

A REPORT FROM  
THE UNIVERSITY  
OF WISCONSIN  
FOUNDATION

SUMMER 2004

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

# insights

## MBA program plans new home

Grainger Foundation gift  
jump-starts construction

## All the world is a stage

Lorraine Hansberry Visiting  
Professor Tim Bond scores a hit

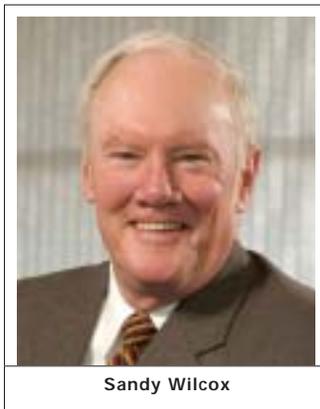
## The Andrew Mellon Foundation and DARE

A relationship based  
on the love of words

## Class of '52: How your garden does grow

Botany Garden nears completion  
thanks to class gift

# Message from the president



Sandy Wilcox

We have a number of University of Wisconsin-Madison students who work in our UW Foundation office. They do a variety of clerical jobs, work in the Information Technology area and staff the Telefund department. We consider them members of our Foundation family and many stay with us for the duration of their college careers. Recently, I invited some of these students to join me for lunch and conversation. I won't speculate as to what they gained from the experience, but for me it was time well spent.

We call the UW-Madison a “transforming” place. Young people come here full of talent and enthusiasm but lacking real-world experience and intellectual discipline. The job of the UW is to educate them, not just with book learning, but with life learning, and to push them to take that huge leap from what they are to what they can be. The results are astonishing.

I've watched our small group of Foundation students blossom into thoughtful, articulate adults serious not only about their careers, but also about how the work they do will be meaningful. They have had the opportunity to experience firsthand the power of philanthropy. They recognize the commitment of our UW Founda-

tion staff. I believe they understand that from those to whom much has been given, much is expected. And, as our work on Create the Future: The Wisconsin Campaign continues, they see themselves as both beneficiaries and participants. I like to think their jobs at the Foundation give them unique insight into the importance of private support that other students don't get.

They will be the next generation of capital campaign leaders, donors of financial aid and program gifts, successful and generous alumni whose names appear on rooms and buildings.

This spring at the Kohl Center we again recognized another class of students—undergraduates along with master's, doctoral and professional school graduates—who have been transformed by their time here. Several of our Foundation students also received their degrees. We can't help but feel proud of their accomplishments and a bit sad at losing them.

All of us at the UW Foundation are fortunate to spend our days in the company of UW students, faculty and staff and UW supporters across the country. They remind us why we are here today and what is possible tomorrow.



BOB RASHID

*Telefund students take a break from calling to invite alumni and parents to make gifts to the UW-Madison. The UW Foundation employs about 120 students each semester to work in the Telefund office. In 2003, student callers raised \$3.9 million. From left, Robyn Kolosovsky, Sarah King, Emily Fisher and Brad Green gather around one of the 13 “Terrace Chairs on the Town,” created by Madison area artists as part of the Memorial Union’s 75th anniversary. This sculpture, by Kevin Hayes, titled “Ars Gratia Artis,” along with the other works, will be sold in an online auction through July 11. Visit [www.union.wisc.edu/75](http://www.union.wisc.edu/75) or call 608-262-2687 for details.*

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Front Cover

This photo shows the corner of University Avenue and Park Street, where construction of a new addition to the east side of Grainger Hall is set to begin. The new building is expected to open its doors to UW-Madison School of Business MBA program students in the fall of 2007. See story on page 6.

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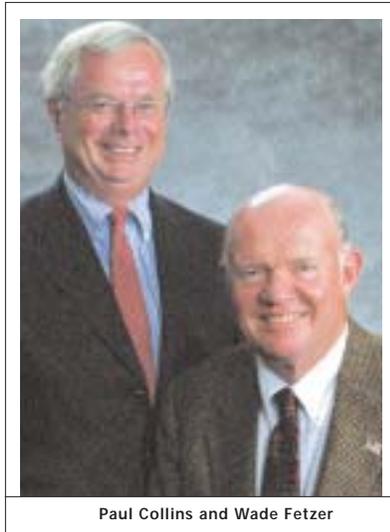
# Message from the campaign co-chairs

Spring on the University of Wisconsin-Madison campus is unforgettable. Frisbees float on warm, fresh breezes. The chairs on the Memorial Union Terrace offer a welcome burst of color from the gray days of winter. Several thousand students order their graduation caps and gowns and suddenly realize they made it. For graduating students at all levels and across all disciplines, their relationship with the UW will change. They will become alumni. They will join so many of us who also made it. They will become part of the UW's history. Like us, they also will participate in creating its future.

