

A REPORT FROM  
THE UNIVERSITY  
OF WISCONSIN  
FOUNDATION

FALL 2004

W I S C O N S I N C A M P A I G N

# insights

## Fit to print

Publisher's estate gives  
Law School biggest gift

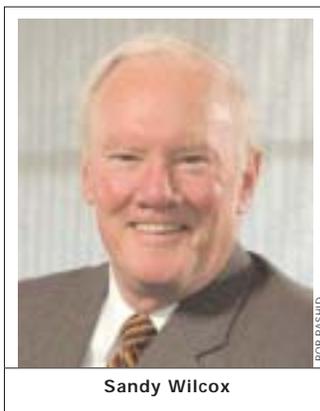
## All together now

Posses provide support  
that leads to success

## Campaign experts

Center for Study of Politics  
charts races like no one else

# Message from the president



Happy New Year! We are, of course, a few months away from the traditional January holiday, but here on the University of Wisconsin-Madison campus, September marks the start of another year—the 155th—of learning, teaching, research and outreach. The most obvious sign of this new beginning is the street-clogging mass of vehicles caused by students moving into their dorms and apartments. Less tangible but more powerful and infectious is the spirit that takes over and touches everyone, no matter how many times we have experienced it. The promise of possibility is everywhere.

Welcoming approximately 5,000 talented, eager freshmen certainly ignites the excitement. Many of our faculty and research staff have returned from field study around the world bringing back first-hand observations and experiences to share. Updated and new facilities like the technologically sophisticated and architecturally stunning Health Sciences Learning Center will greet their first classes. Returnees are assessing progress on various construction projects—especially if it affects parking. Our beloved older buildings have been cleaned and polished. The revamped Botany Garden and all our Campus Natural Areas are in their full end-of-summer glory. Fall kicks off the athletic season. As red and white becomes the dominant color scheme,

those first thrilling rhythms from the marching band's drum line can make you start clapping to the beat. It's a great time to be a Badger.

We are now at roughly the midpoint of the seven-year Create the Future: The Wisconsin Campaign. It is, quite frankly, the most challenging time. The \$1.2 billion raised so far is the result of an extraordinary team effort. Volunteers from literally around the world have worked hand in hand with Foundation development staff to bring the \$1.5 billion goal within sight. These past months have been rewarding and inspiring. We are sincerely grateful to all of you who have brought us to this point. We are counting on you to be with us for the campaign celebration in the fall of 2006.

This autumn is especially important as we continue on toward a successful campaign conclusion. It is a time when the promise of possibility is strongest and most compelling because the results of our combined efforts literally surround us. These are the days we dare to believe that all things—from a Rose Bowl victory to a cancer cure breakthrough to a 4.0 grade point to raising \$1.5 billion for people and programs—are within our ability to accomplish. With your continued enthusiasm and support for Create the Future: the Wisconsin Campaign, the promise of possibility will be a promise realized. Thank you.

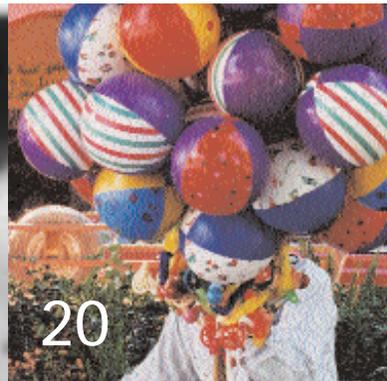
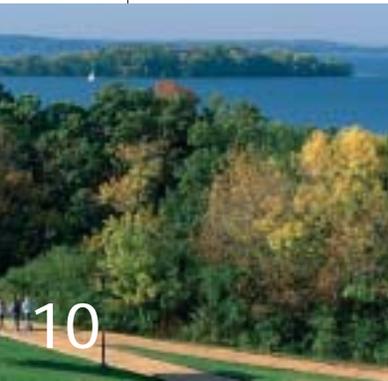


As the academic year begins, campus pulses with the excitement of fresh starts, new discoveries and a future about to unfold. A brat at the Union is another bonus.

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Front Cover

With the onset of autumn, Bascom Hill explodes into color, as seen here outside the Law School. A new academic year brings fresh faces and optimism to campus as students build their paths to the future.

# Message from the campaign co-chairs

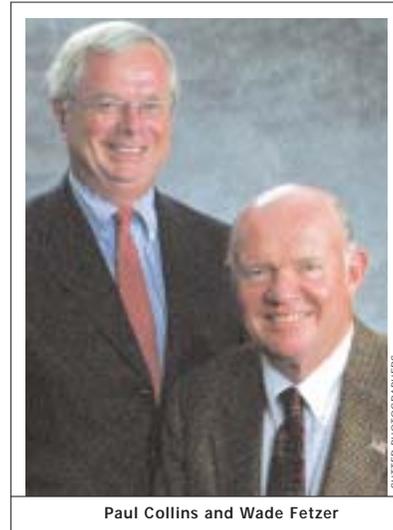
During this summer's month-long Tour de France bicycle race, a reporter for National Public Radio asked one of the commentators covering the event how the cyclists can ride in blistering heat for more than 100 miles, mostly uphill, and still have energy at the end to sprint to the finish line. Without missing a beat the commentator replied that these are simply the best athletes in the world and this is what they do.

While Create the Future: The Wisconsin Campaign is not quite the Tour de France, it has been an uphill climb and our wonderful volunteers have joined UW Foundation staff to travel many miles and spend countless hours in quest of a goal. We are very close—\$300 million shy of the \$1.5 billion target. How do we still have the energy to sprint to the finish line? It's really pretty obvious. We are the Badgers and this is what we do.

It also is fairly obvious why we care so much about investing in the future of our University. Scholarships and fellowships not only let bright, deserving undergraduate and graduate students attend the UW-Madison, this financial assistance allows them to focus on their studies, contribute in the classroom and participate in the total UW experience.

Professorships help the UW attract and retain the best instructors and researchers in the world. These are people who not only teach but inspire, who not only set standards of excellence but also motivate others to exceed them.

Program support allows the continuation and growth of successful efforts like learning communities; research projects; counseling, testing and advising services; curatorial activities; and outreach



Paul Collins and Wade Fetzer

initiatives. It also encourages the development of “thinking outside the box” ideas that lead to more successful efforts.

Facilities support is the key to preserving our beautiful UW campus and the memories it holds while assuring that those who come here to study, teach and research have the most up-to-date, functional and safe places to do their best work.

All of these opportunities contain what we call “the power of possibility.” This feeling certainly describes the spirit that pervades the campus these autumn days. It keeps all of us working on the campaign pushing forward until we reach the top. Our victory, however, will not be an amount of money; it will be the possibilities realized, the dreams fulfilled, the benefits multiplied for all humanity.

# Fit to print: Estate funds deanship

THROUGHOUT HIS LIFE, FREDERICK W. MILLER WAS COMMITTED TO THE UNIVERSITY OF WISCONSIN-MADISON. NOW, THANKS TO AN ESTATE BEQUEST THAT IS THE LARGEST GIFT EVER RECEIVED BY THE LAW SCHOOL, THE MILLER NAME WILL BECOME A PERMANENT PART OF LIFE ON CAMPUS THROUGH UW'S FIRST ENDOWED DEANSHIP.

The estate of Miller, former president and publisher of *The Capital Times*, has provided more than \$7 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 was a devoted friend of the University, and this generous gift will go far to ensure that his name will always be associated with excellence in the Law School," said Chancellor John D. Wiley. "He was always interested in top-notch academics, and his philanthropy reflected that."

Davis said the gift demonstrates that Miller, who died last December at age 91, placed a high value on the education he received at the Law School. Miller graduated from the school in 1936, went on to help 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."

"This is a wonderful gift and will permit us to make significant progress in realizing the goals of our strategic plan," Davis said. "Fred Miller was universally admired. That he would choose to recognize and support the Law School's mission in this way is truly moving."

Gordon and Marjorie Davenport, trustees of the Miller trust and long-time friends of the newspaper executive, said Miller always held the University in high regard.

"He frequently talked about the University and how proud he was of it," Gordon Davenport said. "His aim



Frederick W. Miller

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."

Miller was an enthusiastic supporter of the University and took a leading role with both the William T. Evjue Charitable Trust and The Evjue Foundation Inc., which has been a substantial contributor to UW-Madison over the years. Evjue was the founder of *The Capital Times*.

Wiley noted that Miller had a particular interest in the Wisconsin

Idea—the notion that the boundaries of the University are the boundaries of the state—and was instrumental in creating the William T. Evjue Chair for the Wisconsin Idea, now held by chemistry Professor Bassam Shkhashiri.

The Evjue Foundation gave more than 45 gifts to the University in the last year, ranging from a \$1 million pledge for renovation of the communications center at Camp Randall Stadium, to a gift to the African Studies Program to support South African teacher training, to a *Capital Times* scholarship.

Miller's ties to the University were long-standing. He graduated in 1934 with a political science degree before going on to Law School. As a freshman, he participated in the first basketball game ever played at the UW Field House, and he lettered in the sport in 1931, 1932 and 1933. In his first year as a law student, he also coached the freshman team. Vi Miller graduated in 1938 with a BA in psychology.

Andrew "Sandy" Wilcox, president of the UW Foundation, noted that Miller's philanthropy has left a profound mark.

"This latest gift guarantees that Fred's influence will continue to be felt at UW-Madison, as it is throughout our community," Wilcox said. "His support of the Law School is a lasting tribute to his commitment to higher education."

# Posses help in finding the undergraduate groove

**B**randon Walker knows he has people close by he can count on, even thousands of miles away from home.

Walker, a native of south-central Los Angeles, spoke as he was finishing his successful freshman year at UW-Madison.

“Other people who come from out of state, they’re on their own,” he said. But Walker had the ten other members of his “posse” for back up.

For him and other members of the Posse Program, the support they receive from each other and from mentors can mean the difference between academic achievement and leaving school without a degree.

The Posse Program selects a group of student leaders who apply during their junior years at public high schools in urban areas. Students chosen receive full-tuition scholarships, attend intensive leadership training and come to campus as a group, or a posse.

The posses meet with an appointed mentor every two weeks for their first two years of school, and the members frequently meet informally as well.

“We’ve got each other to balance each other out from the get-go,” Walker said. “We have made other friends during our freshman year, but having the Posse was very supportive for us.

“If I didn’t have them, I don’t know where I’d be right now—probably begging to go home,” said Walker, who as a freshman became membership chair of the National Society of Black Engineers, part of the Outreach Committee and a member of the Black Student Union. “The Posse, that’s a big thing you can count on.”

Youth worker Deborah Bial founded the Posse Foundation in 1989 in New York, because she saw too many promising students from the city heading off to college

*...the support they receive from each other and from mentors can mean the difference between academic achievement and leaving school without a degree.*

and returning home six months later as academic washouts. When one student said that he would have never dropped out if he had along his posse—a term for a tight group of friends—an idea was born. Soon thereafter, the Posse Foundation was established, and partner universities were recruited.

UW-Madison was enlisted as Posse’s first public university partner in 2002, in part through the support of alumnus Wade Fetzer, a member of the UW Foundation Board of Directors and co-chair of Create the Future: The Wisconsin Campaign.

“These aren’t the kids who are on everyone’s computer screens with gaudy grade point averages and test scores,” Fetzer said. “These are student leaders who teachers recommend when asked who, if given a chance, would have an impact on campus and be successful with their academics.”

In the 2002–03 school year, the University welcomed two posses from Chicago—18 students in all. Fifteen of them recently completed their sophomore years. Two students left for health reasons, and one because of academics. The 2003–04 school year brought two more 11-person posses, one from Los Angeles and the other from Chicago.

Posse is making definite inroads on the Madison campus.

“The program is becoming recognized as one of the University’s most innovative efforts to promote a diverse student body,” said Chancellor John Wiley. “The Posse scholars work to initiate dialogue on campus and to improve the campus climate for all students.”

Walter Lane, assistant dean in the School of Education, directs the Posse Program at UW-Madison.

*(continued on page 8)*



The 2003-04 Los Angeles Posse

### Posses continued from page 7

“Our students here are very active. They’re in student government; they run student organizations; they do all sorts of volunteer work,” he said. “Some of them start their own organizations because they see we don’t have certain things here.

“They’re very committed to that activist role, that change-agent role,” Lane said.

