement your gift support of the University, the UW Foundation encourages your participation in other organizations that advance the mission of the University of Wisconsin.



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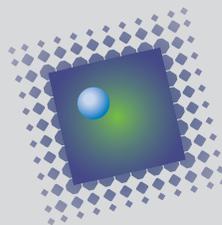
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