From those of us whose lives were transformed by our years at the UW, we bid a warm welcome to these new alumni. As they set off on their life adventures, they carry with them the Wisconsin spirit.

The Wisconsin spirit is a bond that unites more than 300,000 alumni around the world. There is a sense of pride in wearing the Badger red and white that gives the Wisconsin spirit its energy, its intensity, its can-do attitude.

The Wisconsin spirit is ubiquitous. UW alumni show up in an amazing variety of places—in Fortune 500 boardrooms and at



Paul Collins and Wade Fetzer

Nobel and Pulitzer prize ceremonies, in top government offices and in humble Peace Corps villages, in the footlights and on best-seller lists, in operating rooms and in military combat.

The Wisconsin spirit is generous. Fond memories of the University and gratitude for the education and the experiences that helped to shape their lives inspire

many alumni to give back. From its founding in 1945 to the present, the University of Wisconsin Foundation has received more than \$1.5 billion in gifts from alumni and friends committed to ensuring that the Wisconsin tradition of excellence will endure.

The Wisconsin spirit cherishes the past and looks to the future. With all its strengths, and all its potential, the UW is positioned to be one of a handful of truly extraordinary universities. Create the Future: The Wisconsin Campaign is much more than a capital campaign to raise \$1.5 billion for the University. It offers alumni and friends of the UW the opportunity to participate in determining the University's destiny. With the help of private support, the UW-Madison can make big plans to create the future—and donors can create a powerful legacy that will benefit society for generations to come.

Together, we can create the future.

SUTTER PHOTOGRAPHERS

# \$20 million gift serves as catalyst for new School of Business addition

A \$20 million gift from one of the University of Wisconsin-Madison's most generous benefactors has helped jump-start construction of a new home for the School of Business' MBA program.

This gift comes from The Grainger Foundation of Lake Forest, Illinois. It will help pay for the construction of an addition on the east side of Grainger Hall, home to the existing business school. Another Grainger gift of \$10 million in 1990 helped fund the original School of Business building, which bears the Grainger name.

"This gift will provide facilities to tap the full potential of a newly revamped graduate curriculum in the business school," said Chancellor John D. Wiley. "It will enable us to better serve the needs of students and provide a statewide boost for business development."

The new facility, which will face the corner of University Avenue and Park Street, is expected to open its doors to students in the fall of 2007. Construction will require demolition of a University-owned building at 905 University Ave., home to several campus offices, which will be relocated.

The addition has a price tag of \$40 million. In addition to the \$20 million Grainger gift, there will be \$10 million in gift funds and \$10 million in general fund supported borrowing.

The 125,000-square-foot addition will allow separation between undergraduate and graduate programs and provide the space required for graduate programs with a significant component of applied learning. The expansion also will create opportunities for enhanced curricular and co-curricular programming for undergraduate business students.

"This is an exciting and rare opportunity, for which we are most grateful," said School of Business Dean Michael M. Knetter. "The new MBA wing will propel the quality of our professional programs, which

*(continued on page 8)*



The new facility, which is expected to open its doors to students in fall 2007, will be located at the corner of University Avenue and Park Street.



## **\$20 Million gift** continued from page 6

are a critical part of the economic infrastructure that enables business to thrive in the state.

“It is no accident that every regional hot spot in the new economy—from the Silicon Valley to the Research Triangle to Austin—has one or more elite business schools with MBA and executive programs that facilitate economic development by improving human capital and tapping their vibrant alumni networks. That is the role we aim to play in Wisconsin,” Knetter said.

The Grainger gift comes at a key time for the School of Business, which has just completed an innovative makeover of its MBA program to focus on career specializations.

The new program, which will start in the 2004–05 academic year, allows MBA students to tailor their graduate school experience in one of 14 career areas, such as applied security analysis, supply chain management, product management and applied corporate finance.

Their first year will provide a strong business foundation in a range of areas, but the second year will hone in on students’ career specializations.

“Students must choose their career focus as they begin the program,” Knetter said, noting that the programs will operate out of specialized academic centers. “Our history has shown that when you have a cadre of students committed to an area, they develop a stronger connection to their profession and to the school.”

The Grainger Foundation was established in 1952 by William Wallace Grainger, founder of W.W. Grainger, Inc., the leading broad line supplier of facilities maintenance products in North America. The Grainger Foundation, currently directed by David and Juli Grainger, both UW-Madison graduates, has provided substantive support over the years to a broad range of organizations including educational, medical and cultural institutions.

*The Grainger gift comes at a key time for the School of Business, which has just completed an innovative makeover of its MBA program to focus on career specializations.*



# Two PhD candidates win Women's Philanthropy Council fellowships

In awarding its first-ever fellowships, the Women's Philanthropy Council (WPC) focused on the humanities in its selection of two doctoral candidates for the 2004–05 academic year at UW-Madison.