Indeed, a glance at the outside activities of Posse members shows a varied and inspiring scorecard of involvement and volunteerism with groups like the Red Cross, the International Students Committee, the Black Student Union, Centro Hispano and the Undergraduate Research Scholars Program. Posse students in Madison have helped tutor homeless elementary school students and middle school students in at-risk situations. They have been on the ground floor of the campus’ first multicultural learning community, taken part in many campus committees and sung in church choirs.

While the Posse Program does much for diversity on partner campuses, organizers emphasize the program

differs from many other multicultural efforts.

“A Posse scholarship is not a diversity scholarship,” said Chastity Lord, director of Posse Chicago. “These are leadership-merit scholarships, and that’s a significant difference.”

In their eight-month training period before they leave for the UW, Posse scholars learn why it’s important to sit in the front of the classroom, how to use their voices on campus, ways to make their presence felt and their education meaningful.

And it’s working. Since the program’s inception, Posse Program members have been graduating at a 90 percent rate nationally. “We’re not just sending people off to colleges and universities,” Lord said. “We’re helping them succeed and graduate.”

When a posse gets to UW-Madison, Lane assigns the group a mentor, usually a doctoral student, who is experienced as an advisor or counselor. That mentor stays with the group for two years.

“In those two years, each posse meets as a group

weekly to talk about academic issues,” Lane said. “They meet once a month for social gatherings. The mentor meets with each individual student every other week for two years.

“Mentors stay in touch, to make sure the students’ needs are met, to keep track of them,” he said.

The Posse Program has paid internship arrangements with some of the nation’s leading firms, and the group also makes available stipends for scholars to do summer advocacy work with worthy non-profit organizations.

Patricia Quijada is a mentor for the Los Angeles group. Originally from Los Angeles, she is pursuing a PhD in educational psychology at the University.

“I felt that this was an ideal program for me, dealing with first-year students coming from L.A. who are committed to their own educational endeavors,” she said. “All the posses know that they can count on each other, that they’re just a phone call or a door away from each other. They’ve gone through the same leadership programs, and they can lend each other a hand.”

Quijada said the Posse Program members’ involvement on campus is inspiring, as is their hunger for learning. “Most of these students are very interested in pursuing master’s degrees, doctorates. This is just the beginning,” she said. “It’s an incredible bunch, and it’s been a fabulous year for me, a very moving experience.”

The Posse Program is active in New York and Boston, in addition to Chicago and Los Angeles. The 2004–05 school year will see Washington, D.C., joining as a feeder city.

“Being a Posse student has definitely had an impact on me here on campus,” said Kira Stewart, a member of the 2003–04 Chicago sophomore Posse. “Being away from home for the first time is very difficult, but my posse and my mentors have certainly made the transition much easier. They’ve given me a family away from home. They’ve been a great source of support and motivation in keeping me focused on my studies and improving myself.”

Those sentiments are echoed by Luis Flores of East Los Angeles. “I didn’t even know about this school beforehand, and now I’m just so glad to be here,” said Flores, who with other Posse Program members is aiming to start the first Latino fraternity on campus. “I had a lot of different opportunities on where to go to college, and Posse gave me the chance to come here. I just thought, the way it works, it makes you stay on top of things,” he said. “If I would have gone somewhere else, I would feel more like, ‘I’m out here by myself.’ Now, I’m out here with a group of friends. With our mentors, there is so much more help. It’s just awesome.”

All is not necessarily rosy for Posse students coming to a majority white campus, and the support of the people in the program can make all the difference.

“Being a Posse student at UW-Madison has been a very challenging and humbling experience for me,” said Chicago freshman Heydie Navarro. “Throughout these few months, I have been faced with many uncomfortable situations, spiritually, physically and emotionally, that have shaped me to adjust to my new surroundings. Thank God that I have had a few trusted friends from Posse who have helped me to cope with these issues and have shown me nothing but unconditional support, love and encouragement. Without my posse’s help, I don’t think I would have made it to this spring semester.”

While the program’s impacts cannot be denied, funding it is a challenge, especially when considering that Chancellor Wiley and other campus leaders hope to have close to 80 students-eight posses-enrolled by the 2005–06 academic year.

“This is a great program, but it costs a lot of money because of out-of-state tuition and intense support of mentors who are grad students,” supporter Fetzer said. “It’s something that pays off and that the University’s alumni and friends would do well to get behind.”

The investment can be seen at work in the students who grow every day as part of the Posse Program.

“We’re very proud to have them on this campus,” program director Lane said. “They’re top-notch, all-around good young people.”

*“This is a great program, but it costs a lot of money because of out-of-state tuition and intense support of mentors who are grad students,” supporter Fetzer said. “It’s something that pays off and that the University’s alumni and friends would do well to get behind.”*  
*The investment can be seen at work in the students who grow every day as part of the Posse Program.*



# Fond memories inspire gifts to preserve green space

Howard Temin Lakeshore Path and Picnic Point

WOLFGANG HOFFMANN

**D**r. Eleanor Crawford Blitzer ('72 BA L&S) grew up in Shorewood Hills, Wisconsin. She fondly remembers discovering turtles in her back yard—now the UW Medical School.

“I met my husband, Peter, at the UW-Madison and our first date was at the Duck Pond in the Arboretum. Many of our dates included strolls along Lakeshore Path and out at Picnic Point. For sentimental reasons I want to see these beautiful areas preserved,” said Eleanor.

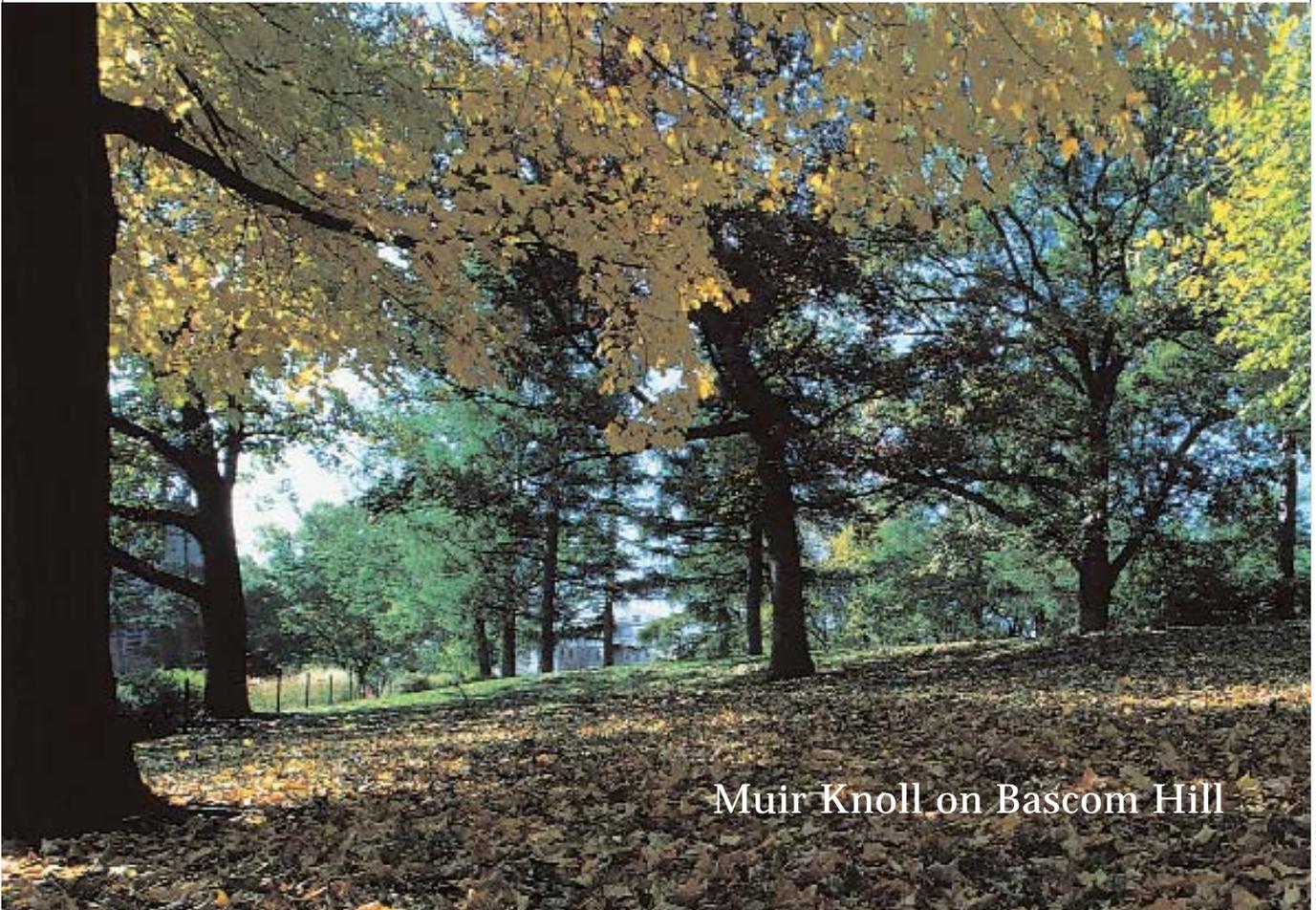
“I see how little green space is left compared to when I was a kid,” she said. It is these and other memories that have inspired Dr. Blitzer to give to the Campus Natural Areas (CNA).

With 325 acres of natural woods and wetlands, open fields, restored prairie/savanna and three miles of Lake

Mendota shoreline, the Campus Natural Areas offer miles of trails, beaches, picnic spots and environmental learning areas. These undeveloped lands on the UW-Madison campus have been set aside for the use and enjoyment of students, faculty, staff and community.

The CNA provide an opportunity for the campus community to experience the aesthetic and intellectual benefits of nature. By providing biologically significant areas of natural plant and animal communities for teaching, research, outreach and environmentally sensitive uses, the Campus Natural Areas are an essential element of the University and take their place alongside lecture halls, laboratories, libraries and playing fields.

She also funded a Campus Natural Areas brochure with her primary hope that the brochure be used as



## Muir Knoll on Bascom Hill

WOLFGANG HOFFMANN

Eleanor and Peter Biltzer are physicians who have continued family traditions of environmental conservation. Their gifts through the years have helped preserve areas such as the Howard Temin Lakeshore Path, Picnic Point and Muir Knoll.

a tool to attract major donors to CNA activities and gift opportunities.

Eleanor, a pediatrician, and Peter, a radiation oncologist, reside in Fort Myers, Florida. “We try to be good stewards of the environment. It comes naturally to our families.”

For generations, their families have played an instrumental role in preserving the environment. Peter’s grandmother, Caroline Upham, and his aunt, Elizabeth, left their land inheritance to the UW-Madison. Today, Upham Woods is a model residential environmental education center, operated by the University of Wisconsin-Extension. The center sits on a prime location on the Wisconsin River, two miles north of Wisconsin Dells, offering an excellent “river classroom” to study both the natural and cultural history of Wisconsin. The center rests on 310 acres of forested land, including a 210-acre island called Blackhawk

*“Every time  
I return to  
Madison to visit  
the girls, it hits  
me how special  
our campus is,”  
said Eleanor.*

Island. The island has been designated a state natural area and offers a beautiful example of a mature mixed forest featuring flora not commonly found in the area. The island also has tremendous sandstone caves formed during the Ice Age. It’s definitely a “different view” when you climb through them.

Gifts from the family support the Uehling Woodland Garden within the Allen Centennial Gardens. The Woodland Garden captures the harmony and natural quality of Wisconsin’s surrounding forests.

The couple has two daughters at the UW, one who just graduated with a degree in entomology and another daughter who hasn’t determined her major. Their son is a graduate of Cornell University and is currently in graduate school at the University of Pennsylvania. Their youngest daughter, who is still in high school, will likely apply to the UW-Madison.

“Every time I return to Madison to visit the girls, it hits me how special our campus is,” said Eleanor. “We need to assure that UW-Madison has the funds to preserve such special and spectacular natural areas.”

# Fellowship honors noted UW food microbiologist

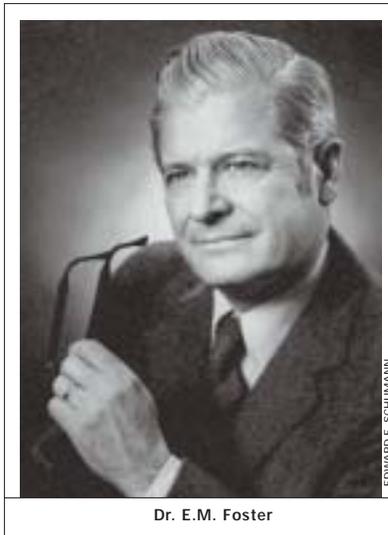
**D**r. E.M. Foster, an internationally respected food microbiologist, is credited with putting the University of Wisconsin-Madison on the map in the world of food research.