Heather L. DuBois Bourenane, of the African Languages and Literature Department, and Thyra Emily Knapp, of the German Department, will receive the fellowships as part of a special 2002–03 Collaborative Giving Project. For this project, council members' contributions were pooled to fund fellowships for graduate students. The fellowships, granted through the UW Graduate School, were designed to bolster the arts, humanities and social sciences.

DuBois Bourenane and Knapp were chosen because their work and leadership history advance many of the Council's goals, such as developing women's leadership, engaging women in the life of the UW and furthering women's understanding of philanthropy and finances. Their efforts include volunteering their time for projects beyond their course work and research toward their theses.

"The Women's Philanthropy Council is pleased to be able to support these outstanding young women leaders," said Joen Greenwood, council president.

"Through its Collaborative Giving Project, the Council has been able to expand the impact of its members' individual philanthropy by making a positive difference for women on the UW campus. The members of the Council have provided an example, and we invite other alumnae to set up collaborative giving groups to support the UW."

DuBois Bourenane expressed gratitude for the award and for the vision of the Women's Philanthropy Council members. "Their promotion of women's leadership roles and dedication to philanthropic projects are a great asset to the UW Foundation, and it will be an honor and pleasure to be associated with their work in the next year," she said. "As a PhD candidate in the Department of African Languages and Literature, I feel particularly proud to be one of the first recipients of this award. I hope that my tenure as a WPC fellow will help draw attention to women's issues in global and

area studies throughout the university, as well as encourage other women graduate students to take active roles in their own educations."

For her part, Knapp said, "I am honored to have been chosen a recipient of the Women's Council on Philanthropy Fellowship. The fellowship is immensely valuable for two reasons: The monetary support for the fall semester will allow me to focus exclusively on the completion of my dissertation, and the Council's recognition of my particular research project adds merit to the entire undertaking."

DuBois Bourenane holds a BA in English from Michigan State University and an MA in African Studies from The Ohio State University. She has been an active organizer of conferences and colloquium series, including the Toward an Africa Without Borders Conference in Fall 2003.

She is an editor of *Voices*, a department publication that explores issues of written and oral artistic production in Africa and the Diaspora. She is an instructor in African literature. Her dissertation will deal with the politics of form in African and Diaspora fiction.

Knapp received both BA and MA degrees in Germanic Languages from the University of Kansas. She has an outstanding record of leadership in UW-Madison's PhD program, including academics, service and teaching. She has organized graduate student conferences and lecture series. Her work focuses on the writings of three contemporary German authors, two of whom are women. In the spring of 2003, she was stage manager for a UW German Department production of Soren Vioma's "Das Kontingent," and in 2001, she played the lead character in the department's production of "Herr Peter Squenz" by Andreas Gryphius.

Founded in 1988 as the Council on Women's Giving, the Women's Philanthropy Council is a program of the University of Wisconsin Foundation. The Council pioneered new national standards for women as philanthropists, and it is the first major-gift organization for women at a co-ed educational institution.

# Supporting Earth Focus Day Camp is only natural



*No doubt Governor Hoard is proud to stand watch on Henry Mall knowing that the tradition he began of service to Wisconsin, its land and its people continues today with his descendents.*

There is a statue in front of Agriculture Hall that Mark Kerschensteiner ('43 BA L&S) believes may be known only to the pigeons. It is a statue of internationally revered dairyman, Wisconsin governor and Mark's great-grandfather, William Dempster Hoard.

Visiting pigeons are just fine with both Mark and his wife, Valerie, because all of nature has a purpose and is beautiful for this ecologically active and knowledgeable Fort Atkinson, Wisconsin couple. Valerie combines her love of nature, children and teaching by supporting the annual summer Earth Focus Day Camp at the UW-Madison Arboretum through the Valerie Kerschensteiner Fund. Earth Focus Day Camp invites children from preschool through teens to spend several weeks exploring the Arboretum from clouds to crickets to cattails.

Two different but equally motivating events inspired Valerie to direct her generous spirit to giving children as young as three years of age a chance to experience the wonders of the Arboretum. Valerie remembers an experience she and Mark shared with Sue Bridson, organizer of Earth Focus Day Camp for its first ten years and coordinator of the Arboretum Guide Program. "She has a love and understanding of nature," said Valerie. "When she taught us about bats, we realized they are lovely necessary creatures."

Valerie's second awakening moment occurred during a discussion on women's philanthropy and learning how women can support and be involved in projects they choose.

The Kerschensteiners describe themselves as "nature people" and even volunteer as trail guides in a natural habitat conservation area near their Sanibel Island, Florida winter home. However, Earth Focus Day Camp remains Valerie's special joy.

*Earth Focus Day Camp is a time for kids to explore, experience and get excited about the natural world.*



Mark, a lifelong backer of Badger athletics, is a member of the Camp Randall Society. Together, the couple attends as many football games as possible. These days, according to Valerie, they are “nuts about the concert band”—with good reason since their twin grandsons play tenor and alto saxophone with this UW ensemble. A granddaughter is a registered nurse in oncology at UW Hospital and Clinics.

Supporting their Fort Atkinson community, UW-Madison, the Arboretum and programs they are passionate about “gives us a warm feeling,” said Valerie.

No doubt Governor Hoard is proud to stand watch on Henry Mall knowing that the tradition he began of service to Wisconsin, its land and its people continues today with his descendants.

# Hansberry residency, production brings wider world to campus

After a hugely successful residency, well-received performances and expansive outreach this fall, the Lorraine Hansberry Visiting Professorship is riding strong momentum toward its goal of a sustaining endowment.

Named for the esteemed African-American playwright who once attended UW-Madison, the Hansberry professorship had its inaugural run during the fall semester with acclaimed director Tim Bond, who has served as the director of the Seattle Group Theatre and associate artistic director of the Oregon Shakespeare Festival.

The centerpiece for the public was a production of Hansberry's final play, "Les Blancs," for University Theatre. "Les Blancs" weaves matters of race, identity, family and the price of imperialism into a provocative tapestry. The play featured a racially mixed cast, African dance and drummers from Senegal, Benin and Mali, and the production played to standing ovations and about 60 percent capacity during its 11 performances in the Mitchell Theatre. *The Wisconsin State Journal* called it "truly exceptional theater that engages the mind and the heart equally well."

In addition to directing "Les Blancs," Bond taught a class titled "Unfolding Plays by African-American Women." A symposium with the same title gathered an impressive roster of playwrights, other theater professionals and academics for a groundbreaking forum. Outreach brought the play to many middle school and high school students, including 225 Madison and Milwaukee students of color in sixth to 12th grades through the Pre-college Enrichment Opportunity Program for Learning Excellence.

In fall 2000, the first Hansberry Fellowship-related activity brought Clinton Turner Davis to campus to teach and direct the playwright's best-known work, "A Raisin in the Sun."

*"For 20 years, I've been working in diversity efforts," Bond said. "It was such a joy to see this project have the results it has. The cross-pollination of cultural experiences is so rich."*

Bond's residence and the related activities were supported through a \$100,000 grant from the Ford Foundation and additional gifts from the William T. Evjue Foundation—the charitable arm of *The Capital Times*—and from the College of Letters and Science Anonymous Committee.

The energy and achievements generated during the Bond residency have those involved ecstatic.

"The whole series of events around the residence were hugely successful," said Linda Essig, chair of the Department of Theatre and Drama. "Our goal is to make our stage look like the world, not just like our campus, but

like the world at large."

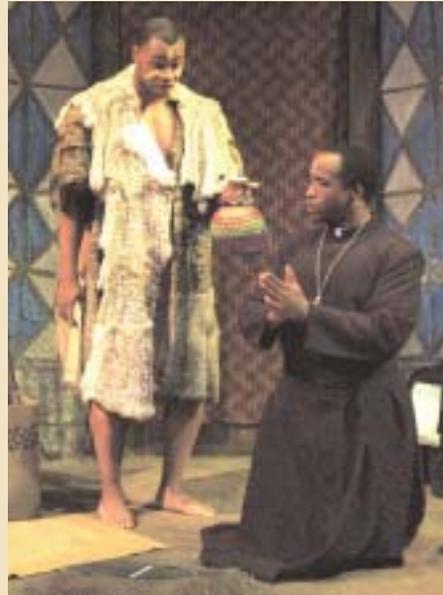
One of the motivators behind and contributors to the Hansberry professorship is Nellie McKay, a professor with standing in three UW-Madison departments: Afro-American Studies, English and Women's Studies. These three departments joined with theatre and drama in organizing and executing the residencies.

"Both minority and non-minority students involved spoke to how their close contact with the play had transformed their lives," McKay said. "It's not as though they didn't know that there were African-Americans and Africans before. It's not as though they were coming to this with no knowledge, but having this experience of the class that Tim Bond taught in African-American drama and the play made an incredible impact on their lives. They'll never be the same again."

Bond discussed the residency and "Les Blancs" shortly after the semester ended, as he prepared for an engagement with the Guthrie Theatre in Minneapolis.

"For 20 years, I've been working in diversity efforts," he said. "It was such a joy to see this project have the results it has. The cross-pollination of cultural experiences is so rich. We really do learn from each other."