Edwin Michael “Mike” Foster received his certification to teach high school biology in the state of Texas. However, it was his major professor who encouraged him to continue his education and work toward a PhD in microbiology.

A native of Texas, Foster earned his bachelor’s and master’s degrees from North Texas State College. He took his professor’s advice and applied to a dozen leading universities, from Harvard on the East Coast to UC Berkeley on the West Coast. He received exactly one offer and that was from UW-Madison. Along with admittance to the UW came a \$400 annual Wisconsin Alumni Research Foundation scholarship. “That’s the offer I accepted,” he said. In 1940, Foster received his PhD.

Following service in World War II, he returned to the UW to teach and direct research in food and dairy microbiology. During the next 41 years, Foster established a reputation as one of the country’s most admired food microbiologists. His area of expertise is food microbiology—especially the public health aspects.

Through Foster’s leadership, the Food Research Institute (FRI) at the University of Chicago was moved to the University of Wisconsin. Foster served as director of the FRI as it grew from a small research group into a world leader in food safety and food-borne disease



Dr. E.M. Foster

research and service. Foster guided the FRI to become the Department of Food Microbiology and Toxicology and he insisted on a multi-disciplinary approach to problem-solving, enlisting expert help from other UW-Madison departments.

His studies on vacuum-packaging and plastic films allowed meat processors to extend the shelf life of refrigerated, ready-to-eat meat products from two to eight weeks. He is an international authority on sodium nitrite and

on botulism as they relate to meat preservation. FRI specialties include the microbiology of food pathogens, food and cancer, food allergies, and the toxicology of food additives and toxicants.

After 41 years with the University, Foster retired in 1987. Now 17 years after retirement, Foster has established the Mike and Winona Foster Wisconsin Distinguished Graduate Fellowship in Food Microbiology. “My original WARF scholarship opened the world to me. I’d like to do the same for some other deserving young people,” he said. To honor Foster’s legacy, his former students and colleagues also are contributing to the fund to establish the fellowship.

As professor emeritus of food microbiology and toxicology and of bacteriology and former director of the Food Research Institute, Foster was recently inducted into the Wisconsin Meat Industry Hall of Fame. He was honored for his work on meat microbiology and food safety.

*Through Foster’s leadership, the Food Research Institute (FRI) at the University of Chicago was moved to the University of Wisconsin, where it grew into a world leader in food safety and food-borne-disease research and service.*

# Cronons' gift offers history department flexibility

As dean emeritus of the College of Letters and Science, E. David Cronon knows that a department having access to money without strings is a rare and precious thing.

That's one reason he's leaving a sizeable bequest in trust with few restrictions to the Department of History, in which he taught for many years. The sole criterion is that the gift be used for "recognition and support of high academic achievement" by faculty and students of the department.

"I want the department to be free to use the funds in the best way," Cronon said. "Having been dean, I know there are lots of needs. I didn't want to tie people up in the future by making the terms too restrictive."

Cronon foresees many ways that the department can put his gift to use. "The Bascom Professorship model is one possibility, as well as graduate fellowships and undergraduate awards of excellence. I know graduate fellowships are one current area of need," he said.

History department Chair Steve Stern said Cronon's bequest will have "an enormous impact."

"It makes it possible for us to support excellence, especially in graduate study," Stern said. "In a single stroke, Dave has proven that it is possible to raise funds to support graduate students, and has shown how Create the Future: The Campaign From Within can make a tangible difference on campus."

Stern said putting the gift to work recruiting the best graduate students in history "will benefit undergraduates as well, as it will ensure that they have the highest quality teaching assistants in their classrooms."

Establishing the trust was "something I've been considering for a long time, as long as I've been involved with the University," said Cronon, who received his master's degree in history in 1949 and his PhD in 1953 from the UW and returned to join the faculty in 1962.

He encourages other faculty and staff to consider giving to the University, both in the present and in estate planning. "They receive a lot, so they should think about returning something of value," he said. "In my case, this is a way to pay back after I die."



E. David and Jean Cronon

Cronon and his wife, Jean, have supported many areas of campus beyond the history department, including the Elvehjem Museum, the Arboretum, Campus Libraries and the School of Nursing, from which Jean received her undergraduate degree and graduate nursing certificate. They have been members of the Bascom Hill Society for many years and in 1991 donated their farm to the UW Foundation.

"As a graduate student and later as a faculty member and dean, I benefited greatly from the UW," he said. "We feel our lives were improved enormously through our association with the University. This is just the right thing for us to do."

Cronon noted that one can improve the University in various fashions. "There are lots of ways to contribute, and not all of them are monetary. You can do service of various kinds," he said. "You also can make a gift that helps in the present and a gift that gives back after you've gone."

The important thing is to recognize what is of value and make it a priority, as the Cronons have done with their support of the UW through the years.

# An attorney who practiced history and generosity

Talk to those who knew Robert B. L. Murphy, and you'll hear about a distinguished gentleman, one of Wisconsin's most highly respected lawyers and a true friend of the UW-Madison, especially the College of Letters and Science and the Law School.

It is rare to hear the depth of feeling used to describe Murphy, a Madison attorney with a passion for culture and history who passed away in 2001. His estate and that of his late wife, Arabel, will benefit the UW-Madison Law School.

It's not enough to say that he was a veteran of World War II, that he served as president of the Wisconsin Historical Society (WHS), that he organized the Wisconsin History Foundation and was its president for 30 years, that he was a corporate attorney held in the highest regard in his profession, that he was active in State Bar activities and the Board of Bar Examiners or that he was an avid reader and patron of the arts.

Murphy, who received his BS and MS degrees in history in 1929 and 1930, respectively, from UW-Madison and his law degree in 1932, was more than the sum of his resume.

"He was a wonderful man, a gentleman of the old school, of which there are fewer and fewer," said Michael Vaughan, Murphy's partner in the Madison firm Murphy Desmond S.C. "He was extremely bright and well-read on any number of subjects. He was as fine a man as I have ever known."

Murphy grew up literally in the shadow of the University, and he attended the old Central High School. His parents nurtured a love of reading and scholarship—he called himself a "readaholic"—that led him to his history studies.

"I very nearly became a history professor," Murphy told the Historical Society's publication *Columns* in 1990 on the occasion of his stepping down after 42 years of service on the WHS Board of Curators. He eventually



Robert B. L. Murphy

chose the law as his profession, following in the footsteps of his father.

"We lawyers practice history," he told *Columns*. "For example, land law is essentially historical."

E. David Cronon, emeritus dean of the College of Letters and Science, had a long friendship with Murphy.

"His father was a prominent lawyer in town, so it was known he would be an attorney," Cronon said. "He really was a historian first."

Cronon recalled how Murphy formed a dinner club in 1931 for

townspeople to keep in touch with University faculty. "It meets in the Memorial Union, and it's still in existence," he said. "It was a great idea, one of many that Bob had through the years."

"He was friendly with all of the deans of the College of Letters and Science," Cronon said. "When I got the position, he told me I had the best and most important job at the University."

Murphy kept close ties to the Law School as well, and he taught many classes as an adjunct lecturer.

"He had very fond memories of his connections with the Law School," former partner Vaughan said. Murphy had a special affection for the school's "old building." "I had graduated from the old building, and I admired a photo that Bob had of it," Vaughan said. "He had a copy made for me and had that framed. It still hangs in my office."

Kenneth B. Davis Jr., dean of the Law School, would meet Murphy for lunch about twice a year. "Bob was truly a lawyer's lawyer—the kind of role model our students continue to have in mind when they choose law as a profession," Davis said. "I consider myself lucky for the chance to have known him over the years. His commitment to the Law School was unwavering. Even in his 90s he was keenly interested in, and sometimes concerned about, the future of our profession. I'm deeply grateful that he always saw our Law School as the kind of institution that



WISCONSIN HISTORICAL SOCIETY

could shape that future in a meaningful way. And he was never shy about reminding me that it was our responsibility."

Daniel Bernstine, former dean of the Law School and now president of Portland State University, made Murphy's acquaintance in the mid-'80s.

"He was the quintessential lawyer, one of the most widely respected ever to practice law in Wisconsin," Bernstine said of Murphy. "He set a high standard. He was one of the most ethical people I've ever met. He always took the interest of people to heart, and that was a great benefit to the people he represented."

Bernstine said that opinion was nearly universal. "I never heard anybody say a bad word about him. One of Robert's great strengths was that he changed with the times," he said. "He left a very strong legacy, an example for all of us to follow. We should all be so fortunate to have the kind of impact on our professions and on Wisconsin as he did."

Murphy and wife Arabel were patrons of the arts and supported many local cultural organizations. Erica Moeser, president of the National Conference of Bar Examiners and a long-time friend, recalled how "one of their great pleasures was going to American Players Theatre and seeing both the matinee and evening performances. This was when they were well into their 80s and 90s."

Moeser, who was director of the state Board of Bar Examiners when Murphy served, called him "a Renaissance man. He came from a traditional background, yet he was open to new ideas. He was very encouraging to me personally and professionally...."

Robert B.L. Murphy, at lectern, far right, addresses the Wisconsin Supreme Court during a memorial for late Justice Marvin B. Rosenberry on November 17, 1961. It was believed to be the first occasion on which the court had permitted photographs to be taken in formal session.

"It was fascinating to me that he never lost his zest for work, his zest for learning, his zest for his books, his zest for public service," she said.

At a November 2001 memorial service for Murphy at the Historical Society, Moeser spoke of Murphy's strict upholding of the legal profession's standards while on the Board of Bar Examiners. "He had no patience for those who attempted to enter the profession lacking a record of character and fitness that merited a license. He was unapologetic and unrelenting about the standards that are essential to making law a profession worthy of public trust."

Vaughan echoed those sentiments. "Bob set a wonderful example. He was conscientious and scrupulously honest. He never shirked his duty, and he gave of himself voluntarily to the community around him. In fact, speaking about Bob, it's hard for me not to lapse into superlatives," he said.

"I hope his legacy will last here as long as there is a Murphy Desmond," Vaughan said. "He was famous for giving all he had in service of a client, and he was very giving of his time and experience with his colleagues, whether it was the newest associate or the most seasoned attorney."

# Just a kid from Wausau: Remembering “Crazylegs”



April in Madison means the Farmer’s Market on the Square and the Crazylegs Run. And so it was on a nippy but sunny Saturday this past April, with the UW Band playing the traditional songs, that a record 12,200 plus runners and walkers participated in the 23rd Annual Crazylegs Run to benefit Badger athletics.

On this bittersweet day, Ruth Hirsch vowed to wave to everyone who passed by the viewing stand. It was her way of saying thanks and of keeping alive the tradition started by her husband, Elroy “Crazylegs” Hirsch. “I appreciate all those dear people,” she said.

Crazylegs wasn’t there this year. He died on January 28, 2004. But many who loved, admired, remembered or just barely heard of No. 40 were there and having a great time. It was exactly the way he would have wanted it.

The family and friends of Badger Hall of Famer and athletic director, Los Angeles Rams offensive end and

Hollywood movie star Crazylegs Hirsch understand how much UW athletics meant to him. In his honor, they have established the Elroy “Crazylegs” Hirsch Memorial Scholar-

ship to help a deserving young football player. In addition to a family gift from daughter and son-in-law Patti and Doug Malmquist, more than 100 memorial gifts were made in the first few months after Hirsch’s death. According to Malmquist, gifts came from “people we don’t even know and he never met.” The Crazylegs Run board of directors, headed by Tom Grantham (’61 BBA), also made a gift to the fund. The scholarship will be awarded to a wide receiver or running back, depending on need.

Elroy Hirsch was born in 1923 in Wausau, Wisconsin. He graduated from high school as an outstanding prep athlete and journeyed south to Madison to begin his football career with the Badgers. Although he played

*Hirsch was not only a booster of all athletes in all sports; he made fans feel important. In fact, his plaque in the Los Angeles Coliseum reads: “Loved the fans as much as he loved the game.”*



Crazylegs run through UW campus

WOLFGANG HOFFMANN

*Back in Madison and throughout Wisconsin, people responded to the charismatic Hirsch. Attendance rose, support increased and Badger pride was reborn.*

only the 1942–43 season as a Badger, it was crucial because that season he got his nickname. After watching Hirsch complete a 61-yard touchdown run, a *Chicago Daily News* sportswriter wrote, “Hirsch ran like a demented duck. His crazy legs were gyrating in six different directions all at the same time....”

Hirsch joined the Marine Corps and was ordered to transfer to the University of Michigan for basic training. He was the first man to letter in four sports there and was drafted in the National Football League first round by Cleveland. He later played for the Los Angeles Rams.

The movie “Crazylegs: All American” was released in 1953 and starred Crazylegs as himself. Ten years after retiring from the Rams, Hirsch was inducted into the Pro Football Hall of Fame.

By 1969, Badger athletics had hit a low point with losing teams and poor attendance. It was a situation just meant for Elroy Hirsch’s infectious optimism and play-to-win attitude. He took over as UW athletic

director and held the post until 1987, making him the longest-tenured AD in school history.

Hirsch was not only a booster of all athletes in all sports; he made fans feel important. In fact, his plaque in the Los Angeles Coliseum reads: “Loved the fans as much as he loved the game.” Back in Madison and throughout Wisconsin, people responded to the charismatic Hirsch. Attendance rose, support increased and Badger pride was reborn.

In the time since his death, Ruth Hirsch has been reading hundreds of letters from fans and friends. “It’s a little emotional,” she admitted. At the funeral, she remembered one of her grandsons saying he “never knew Grandpa was so famous.” In the stories and memories people have shared with Ruth, it is not the fame of Crazylegs Hirsch they recall. It is his laughter, his generosity, his total commitment to a good time and his tremendous humanity.

“You know,” said Ruth proudly, “he never, ever refused an autograph.”

# Because kids count: Gift honors Rennebohms

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

Construction of the new hospital at the University of Wisconsin Hospital and Clinics is slated to begin this fall. 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.

A fund-raising campaign for the new children's hospital was launched in March 2003 with a \$10 million lead gift from American Family Insurance. More than half of the cost of building the American Family Children's Hospital will come from private support.

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.

*“It was an outpouring of support from people who love Bob and Jean that prompted the Rennebohm Foundation to make this gift in their honor. We couldn't think of a more fitting way to show our appreciation for their help and support over the years.”*

The gift from the Rennebohm Foundation will support a new Diagnostic Pavilion that 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.

“The University of Wisconsin-Madison and the Madison community have benefited from the leadership and service of Bob and Jean Rennebohm,” said Steven Skolaski, president of the Oscar Rennebohm Foundation. “It was an outpouring of support from people who love Bob and Jean that prompted the Rennebohm Foundation to make this gift in their honor. We couldn't think of a more fitting way to show our appreciation for their help and support over the years.”

“We are very grateful to the Rennebohm Foundation for this generous gift,” said Donna Sollenberger, president and CEO of UW Hospital and Clinics. “The Diagnostic Pavilion made possible by this gift will provide a soothing environment for children undergoing day-long procedures.”

The Oscar Rennebohm Foundation was established in 1949 by Oscar Rennebohm, a successful businessman and former Wisconsin governor who owned the once-largest chain of drug stores in Madison. It supports a wide variety of community projects and agencies and has been a major benefactor of UW-Madison for many years.

# UW, professor inspired lifetime of gratitude

*When Pei Wang came to the University of Wisconsin-Madison in 1948, he was soon to be a man without a country.*

The PhD candidate in chemistry had little money when he arrived in the United States from his native mainland China in 1947, and the 1949 Communist takeover in his homeland left him “effectively stateless,” said his son Leonard Wang.

“The University provided him with employment as a teaching assistant or similar positions, which allowed him to complete his studies and earn his PhD,” Leonard said. “He always felt a deep sense of gratitude for the support he received from the University during this phase of his life.”

Pei Wang earned his PhD in 1952 and went on to have a productive career as an electrical engineer, spending 17 years with Sylvania and more than 20 years with Texas Instruments. Upon his death, he left a sizeable estate gift, The Pei Wang Fund, to the UW chemistry department for graduate fellowships.

“One professor who had a profound impact on my father was Edwin Larsen in the chemistry department,” Leonard said. “My father had tremendous respect and affection for him.

“He helped my father find employment as a graduate assistant, and they stayed in touch throughout their lives. They would always send each other Christmas cards, that kind of thing,” Leonard said. “I have no doubt that Professor Larsen’s generosity, wisdom and friendship had much to do with my father’s desire to make this gift.”

Larsen passed away in 2001 after a long career on campus.

Leonard noted that both his parents graduated from the UW. His mother, Hsin Hui Wang, earned a master’s degree in history in 1950.

“One thing that my father and mother both spoke about was the warmth and friendliness of people in Wisconsin, especially people in the university



Pei and Hsin Hui Wang circa 1950.

community,” he said. “They also had fond memories of the beauty of the UW-Madison campus, something that I personally came to appreciate when I went to college and law school.” (Leonard Wang graduated with a BA in 1975 and a JD in 1978.)

“Madison always had a special place in their hearts. They were married there in August 1948. The reception was at the Loraine Hotel. My older sister, Judith, was born in Madison. My father really liked the Vilas Park Zoo.” Leonard and his younger siblings, Felix and Jo-Anne, were born in Massachusetts.

Leonard recalls his father talking about “how a lot of classes were conducted in Quonset huts around campus. With the flood of veterans attending college through the GI Bill after World War II, that was one way to handle all the people.”

The postwar influx of students affected the Wangs’ living conditions as well. “My father told me that he and my mother lived in temporary housing, kind of like a small cabin,” Leonard said. “I’m not even sure they had plumbing, because he said they had to walk down the street to use the bathroom.”

Pei Wang was athletic in his homeland, having participated in basketball, volleyball, and track and field, but one UW sporting institution confused him. “He and my mother went to some football games, and they found it interesting but a little perplexing,” Leonard said. “Football is not an obvious sport to someone from overseas.”

# Pitching in to help youth achieve dreams

Gerald “Jerry” Rudman (’60 BA L&S), Highland Park, Illinois has contagious enthusiasm. A senior vice president at Smith Barney and a teacher, Jerry has used his energy to benefit the community of Highland Park and his beloved UW-Madison.

Jerry began his teaching career in 1978 at Elm Place Middle School, teaching seventh- and eighth-graders an elective course on decision making. Before his workday as a financial consultant began, he had already been to class, engaging and encouraging his students. During the time Jerry was teaching, the Latino population of the Highland Park School District began to grow, and he saw more and more students of color in his classes. “I have high expectations for all kids,” said Jerry. “I believe they are not ‘at-risk,’ but rather ‘at-promise.’”

Jerry supports the College Access Program (CAP) at UW-Madison because it helps students at the critical point when they begin to explore the possibility of higher education. The program provides academic support to minority, low-income and first-generation college students. CAP holds a three-week Academic Skills Development Workshop each summer so potential students become aware of high school prerequisites for admission, develop skills needed for academic success and learn important lessons about applying to college and for financial aid.

One student Jerry has inspired is Highland Park High School’s Tony Galvan, who now holds two master’s degrees and is currently a doctoral candidate at UW-Madison. “Jerry helped to open the door for me,” said Tony. “He and I, in turn, have continued to help students access higher education.”

Tony and Jerry share their enthusiasm for the CAP program and for photography. They created a photography exhibit titled “Dos Puntos de Vista, Una Voz,” or “Two Viewpoints, One Voice,” from photos taken while traveling in Mexico. Proceeds from photography sales have benefited the CAP program.

“Most of the funds are used directly on students—for instruction, food and housing, field trips and transportation,” said Walter Lane, assistant dean

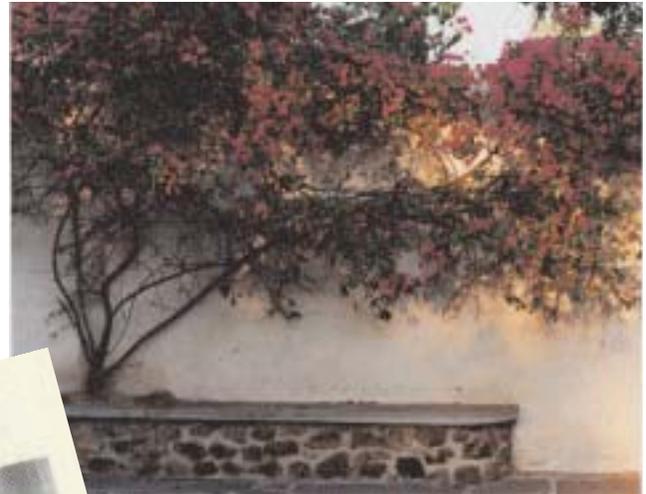


SUBMITTED PHOTO



Left: Jerry Rudman and the 2004 CAP class from the Highland Park School District: From left, Humberto Arcos, Maria Soto, Yuridia Ocampo, Diana Gomez and Lizmeth Sandoval.

Photography here by Jerry Rudman and Tony Galvan. Bright balloons and a lush bougainvillea contrast with weary faces in the exhibit.



of education, minority and diversity programs. “CAP has limited state revenue for program operation and relies on grants and gifts. We currently serve 60 students and have to turn away many more.”

Jeronimo Gaytan of Highland Park is one of many students Tony and Jerry have encouraged. “When I was a junior in high school, I didn’t see myself attending a Top Ten university like UW-Madison, but after attending CAP for two weeks during that summer I was convinced that I was capable of coming here,” said Jeronimo. “I am now a senior and will graduate from UW-Madison with a degree in civil engineering.”



# Into the woods: Hall honors Stanton and Dorothy Mead



FOUNDATION PHOTO

**S** Stanton and Dorothy Mead loved Lake Tomahawk, and their children have attached their names to part of the landscape at one of the state's most valuable resources.

The Kemp Natural Resources Station, located between the town of Lake Tomahawk and Woodruff in northern Wisconsin, will be the site of the Stanton and Dorothy Mead Residence Hall, named in honor of the late businessman renowned for his leadership of Consolidated Papers Inc., and his late wife.

The Meads' children provided major gifts to support the residence hall, which will provide year-round lodging for students and scientists at Kemp Station, a College of Agricultural and Life Sciences research and teaching facility. Construction is scheduled to begin this year.

"This was a way for the three children to memorialize our parents," said son George W. Mead II, chairman of The Mead Witter Foundation Inc. in Wisconsin Rapids. "My father did have a connection with the Kemp Resource Station. It provides a nice, warm feeling to have their names connected with this project.