It's clear in even a short conversation that the students had an effect on Bond. "I had not been teaching



Top left: Tshembe Matoseh (Patrick Sims) speaks with Madame Neilsen (Ruth Schudson), whose colonial mission hospital is at the crux of conflict in Lorraine Hansberry's "Les Blancs."

Top right: Abioseh Matoseh (played by Ray Proctor, kneeling) chose the path of the missionary in "Les Blancs," opposing the independent thinking of brother and tribal leader Tshembe (Patrick Sims).

Lower left: Visiting journalist Charlie Morris (Josh Aaron McCabe) listens to Madame Neilsen.

in a classroom setting for ten years. To work with the PhD and MFA candidates, to impart my knowledge and experience to them and the undergraduates, it was just fantastic," he said.

"It was a thrill to see them turned on by plays written by African-American women," Bond said. "They felt no footing at the beginning and I could see them making connections with their own families, their own communities."

"It was something to see them inspired and then be able to teach these works," he continued, "whether they were African-American or not, to say, 'Even if I'm a young white woman, I can do it.' Whereas before, she might have thought, 'What right do I have to teach this?'"

For the theatre and drama department, the residency and "Les Blancs" succeeded on many fronts.

"The production brought in a much more diverse audience than we usually have," Essig said. "It showcased the work of students and professionals.

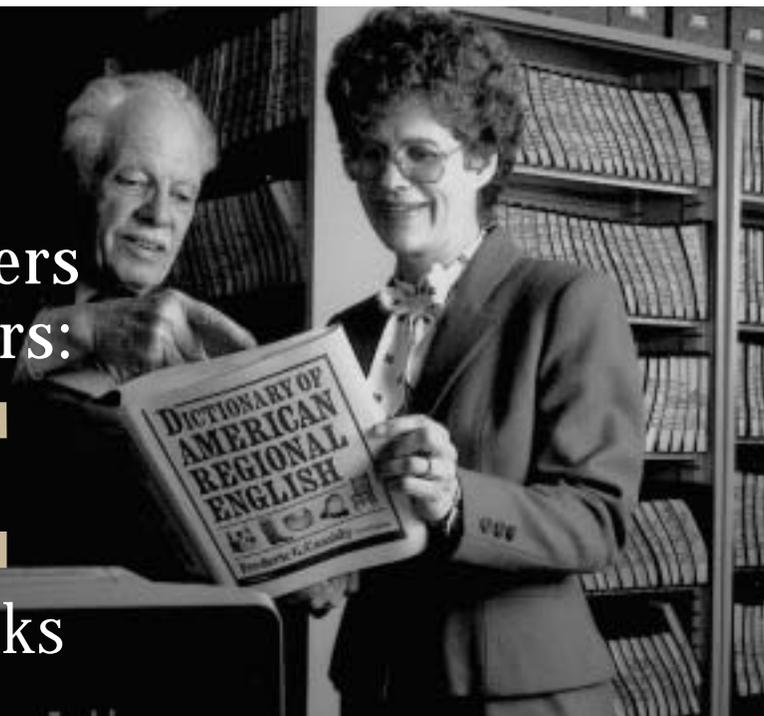
"When we first started talking about this, maybe five years ago, we were talking about how performance presents a very public face," she said. "When diversity is seen on the stages of University Theatre, it's out there for everyone."

One of the few negatives to surface was that some of the students—and Bond himself—at times expressed a sense of isolation on campus. "That's something projects like this can overcome, if we show underrepresented people that there is a place for them at UW-Madison," Essig said.

Now, the forces responsible for making the Hansberry professorship a reality look to the 2005–06 academic year for the next visitor—and the resulting jolt of energy. And they'll continue their efforts to secure the gifts to endow the chair permanently.

"It's great to have great ideas; it's another thing to make them work," McKay said.

# Catching kidnappers and helping doctors: DARE more than just books



BRUCE FRITZ

**F**or a thrifty operation, the Dictionary of American Regional English (DARE) has had some rich achievements.

It has helped authorities find criminals based on traceable quirks in lawbreakers' dialects.

It has proven a godsend to doctors practicing in places like Appalachia.

Its editors are sought for comment and clarification by publications around the country. Columnist and word maven William Safire, who is on the dictionary's Board of Visitors, has called the venture "the most exciting linguistic project going on in the United States."

And it isn't even finished.

DARE is based in the University of Wisconsin-Madison's College of Letters and Science. The staff works out of offices on the sixth floor of the Helen C. White Building.

"The Dictionary of American Regional English is one of the most visible and important projects in the humanities at the UW," said Phillip Certain, dean of the College of Letters and Science. "It provides a slice of American life and how we speak that will be a standard reference into the indefinite future."

So far, four of its five volumes are in print, covering words and phrases from the letter "A" to "Sk." The fifth and final volume is in the works and should be published in 2008.