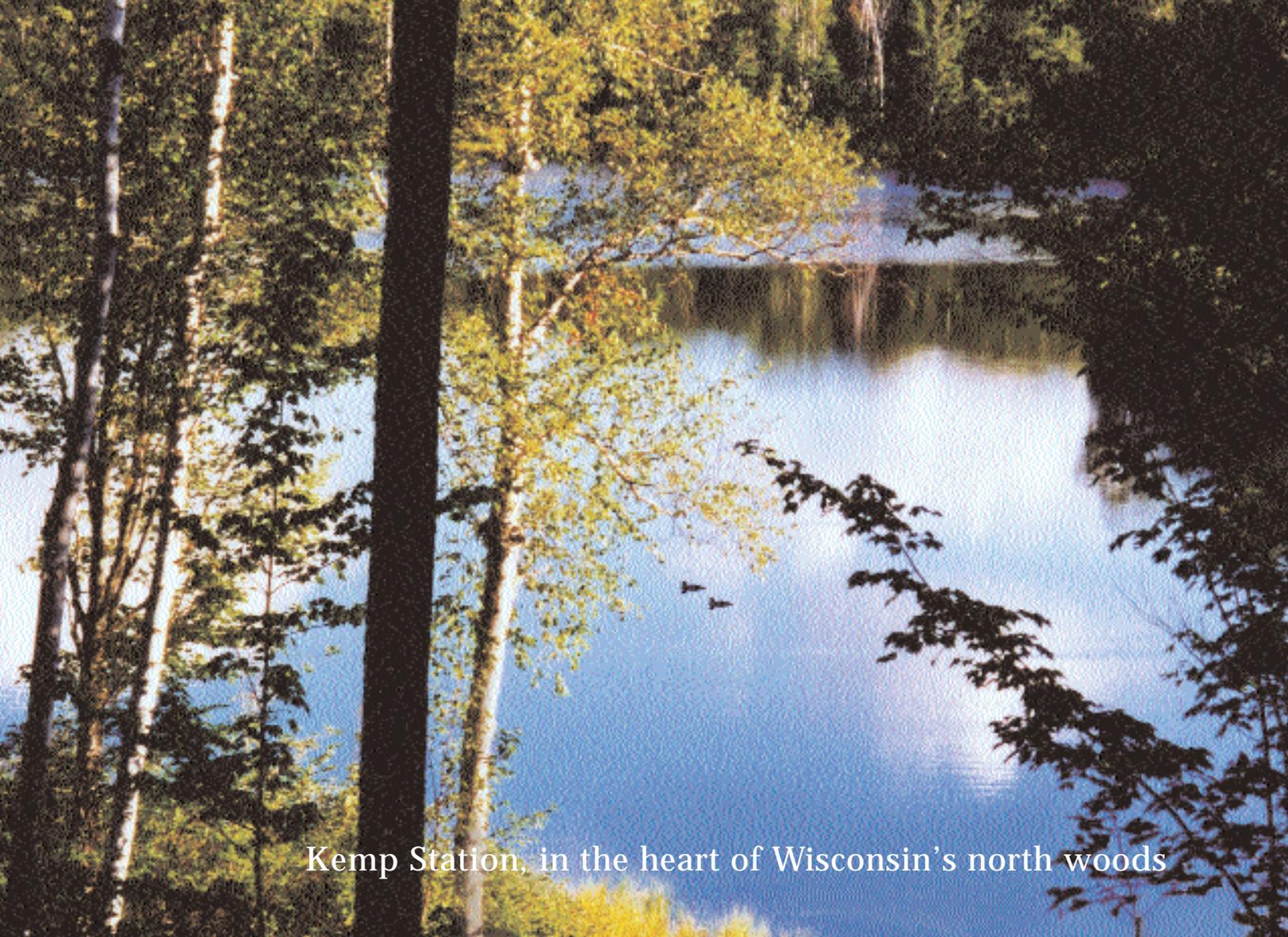
Supporters and friends of the Kemp Research Station gathered in fall 2003 for a ceremony to mark the building of the Stanton and Dorothy Mead Residence Hall, which will allow year-round access to the University's research facility in the state's north woods.

They always enjoyed Lake Tomahawk, and they had a great time up there through the years."

Kemp Station is dedicated to natural resources conservation. Its 235 acres support some of the last remnants of old-growth forest in the Great Lakes region. Other ecosystems are found on site, including second-growth forests of birch, aspen, maple, oak and pine; numerous coves, bogs and bog lakes; and more than one mile of shoreline along Tomahawk Lake.

The Stanton and Dorothy Mead Residence Hall will allow students and researchers to use the station during the winter months. With current facilities, lodgers can only stay at Kemp from April through October. In addition, scores of students and researchers are turned away during the summer months because of a lack of space.

George W. Mead II acknowledged that some people might be surprised that anyone connected with the paper industry would be interested in a preserve of



## Kemp Station, in the heart of Wisconsin's north woods

MARTHA FISH

old-growth forest. "Well, we have cut down a lot of trees in our time," he said. "But when you're involved with trees and forestry, you take pride in plantation and in old-growth forestry, too. The area is a nice old-growth stand that is a pleasure to behold."

He said Consolidated Papers, under the leadership of Stanton Mead, was a pioneer in progressive forestry. "Stanton was a very responsible forest manager from the early days onward," he said. "When federal forestry regulations were instituted and passed down, most of the practices were things we were already doing at Consolidated. We have always felt a great responsibility to manage the resources well, and we've planted a lot more trees than we've cut down."

He noted that Consolidated also has allowed the public access to land it has controlled.

"We have always been an open forest manager," Mead said. "We've allowed snowmobilers, skiers, hunters and hikers to use our land, provided the area was safe for outsiders at the time. We've tried to be a good steward and do things the right way. I was always proud of that."

Kemp Station's varied environment supports a diverse wildlife population of mammals, birds, amphibians, reptiles, fish, and invertebrate, making Kemp Station uniquely suited as a center for natural resources research and education.

Indeed, Stanton Mead was one of the early inductees to the Forestry Hall of Fame in Stevens Point and was a founder of Trees for Tomorrow in Eagle River.

The Stanton and Dorothy Mead Residence Hall will provide convenient access to Kemp Station's laboratory, office and computers, and it will allow diverse groups of researchers and students to be at the station throughout the year, fostering interdisciplinary learning and science.

"It's good to see the Mead name attached to Kemp," George W. Mead II said. "This is one more way of showing my parents' love of the land."



*Dr. Garratt Richardson donated two Aaron Bohrod paintings—  
The Turtle Shell and Cat and Fiddle— to the Elvehjem Museum of Art’s  
collection, bringing the museum’s holdings of this Midwestern artist’s work to 33.  
Bohrod was artist-in-residence on the UW campus when Richardson  
was a graduate student in the early 1960s. He was drawn to Bohrod’s  
works by the combination of quasi-mysticism and whimsy.*

# And the cow jumped over the moon

And “Why not?” thought Dr. Garratt Richardson ('64 MS L&S) when his biochemistry professor at the University of British Columbia in Vancouver, Canada suggested that he apply for a research assistantship at the McArdle Cancer Institute at the UW-Madison.

Richardson had not spent much time outside Canada and had no idea what to expect in Wisconsin. Thunderstorms in summer and freezing cold in winter were huge surprises. So were sailing on Lake Mendota, free plays and movies for students and a mind-numbing advanced chemistry course. Like so many who come here, he was wooed and won over by the UW.

His memories of four decades ago, when he had a chance encounter with art, inspired Dr. Richardson to make a recent gift of two paintings to the Elvehjem Art Museum.

In May 1962, Richardson attended a performance by the Philadelphia Orchestra, which was visiting the UW campus. The cover of the program featured a painting by UW artist-in-residence Aaron Bohrod. “That picture embodied the spirit and wonder of summertime at the University of Wisconsin: coeds, sailing, studying, chemistry, butterflies and sun,” Richardson remembers. Bohrod’s work, which also was on exhibit in the Rathskeller, as well as his trompe l’oeil, or fool the eye-composition, had a profound impact on the young student.

Richardson returned to Canada and medical school at McGill University in Montreal, but he never forgot the UW’s “football, basketball, beer drinking and bridge” or Aaron Bohrod. “Things American” brought him back to the United States, where he specialized in radiation oncology and practiced in Seattle, Washington.

At a medical meeting in Chicago in the 1970s, Richardson was delighted to discover several Bohrod

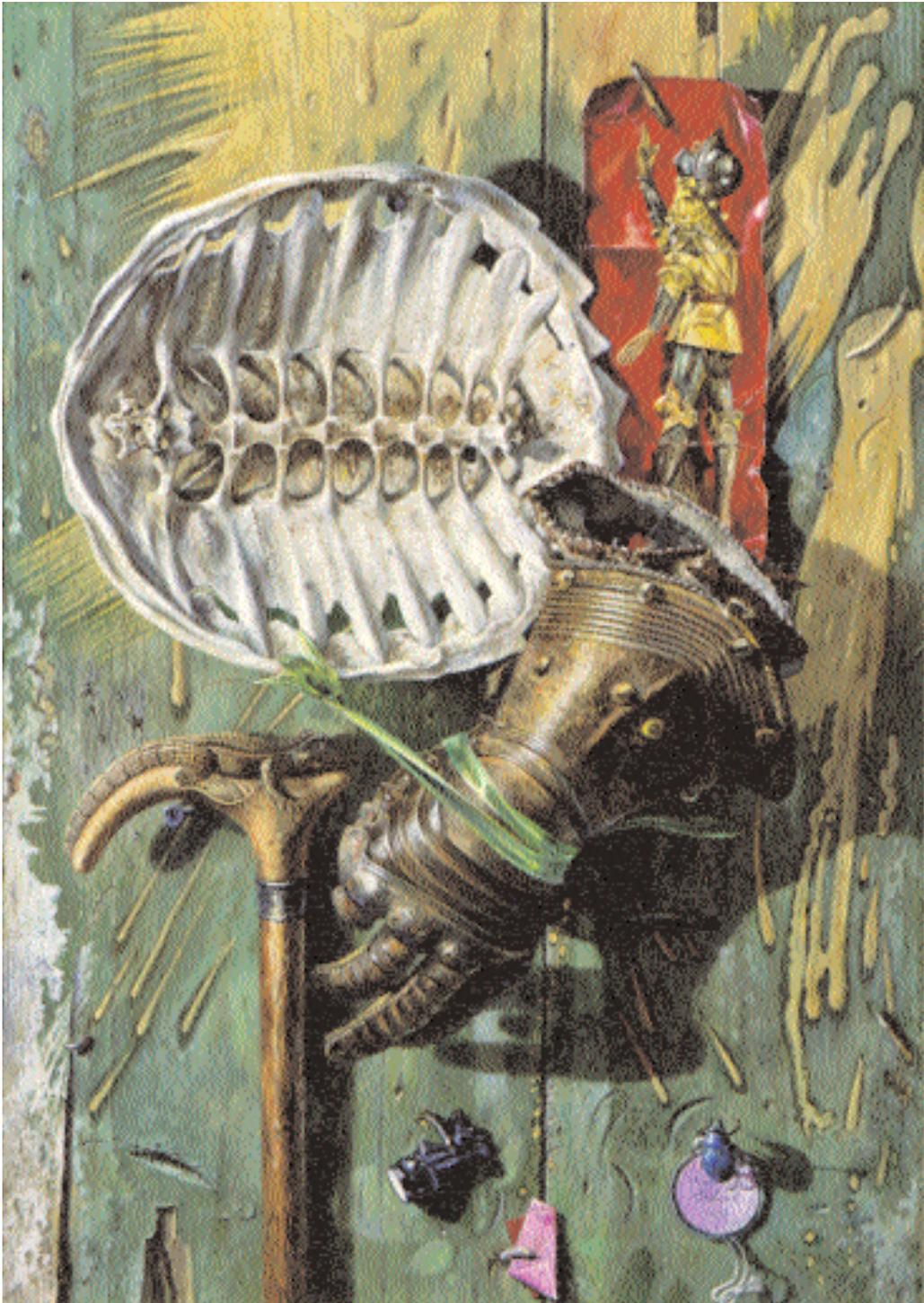
paintings in a gallery and purchased two. “I chose one for its lightheartedness and modernity—a spacecraft’s view of the moon’s surface over which a ceramic cow is jumping—the other for its color and challenge to discern the connection between such disparate objects as a turtle shell, a beetle and a conquistador’s coat of armor. I enjoyed them for many years but in deciding to downsize and simplify my life, it seemed appropriate to donate them to the University so that the maximum number of people could see them.”

Bohrod was born in Chicago and studied there and in New York. During World War II he was an artist-correspondent in the Pacific and war artist for *Life* magazine. He was appointed as the UW’s second artist-in-residence in 1948 after the death of John Steuart Curry and held the position until his retirement in 1973.

In the early 1950s, Bohrod started painting collages of gathered objects in minute detail. These still-lives became the dominant genre for his artistic expression. Critics reviewed his work favorably and fans were captivated by the realistic rendering and intriguing, if not downright puzzling hodgepodge of things painted in every realism. The Elvehjem’s new acquisitions are excellent examples of the artist’s visual observation and humorous verbal play.

“My student days at Wisconsin were some of the most pleasurable days of my life,” said Richardson. “I am glad that I am able to return that joy with a meaningful gift.”

Visitors to the Elvehjem may not be the only ones who can now enjoy these paintings. If you look very closely, that little ceramic cow appears to be smiling, almost as though it is happy to finally be over the moon and back home in Madison.



*Aaron Bohrod was born in Chicago and studied there and in New York. During World War II he was an artist-correspondent in the Pacific and war artist for Life magazine. He was appointed as the UW's second artist-in-residence in 1948 after the death of John Steuart Curry and held the position until his retirement in 1973.*

# Defining a legend

To be a Badger, so the traditional song goes, all you have to do is “come along with me.” So what do you call a Badger who, by a rough estimate, sat on the hard bleachers of Camp Randall for more than 300 football games? Or who sang “Varsity” thousands of times—even before the wave was introduced in 1934? Or who worked at the UW for more than 50 years and tutored Badger athletes in math and calculus? Or who designated that the bulk of her estate should provide scholarships and fellowships for needy students in honor of her own parents, Hyman and Clara Swed?