Gifts from more than 250 individuals and more than 15 foundations have sustained DARE and its staff through the years, but perhaps no organization has been more instrumental than the Andrew W. Mellon Foundation.

The Mellon Foundation first supported DARE with a grant in 1976, and its funding was continuous into the mid-'90s, said Joan H. Hall, DARE's chief editor.

"In 1992, Mellon gave us a three-year gift and said this would have to be the last, because normally they don't fund anybody longer than 10 years," Hall said.

In 1995, a cultural backlash caused Congress to slash the National Endowment for the Humanities, among other programs. The humanities as a whole were in dire straits, and DARE felt the pinch.

"Our program officer at Mellon told us there was some money left at the end of the year and said, 'If you can persuade the UW to come up with \$150,000 in matching money, we could probably give you \$150,000,'" Hall said.

The College of Letters and Science and the Graduate School agreed together to cover the \$150,000, which was an important message to the Mellon Foundation.

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In this 1989 photo, Frederic G. Cassidy, the founder and first chief editor of the Dictionary of American Regional English, consults an early volume with Joan H. Hall. Hall, now chief editor of DARE, says the late Cassidy's spirit still inspires the staff.

After another unscheduled year-end grant in 1998, Mellon, through a new program officer, signaled that the end again was near for its funding of DARE.

“Our UW Foundation development director, David Simon, was unwilling to take ‘no’ for an answer,” Hall said. Over time, a Board of Visitors was developed that included writers such as Safire, James J. Kilpatrick, Marianne Means, Harlan Ellison, Simon Winchester, Jacquelyn Mitchard and David Maraniss, as well as other “very hard-working, extremely useful people,” Hall said.

Volume IV of DARE was delivered to Mellon, and Chancellor John Wiley kept DARE as a priority.

Over time, the new officer at Mellon met with Simon and Hall, and a new, five-year \$500,000 grant was secured, starting in 2003.

“It’s a wonderful grant, and we’ve asked that it be given in five installments,” Hall said. “At the beginning of each year, we know we have the core of our matching money that can be used for NEH grants.”

All the money raised goes right into the operation.

“Our only expenses are for salaries and supplies,” Hall said. “We don’t pay for travel for people to go give papers and readings. We’d like to do that, but we’ve never had the funds to do so.

“So I’d like to think we run quite a bare-bones operation,” she said. “We use our money wisely.”

Lovers of words and culture all across the nation would agree.

John Gross, reviewing Volume I in *The New York Times*, wrote that “when it is completed, the dictionary will rank as one of the glories of contemporary American scholarship. . . . It is a work to consult, and a work to savor—a work to last a lifetime.”

All the field research for DARE was completed between 1965 and 1970. The first volumes, based on that research and voluminous written documentation, were completed under the direction of its founder and first chief editor, the late Frederic G. Cassidy.

Cassidy’s spirit still infuses the project. “We have a big photo of him in our break room,” Hall said. “We often think of him when a particular word comes up.

“Fred’s mantra was, ‘Well, let’s look it up!’ and that is something we still do, of course,” she said with a smile.

DARE is used by professionals in a range of fields. A forensic linguist named Roger Shuy, for instance, has used the dictionary to solve crimes.

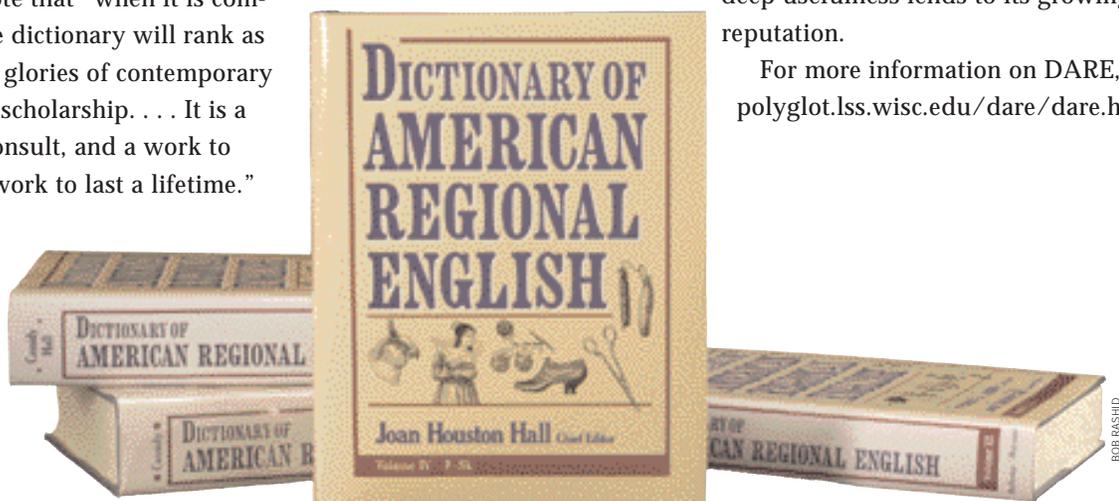
In one case, a young girl had been kidnapped. The ransom letter instructed that the money should be put in a trash can on the devil’s strip if “you ever want to see your precious little girl again,” Hall said.

Consulting DARE, Shuy found that “devil’s strip” refers to the strip of grass between a street and sidewalk, and the term is only used in a geographic triangle between Youngstown, Cleveland and Akron, Ohio, Hall said. That piece of evidence helped apprehend the kidnapper.

Doctors relocated to Appalachia consult DARE to find out what patients mean when they complain of “kernels”—lumps or swellings under the skin—or “pones”—pathological lumps or swelling on the body.

Other such stories abound, and DARE’s deep usefulness lends to its growing reputation.

For more information on DARE, visit [polyglot.lss.wisc.edu/dare/dare.html](http://polyglot.lss.wisc.edu/dare/dare.html).



# Gift helps students study the world



A gift from the newly created Vince Club Family Foundation in Chicago will allow University of Wisconsin-Madison students to participate in the study-abroad experience.

The \$75,000 pledge to the Office of International Studies and Programs is targeted specifically to yearlong study in one of the University's overseas programs, according to International Studies Dean Gilles Bousquet. Joe Elder and Joan Raducha were instrumental in realizing the gift from Gigi Pritzker Pucker, an alumna of the University's Nepal study-abroad program and president of the Vince Club Family Foundation.

"A study-abroad experience is critically important in today's increasingly globally connected world," Bousquet said. He added that accelerating internationalization is one of the University's strategic priorities, and one of the best ways of advancing that objective is by making study-abroad experiences possible for more UW-Madison students.

The gift, to be spread over the next three years, will allow the University to offer five or more grants of up to \$5,000 per student per year. The awards will be based on a combination of factors, including financial need, demonstrated academic excellence and the nature of the academic program proposed for the time spent abroad, according to Joan Raducha, the director of International Academic Programs, and an associate dean of International Studies.

"There is nothing more satisfying than a show of support from a past participant," Raducha said.

"This is a wonderful gift," acknowledged Joe Elder, professor of sociology, and languages and cultures of Asia. Elder served for many years as director of the University's Center for South Asia. He is currently academic director of study-abroad programs in India and Nepal. "Gigi's generosity makes it possible for an ongoing number of Wisconsin undergraduates to enjoy the life-shaping experiences of a study year abroad without being restricted by their financial limitations."

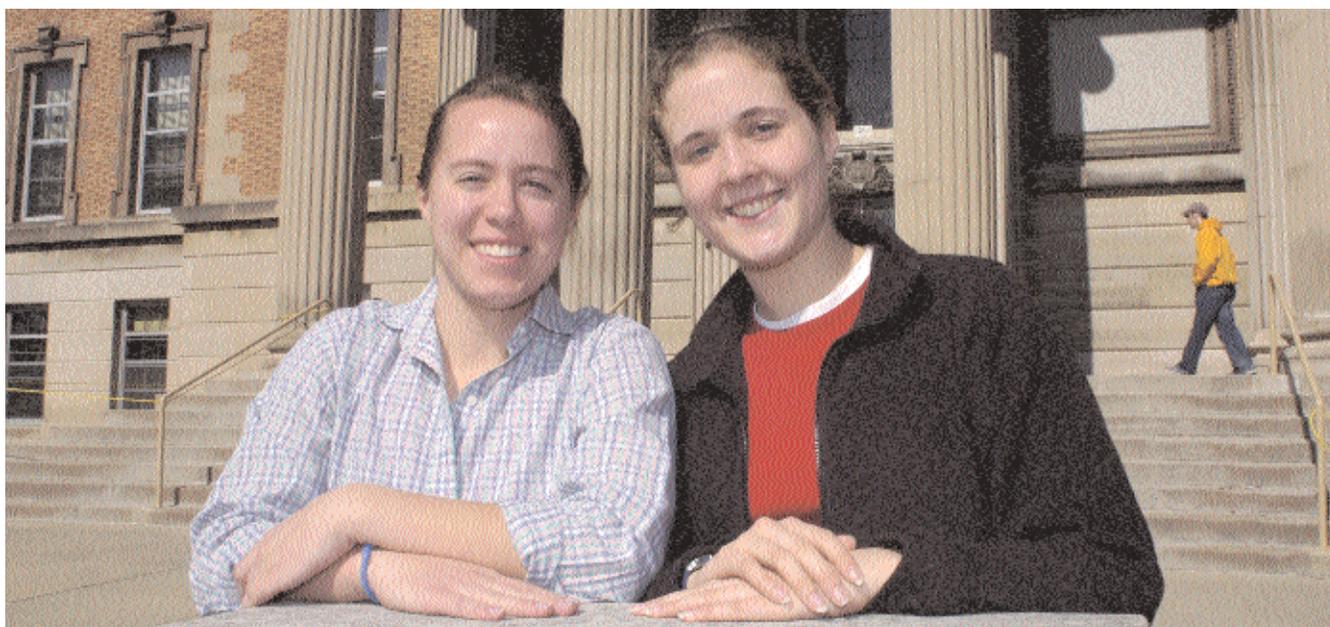
UW-Madison ranks among the top ten nationally in terms of numbers of students at research universities participating in study abroad. In 2001-02, 1,340 UW students studied abroad in UW-Madison programs or non-UW-Madison programs for which the students received transfer credit. The University offers more than 100 program opportunities in all parts of the world and has seen steady growth in the programs since their inception in 1961. Financial assistance in the form of scholarships is believed to be a key element in increasing student participation in study abroad.