Frieda Cohn ('35 BS Edu, '36 MA Edu) belongs to that category of Badger that can only be called “legend,” even though she never suited up, carried a ball or scored a single point.

For 71 straight years, Cohn held season tickets for both UW football and basketball, which UW Sports Information believes is a record. To put this in perspective, when the Field House opened for basketball in 1930, Cohn was there. She outlasted the legendary Harold “Bud” Foster, who coached the team for a record 25 years, and celebrated when the Badgers won their only NCAA national title in 1941.

In football, she cheered for both UW Heisman Trophy winners, Alan Ameche (1954) and Ron Dayne (1999), and was part of the largest crowd in Camp Randall stadium history (80,024) on October 21, 1978. Of the 131 Badger football players who went on to the professional leagues, Cohn missed seeing only five play collegiate ball.



Frieda Cohn

Then there were the hundreds of hockey games and track and field events at which she proudly wore her red and white. Olympian and Badger track star Don Gehrman ('50 BS Edu) invited her to join the track booster club in which she was the only female member for many years. Frieda's sister, Emily Winer, recalled being a guest at one booster club lunch. “We were the only women there and I was a bit uncomfortable, but Frieda was completely at ease.”

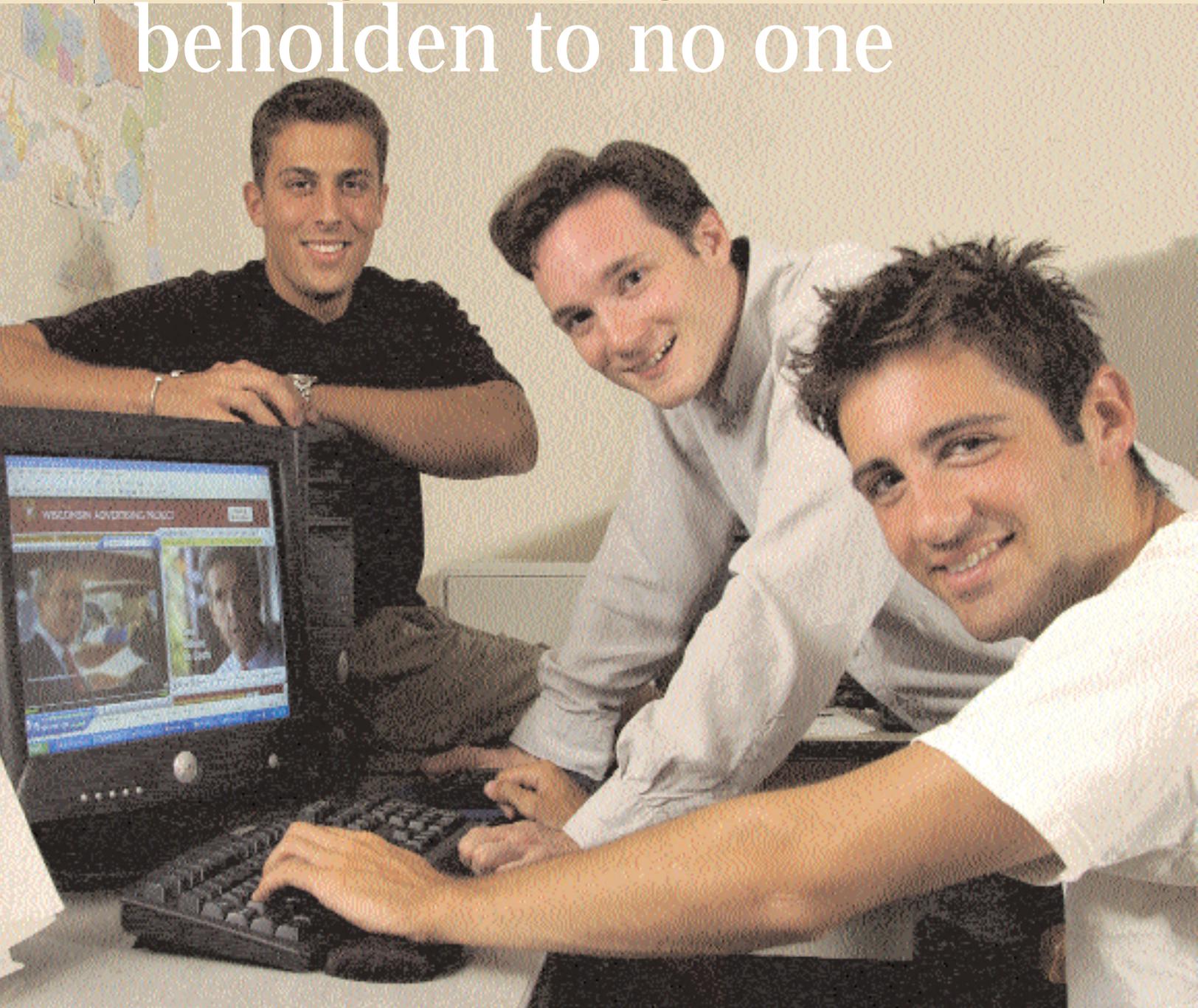
Frieda Cohn also was a teacher of athletes. As a math and calculus tutor, her students included Eric Heiden, Olympic gold medal speedskater; Dr. Dial Hewlett, football letter winner and now a physician in New York; and Pat Richter, former UW athletic director. She made time for her students after her duties as librarian at the UW Computer Center.

Herbert Cohn, Frieda's husband, also was a familiar face at games and in the Badger athletic offices to which he regularly donated his issues of *Sports Illustrated*. The magazines, dating back to around 1947, are now housed in Memorial Library.

Throughout their lives both Frieda and Herbert, who died in 1995, were generous in their financial support of all Badger athletes, the UW band, the PEOPLE Program and the UW Comprehensive Cancer Center.

Frieda Cohn died on October 7, 2003. It was a sad day in sports.

# Tracking the campaigns, beholden to no one



BOB RASHID

As the fall elections near, data from the UW's Center for the Study of Politics is being used with increasing frequency by *The New York Times*, *ABC News*, *National Public Radio*, *CNN*, *USA Today* and other media organizations. How political news and advertising matters to citizen engagement, knowledge, turnout and voting behavior are some of the compelling questions being researched at UW-Madison.

The major political parties have amassed record war chests for this year's presidential campaign. Most of that money is being spent on television advertising.

Americans are getting the majority of their political information from television news and advertising, and keeping up with the deluge of commercials, TV news coverage and broadcast opinions is a task most don't have the time or energy to undertake.

University of Wisconsin-Madison Professor Ken Goldstein and his students know these facts only too well. They track the detailed content of paid advertising and free media at the University's Center for the Study of Politics (CSP).

Here, an excellent education in the rigors of social science and analysis is combined with new computer technologies to keep the political science department on the leading edge of study in the U.S.

Do you want to know which ads aired during the 2002 election cycle showed photographs of Ground Zero? Will most ads this election cycle be run during "Wheel of Fortune" — again? Do local news broadcasts report on issues the candidates are addressing, or is the report about the horse race aspect of the election? How many times will President Bush appear with Republican candidates for Congress in paid advertising?

The CSP is equipped to answer these and any other queries with statistical accuracy. Using original research as well as data supplied by others, the CSP is tracking what is being shown to the U.S. population.

The CSP was formed in early 2004 to include the Wisconsin Advertising Project and the Wisconsin NewsLab. These two programs involved capturing and coding paid political advertising and political reporting from local television news broadcasts, respectively. Professor Goldstein directed both projects and led the

effort to consolidate them to make most efficient use of limited resources.

Support from friends and alumni of the department has been essential in planning for research projects and attracting the best faculty and students.

"I remember when I arrived at the UW, it was like the blinders were taken off and I was actually being allowed to discover the truth," said Sarah Filzen ('93 BA L&S) of Milwaukee. "The professors I had in the department of political science influenced the direction of my life." Sarah recently made a gift to support the new Center for the Study of Politics.

"Ken Goldstein is the widely quoted University of Wisconsin-Madison expert who has become an indispensable source on the subject (of political advertising). Indispensable because he and his students have created something new in political science...they've built an exhaustive national database of campaign ads, a record of who ran what and how often," writes political reporter Craig Gilbert of the *Milwaukee Journal Sentinel*. "Political junkies and journalists have feasted on the data."

The CSP employs and trains more than 100 undergraduate students to be painstakingly detailed in their research methods—on a real-time deadline. Not surprisingly, alumni from these programs are starting careers in the national political and media community.

"This work gave me a greater understanding of the way politicians can change the agenda of an election by the focus of their advertising," said former student Jennifer Gulig. "I personally developed meticulous research skills and gained a sense of ownership and pride."

As the fall elections near, CSP data is being used with increasing frequency by *The New York Times*, *ABC News*, *National Public Radio*, *CNN*, *USA Today* and other media organizations. How political news and advertising matters to citizen engagement, knowledge, turnout and voting behavior are some of the compelling questions being researched at UW-Madison.

For more election information, visit [www.polisci.wisc.edu/tvadvertising](http://www.polisci.wisc.edu/tvadvertising).

From left, Ben Taibleson (x06), undergraduate researcher, Joel Rivlin, deputy director, and Nathan Arnold (x07) undergraduate researcher, capture, dissect and analyze political campaign advertising at the Center for the Study of Politics.

# Colleagues keep consumer advocate's legacy alive

**B**ob Richards fought for consumers and mentored students throughout his life.

During his career, Richards, who died in July 2003 at age 54, was a stalwart consumer reporter for Madison's WMTV-TV "Contact 15," director of patient advocacy at Dean Health System and author of the weekly "Consumer Watch" column for *The Capital Times*.

It only made sense, then, for friends, family members and colleagues to establish the Bob Richards Consumer Advocacy Internship Award to help aspiring consumer advocates and to honor the legacy of a tireless defender of the public trust.

The award will support students in the School of Human Ecology's (SoHE) consumer science program to secure internships in consumer protection and advocacy. The initial grant is scheduled to be made this fall.

Instrumental in creating the award in Richards' honor was Jeanan Yasiri ('85 MS SoHE), a senior lecturer in SoHE and vice president for service innovation at Dean Health System.

"Bob was the first person to hire me in a professional position," said Yasiri, who recalled starting out at age 21 as Richards' producer for "Contact 15" and later being hired by him at Dean. "We worked together in various ways for more than 20 years."

"He was so important to my professional and personal development that to call him a mentor would almost be an understatement," she said.

Regardless of the venue, Richards followed his mission of educating a mass audience on consumer affairs.

"He taught me a lot about life and a lot about journalism," Yasiri said. "There are a bunch of us who

proudly wear the badge of attending the 'Bob Richards School of Journalism.'"

When Yasiri started lecturing at UW-Madison, she and Richards co-taught a course, "Consumer Protection and Political Action." She later carried on teaching consumer affairs on her own, and she always had Richards speak to her classes.

The sessions Richards would address "were always the highlight of any given semester," she said. "He was so broad reaching in his knowledge and experience. He had contacts at the local, state and national level, and he could offer an unparalleled historical perspective, going back to the late 1970s."

Richards' book, "In the Fine Print," has been part of Yasiri's course reading list since its publication in 1999.

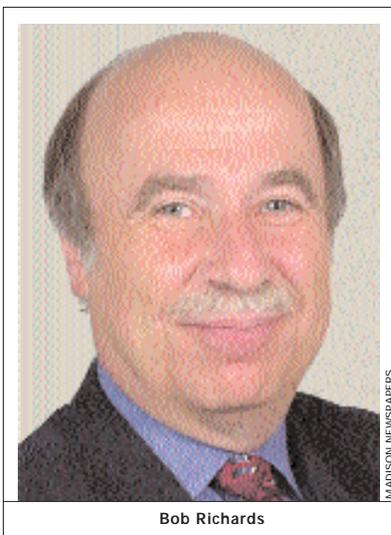
Richards hired Yasiri at Dean in 1992 as part of an effort to reach out to uninsured people. Through their work at Dean, they

co-authored a book, "Putting the Patient First."

The Bob Richards Consumer Advocacy Internship Award was created through gifts from Dean; The William T. Evjue Foundation, the charitable arm of *The Capital Times*; Julie Hood, Richards' widow; and others.

"He was fair," Yasiri said of Richards. "He always looked at all sides of an issue, and he was an incredible mediator, especially when it came to complex problems."

"It was only fitting to set up an award honoring Bob in the department of consumer science, where his legacy could help keep the bar raised high for students."



Bob Richards

MADISON NEWSPAPERS

# Crossing the ‘Finnish line’ to success

A mother holds her infant son close for warmth. Under the cloak of spring’s twilight, the father tries to row his tiny boat down the dark, unfamiliar river quickly and quietly so his family can escape from a Soviet labor camp to safety and freedom in Finland. Seventy years later, a UW freshman, her hair dyed a cheery fuchsia, takes her final exams, then travels to Finland with her grandfather and other family members to celebrate a cousin’s wedding.

What unites these two events? Erick Laine (’55 BS EGR) is both the baby in his mother’s arms and the proud grandfather. The story of his journey from a desolate Russian wilderness to the UW campus and eventually to a successful life in New York state is the stuff of novels. But it is the story of his father, Ernesti Komulainen, and pride in his son that inspired one of Laine’s most personal gifts to the UW.

After emigrating to Canada, the Komulainens found their way to Milwaukee, Wisconsin and Americanized the family name. Laine remembers his father talking about how great it felt to build things and the beauty of architecture. He, too, loved the satisfaction of construction and spent his summers working for a building contractor. Many of his high school friends were headed for the UW and Laine’s father thought it sounded “solid.” So Erick Laine, born Erkki Komulainen, became a Badger. He majored in engineering and in his second year at the UW-Madison received a small scholarship as outstanding sophomore.

“My father was so proud that I should receive this honor—more than anything I had done before or have done since,” Laine recalled. For this reason, Laine chose to establish the Ernest J. Laine Outstanding Sophomore Scholarship Fund in his father’s name to recognize talented sophomore students.

He also established the Ida Salminen Laine Fund in the School of Veterinary Medicine to honor his mother and her love of animals.



BRENT NICAstro

Kimberly Laine, center, meets engineering students Maria Kreitzer, civil engineering, and Kyle Oliver, nuclear engineering. Maria and Kyle are the 2003 recipients of Ernest J. Laine Outstanding Sophomore Scholarship established by Kimberly’s grandfather in memory of her great-grandfather to recognize talented engineering students.

After graduating from the UW, Laine accepted a position with the Aluminum Company of America (Alcoa), setting aside his plan to become a construction engineer. He also became an American citizen.

Eventually, Laine rose to the position of chairman of the board of Alcas Corporation, a cutlery manufacturing company and former division of Alcoa. “Engineering was the ladder on which I climbed to the presidency of a company,” he said.

His twin sons, Erick Jr. and Peter, and daughter Kristen are all UW graduates. In September 2003, Laine’s granddaughter, Kimberly, became a third-generation Badger.

It is thousands of miles and many years from those frightening days in Soviet Russia to a fulfilling life in the United States. Erick Laine learned from his parents what it means to risk all you have to pursue a dream. In their memory and with his own generous spirit, he is making it possible for today’s students to pursue their dreams.

# Artful giving

*Over the years, Theodora H. Kubly supported many different organizations at the University of Wisconsin-Madison. Some of these included the Allen Centennial Gardens, the Arboretum, the School of Business, the Elvehjem Museum of Art's Kohler Art Library, the Helen Allen Textile Collection and the McBurney Center.*

A third-generation Madisonian, Teddy, as she was widely known, was the daughter of Genevieve Gorst ('10 BA L&S) and Theodore Herfurth, Jr. (x-1894 L&S). She graduated from UW-Madison in 1937 with a bachelor's degree in art education. On February 3, 1938, Theodora married another Madison native, Harold Kubly ('27 BA L&S, '31 MA L&S, '36 PhD L&S). The Kublys lived in Madison, where he was a professor in the School of Business. Professor Kubly died in June 1996.

Teddy and Harold were both interested in the arts and their appreciation was passed on to their children Vincent ('65 MA L&S, '69 PhD L&S) and Beth ('69 BA L&S). Vincent's degrees were in art history. Like his parents, Vincent supported the Kohler Art Library, located in the Elvehjem Museum of Art, with both purchases of titles and monetary gifts. When Vincent died in August of 1989 after a lengthy illness, the Vincent F. Kubly Memorial Endowment Fund for the Kohler Art Library was established in his honor.

The Kohler Art Library includes a broad range of both Western and non-Western art history titles, as well as books about production and techniques of art work. The collection includes monographs, periodicals, exhibition and museum collection catalogues, and a variety of bibliographies and reference works covering the entire spectrum of the arts. In addition, the Library



Harold and Theodora Kubly

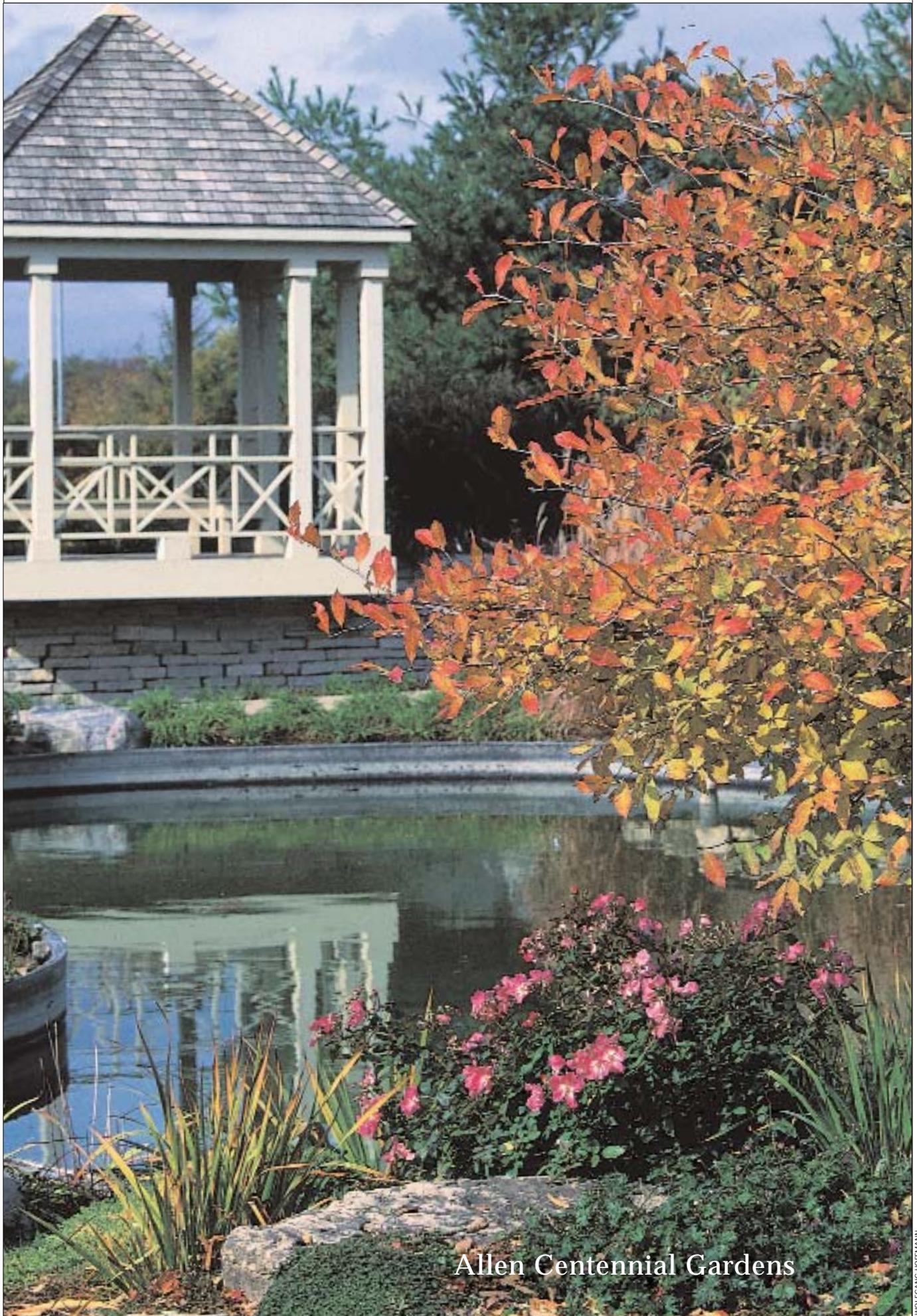
houses one of the most significant collections of artists' books in the country.

Teddy was active in various community organizations. She was membership chairman for the University League, a non-profit organization, which promotes educational and social activities for its members and supports scholarships for UW students. Teddy donated generously to the University League Endowed Scholarship fund over her lifetime.

Other organizations to which Teddy donated both time and resources include Madison Friends of International Students, the UW-YWCA, the Brittingham Viking Organization, Attic Angels, and Christ Presbyterian Church, where she was a member for 75 years.

Teddy's personal interests included textiles and Native American history and art. She enjoyed spending time outdoors especially working in her garden.

Theodora Kubly died May 3, 2003. Her estate included a bequest to the McBurney Center; and, like her husband before her, she left significant gifts to both the Elvehjem Museum of Art and its Kohler Library.



Allen Centennial Gardens

WOLFGANG HOFFMANN

## Joyful givers

Diagnosed with breast cancer in 1980, Nancy Hanson of Racine, Wisconsin always believed that with the help of the University of Wisconsin Comprehensive Cancer Center (UWCCC) and her oncologist Dr. Paul Carbone, she would survive the disease. She and her husband, Edward “Bucky,” made monthly trips for a year to Madison for Nancy’s treatment. After that, she and Dr. Carbone, UWCCC director, saw each other for annual check-ups for more than 20 years. Dr. Carbone died unexpectedly of a heart attack in February 2002 while traveling in Singapore. To honor Dr. Carbone and each year that Nancy has lived beyond her cancer diagnosis, the Hansons make a gift every spring to UWCCC and the Paul P. Carbone Legacy Fund. In 2004, the gift totaled \$2,400—\$100 for each of the last 24 years. “My husband has been just great, our family and friends so supportive,” said Nancy. “Dr. Carbone and his staff were so kind and caring. I got through it, and it hasn’t affected my life.”



JEFF MILLER, UW-MADISON UNIVERSITY COMMUNICATIONS

## AT&T dials up support for DoIT's Streaming Media Project

As one part of her corporate philanthropy responsibilities, Alison Pikus, AT&T public relations director, was looking for innovative, cutting-edge work on streaming media. She found UW-Madison's streaming Web site, [www.streaming.wisconsin.edu](http://www.streaming.wisconsin.edu), and was impressed by the quality of its presentation, its robust content and how it was used as a resource for teaching and learning.

Following discussions with University representatives about the future direction of the Streaming Media Project, she accepted a funding proposal from the University and presented it to the AT&T Foundation. The AT&T Foundation's ultimate grant of \$50,000 to the Division of Information Technology

(DoIT) will help expand and enhance the existing Web site.

Streaming media is a technology that enables faculty to include audio, video and other multimedia elements into their Web sites in a much more seamless and efficient way than was possible in the past. UW-Madison's revamped resource will include:

- Advanced multimedia tutorials on how streaming technology works and how it can be used in teaching.
- An expanded faculty showcase with examples of effective, innovative uses of streaming media in teaching and learning.
- Tips, techniques and other resources to help faculty get started with creating, designing and producing streaming media.
- Assistance in accessing streaming media for people with vision or hearing limitations.

“As a networking technology leader, AT&T takes a leadership role in delivering complex networking and Internet-based technology solutions,” said Pikus. “We believe technology can be used in exciting ways as a bridge for learning, and the UW-Madison project is an excellent example of an Internet-based solution that will help educators and students realize the full value

of streaming-media applications.”

Visitors to the site will be able to listen to or view media files as they are downloaded in real time. Media typically consist of audio only, video with audio or any combination of audio, video, synchronized graphics or animation.

The Streaming Media Project provides instructors with access to digital cameras, editing systems and streaming servers for delivery or integration of course materials via the Internet or CD-ROM. Course materials may include lectures recorded on videotape or streamed live in real time, pre-produced material used to support or supplement classroom lectures, or multimedia materials designed to be delivered via streaming formats or CD-ROM.

“This grant from AT&T enables us to build an information resource and teaching site that can educate faculty and instructional staff in the use of streaming media,” said Annie Stunden, director of DoIT and UW-Madison chief information officer.

## New members take seat on Foundation board

University of Wisconsin-Madison alumni Kathryn Anne Oberly, Frances Shuter Taylor and Troy Vincent were elected to three-year terms on the UW Foundation’s Board of Directors during the Foundation’s annual meeting in May.

Re-elected to the board for additional three-year terms were Paul J. Collins, Walter J. Drew, Robert F. Froehlke, Louis A. Holland, Dr. Alice R. McPherson, John J. Oros and Winslow L. Sargeant.

Kathryn Oberly, who is vice chair and general counsel for Ernst and Young LLP, earned her bachelor’s degree in political science from the College of Letters and Science in 1971 and her law degree from the UW Law School in 1973. She was named one of Corporate America’s Five Most Influential Women General Counsel in 2003. In 1998, she was named one of the nation’s 50 most influential women lawyers by *The National Law Review*.

Oberly is a member of the American Academy of Appellate Lawyers, American Bar Association,

Association of Corporate Counsel and serves on the board of directors for the Appleseed Foundation.

A member of the Bascom Hill Society and the Wisconsin Alumni Association (WAA), Oberly sits on the Wisconsin Law Alumni Association Board of Visitors. She resides in Washington, D.C., with her husband, Haynes Johnson (’56 MS L&S), and their son, Michael.

Fran Taylor received her bachelor’s degree in elementary education in 1968 from the School of Education. She is the retired executive vice president of Bank of America and CEO of BA Asia Ltd. She and her husband, Brad Taylor (’68 BBA BUS), live in Madison with their two children, Kate and John.

Fran, who received the Bank of America CEO Award, serves on the WAA Executive Committee and is a member of the Bascom Hill Society, the Memorial Union and the University Club. She serves as chair of the International Studies Advisory Board and is former chair of the School of Education Board of Visitors.

Troy Vincent is a professional football player with the Buffalo Bills. He also is managing director of business development, Eltekon Business Services, LLC, and founder and partner in Trinity Real Estate Group. Troy attended the UW-Madison from 1988–91 and lettered in football. He and his wife, Tommi, currently attend Temple University.

A member of the Bascom Hill Society, Troy is chair of Love Thy Neighbor—Community Development and Opportunity Corporation, and a member of the Professional Business Financial Network, Christian Athletes United for Spiritual Empowerment, Pop Warner Football and the State of New Jersey After 3 Program. He serves as president of the NFL Players Association.

Named 2003 Humanitarian of the Year, Troy received the Philadelphia Sports Fans’ Choice Award, the NFL Players Association Byron “Whizzer” White Award and the Sporting News #1 Good Guy Award, all in 2003. He was selected as 2003 NFL All-Pro.

The Vincents reside in Philadelphia, Pennsylvania with their daughter, Desire, and two sons, Troy Jr. and Taron.



WOLFGANG HOFFMANN

# The Bascom Hill Society honors major UW donors

The Bascom Hill Society represents an important force in helping the University continue its pursuit of excellence. The purpose of the Bascom Hill Society was set forth in 1965 when the organization was chartered.

With this issue of *insights*, we introduce a section devoted to the Bascom Hill Society (BHS). Through BHS, the University of Wisconsin Foundation honors major donors to UW-Madison. The mission of BHS is to provide formal recognition for those alumni and friends whose generous support contributes to the University's standing as one of the most respected teaching and research institutions in the world.

## Here's the BHS Team

"I love the energy on campus every fall and being near Camp Randall during football season," said Susan Teskey ('89 BA L&S), director of donor stewardship. She also is the kind of person who relishes the spirit of the holidays, the beauty of spring and the activity of summer. With a double major in art history and journalism, Susan not only views

the world with a creative eye, she can express it in words.

Prior to joining the UW Foundation in January 2003, Susan was director of development for major gifts at UW-Platteville for five years. She was attracted

## The four basic goals of the Bascom Hill Society are:

- To encourage and foster continued support of the University
- To provide a framework through which lasting gifts and bequests can be made
- To assure proper recognition and support of donors in their efforts to ensure the bright future of the University
- To establish a meaningful dialogue with the University community



BOB RASHID

Susan Teskey and Timeka Rumph, the BHS team

to the UWF because of its reputation for excellence in fund raising and the top-notch staff. As an alumna, she finds it personally gratifying. “I am honored to be part of an organization that helps the University remain a world-class institution for higher education. I especially love working with fellow alums who share the same memories,” she said.

Susan sees the function of stewardship as two-fold. First is donor stewardship, or the basic thoughtfulness and respect to say “thank you” in a meaningful way. Second is gift stewardship, which includes advocating for the prudent and responsible use of funds and regular communication to donors of the impact of gift funds.

Organized, articulate, poised and delightfully witty all apply to Timeka Rumph, stewardship assistant. A Madison native, she received her undergraduate degree in political science and Spanish in 2001 from Hamline University in St. Paul, Minnesota. For Timeka, a college trip to Cuba created an awareness of what it means to have access to what is important to each person. “My

experience there made me realize how important access is to living a successful life and having a successful career,” she said.

Back home, she began her professional career at the United Way of Dane County. “At United Way, my focus was access to basic services for the community—access to health care, day care, job placement. When I came to the Foundation, my focus changed to access to education and recognition of the people who create opportunities and open doors for students and faculty in need of assistance.”

At the Foundation, Timeka’s duties include contributing to the enhancement of the donor recognition program. “The Bascom Hill Society includes people who have consistently supported the university. It is essential that their support is properly acknowledged,” she explained. She believes that stewardship is a group effort. “Everyone here at the Foundation is a steward because together we all work to maintain and strengthen the relationships between ourselves, our donors and the UW. My job as a member of the stewardship team is to create the ideal donor experience for those who continue to support the University.”

## BHS calendar of events

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### October 1 & 2—Annual Fall Event

Featuring the UW Law School’s Innocence Project

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### Winter Showcase Series

#### November 16—Luncheon

Department of Political Science, post-election analysis panel discussion

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#### December 14—Luncheon

School of Music performance

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### Wisconsin Weekend Away

#### March 18-20, 2005—

Tucson, Arizona

The Bascom Hill Society may be nearly 40 years old and named after a 150-plus-year-old building, but this year it has a brand new look. Earlier this year, the Bascom Hill Society team of Susan Teskey and Timeka Rumph surveyed members on a number of BHS issues. One result of this survey is an updated logo for BHS—one that will be more distinctive in mailings to members.

The new BHS logo captures the symbolism of stately Bascom Hall in a graceful, contemporary style befitting the upcoming 40th anniversary



of this prestigious organization.

The stylized Ionic column is a graphic reminder of the familiar columns at the front of Bascom Hall. There is an additional, more subtle suggestion of days spent laboriously climbing up Bascom Hill (or winters sliding down on cafeteria trays) in the gray, slightly curved shaded area, which now appears on letterhead and other printed pieces. By including both the building and the land on which it rests in the design, the design more accurately reflects the name of the organization: The Bascom Hill Society.

# Honor societies over the years



BRUCE FRITZ

More than 50 years ago, the University of Wisconsin-Madison became involved in its first fund-raising campaign for the Wisconsin Center, quickly followed by the Elvehjem Museum of Art. There from the beginning was Robert B. Rennebohm, the first president of the University of Wisconsin Foundation, serving from 1955 until his retirement in 1988.

*John and Paul Shain, center left and center right, receive the first Bascom Hill Society student membership certificates in 1986 from their father, former UW-Madison Chancellor Irving Shain, left, and former UW Foundation President Robert B. Rennebohm, right. Today, John ('84 BBA, '87 MBA, '87 MS BUS), is a principal at Prudential Real Estate Securities in New York City and Paul ('85 BBA, '87 MBA), is president and chief operating officer at Berbee Information Networks Corporation in Madison. As their father had hoped, involving the boys as students has produced young, involved members of the Society.*

With fund-raising momentum at an all time high, University officials wanted to show their appreciation to major donors and involve them with the University in a more intimate way. Following the lead of other Big Ten schools such as Michigan, Northwestern and Ohio State, Wisconsin began its own major giving club and chartered The Presidents Club in 1965.

"I couldn't ask people to join this new club and make a special gift to the University if I hadn't," said Rennebohm. He and his wife, Jean, quickly joined. "As one of the first members, it put me in a better position to discuss membership with new prospects."

Rennebohm graduated from UW-Madison in 1948 with a bachelor's degree from the College of Agricultural and Life Sciences. He received the Distinguished Alumni Award in 1989 from the Wisconsin Alumni Association. Jean has long been a community volunteer and tireless supporter of the University and Madison.

The Presidents Club was a small group with notable members such as Jim and Kay Vaughn, Chancellor Edwin and Phyllis Young, Constance Elvehjem and Irwin Maier. All the members were well acquainted with each other, attending meetings and seminars and having one-on-one contact with University leaders. After a round of discussions about the University and meeting with professors and students, the group would gather for the annual dinner.

"These gatherings were a way of reporting to the University's best friends what a difference their gift made," said Rennebohm. "It was the donor's very own peek at what really happens behind-the-scenes with their gift."

During the early years there was some confusion about what The Presidents Club was supporting. In an effort to identify this major donor club more closely to the UW-Madison, the name was changed in 1977 to the Bascom Hill Society.

Bascom Hall and the Hill are the center of the University and serve as the landmarks of a great university. Appropriately, they also identify the Bascom Hill Society, which proudly represents the central focus of private support for the UW-Madison.

During the early 1980s the Society was eager to build on its success of general giving and launched individual school/college fund-raising programs. Donors were still given access to University administrators, and there were two annual meetings. The spring meeting focused on a particular college or

school, usually with outdoor laboratories or activities, and showed the donors how their support was improving the school. The fall meeting also featured outstanding faculty and programs on Friday and Saturday was centered on a Badger home football game, complete with a tailgate party.

"Bob was the guiding light of the Society, and his main platform was good stewardship," said Martha Taylor, Foundation vice president and director of the Bascom Hill Society from 1975-2000.

Through the Bascom Hill Society, the University of Wisconsin Foundation honors major donors to the UW-Madison. The mission of the Society is to provide a framework for those alumni and friends whose generous support contributes to Wisconsin's standing as one of the most respected teaching and research institutions in the world.

"Joining the Bascom Hill Society was a very important way for me, as chancellor, to show support in the Foundation's fund-raising efforts for the University," said Irving Shain, chancellor from 1977 to 1986 and the first chancellor to join the Bascom Hill Society. "If I couldn't demonstrate my leadership by joining, I couldn't ask people for money."

"Bascom Hill Society was a way for me to support my 'pet' projects like the Beethoven piano competition in the School of Music, the chemistry department and the Helen Allen Textile Collection in the School of Human Ecology," he said. Donors who are affiliated with this distinguished group recognize the University's widespread influence and value its ability to address the critical needs of society. "It is important to have young blood in giving clubs. They are the future of the University." Both of Shain's sons, John and Paul, are members of the Bascom Hill Society. "I believed that if they became interested at a young age, later on when they were in a better position to support the University they would like to give," said Shain.

The Society sponsors a variety of activities to keep donors and friends informed about the University and the increasingly important role of private support.

The Bascom Hill Society recognizes the highest philanthropic commitment to continued excellence at the UW-Madison.

"Bascom Hill members are vested in the University," said Taylor. "Faculty are excited to show members what a difference their gift makes and members are as excited to see it."

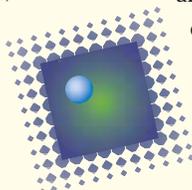
“ There is nothing like a dream  
to create the future.” -Victor Hugo



BOE RASHID

Shawn Cassiman is a returning adult student with a remarkable story of hard work, perseverance and, she says, a healthy dose of good luck. A high school dropout and single mother with few resources other than her own determination, Shawn is, today, a grandmother, a college graduate, a graduate student in the UW-Madison School of Social Work and a teacher. Thanks to the Alma Baron Second Chance for Women Scholarship, Shawn is achieving her dreams and creating a better future for herself and her family.

The University of Wisconsin Foundation engages those who care about the University of Wisconsin-Madison—its past, its present and, most important, its future. *Create the Future: The Wisconsin Campaign* invites all alumni and friends to join in creating the future of the University.



For more information,  
please call 608-263-4545.

**CREATE THE FUTURE**  
*The Wisconsin Campaign*



[www.uwfoundation.wisc.edu](http://www.uwfoundation.wisc.edu)

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