The gift is part of Create the Future: The Wisconsin Campaign, the University's major fund-raising effort. Bousquet said International Studies seeks support for study abroad, either as scholarships or for infrastructure development and instructional support. The newly formed International Studies' Study Abroad Alumni Committee, a group of alumni dedicated to increasing the number and diversity of students participating in study abroad, is actively organizing study-abroad alumni groups.

*...accelerating internationalization is one of the University's strategic priorities, and one of the best ways of advancing that objective is by making study-abroad experiences possible for more UW-Madison students.*

# Yesterday's graduate helps today's students

WHEN CARL MILLER ('25 BA L&S) DIED IN 1987 HIS WIFE RUTH CREATED A SCHOLARSHIP FUND IN HIS MEMORY IN THE UW-MADISON COLLEGE OF AGRICULTURAL AND LIFE SCIENCES. RUTH, WHO ALSO IS DECEASED, ADDED A \$1.2 MILLION ESTATE GIFT TO THE FUND FOR SCHOLARSHIPS FOR UNDERGRADUATE OR GRADUATE STUDENTS.



BOB RASHID

The 2003–04 recipients of the Ruth and Carl Miller Scholarship are Jessica Joy Andersen, left, and Jessica Lauren Nelson.

Anderson grew up on a small dairy farm in Pine River, Wisconsin. She is a sophomore in the landscape architecture program and is active in the student chapter of Wisconsin American Society of Landscape Architects. She plans to graduate with a bachelor's degree in landscape architecture and would like to work for a landscape and planning firm in the Rocky Mountains. "Hopefully, one day," she said, "I will open my own private practice."

"Receiving an academic merit scholarship like the Carl and Ruth Miller Scholarship is a great reminder that working hard in my studies does pay off and is appreciated and supported by members of the community," said Anderson.

Nelson is from Woodbury, Minnesota, just outside the Twin Cities. Although a freshman, she entered with a junior standing because of credits from

Advanced Placement exams she took in high school. A pre-med student, she is involved with the Biomedical Engineering Society and is part of its Surgery Shadowing program that allows students to go into the operating room to watch various procedures. In addition, she works as a lab assistant for Professor Julius Adler in the biochemistry department where they are studying possible genes associated with decision-making in fruit flies. Nelson volunteers at the UW Children's Hospital each week, as well as in the emergency room at Meriter Hospital. "In my 'free' time I enjoy working out at the SERF (especially yoga), eating Babcock ice cream, and spending time with friends," she said. "I spend a lot of time studying and trying to get as much sleep as possible."

"I feel very honored to be a recipient of the Miller scholarship. The extra financial support has allowed me to explore various career fields, take additional classes and volunteer in the community. Overall, it has given me the opportunity to achieve many of my academic and personal goals here in Madison," said Nelson.

# UW-Madison College of Engineering encourages young scientists

As a young boy, Carl Marschke spent weekends in his father's friend's workshop working on different projects. At the age of 10, he became adept at handling all sorts of tools and became fascinated with them. "Ever since I was a young boy all I ever wanted to do was make tools and work with machines," Carl said.

A boyhood resolve to make tools and solve practical problems led Carl to the University of Wisconsin-Madison College of Engineering, where he enrolled in the electrical engineering program. Carl received his undergraduate degree in 1963 and his master's degree in electrical engineering in 1964.

Following graduation, Carl began his career as plant engineer for Wisconsin Wood Products before founding Marquip Incorporated in Phillips, Wisconsin in 1968. During the past 30 years, he has been responsible for countless technical contributions to the corrugated packaging industry. He holds more than 50 U.S. patents and has been widely published throughout the industry.

In addition to his technical contributions, Carl has demonstrated a commitment to the community and industry through many support initiatives. Carl founded the Young Scientists of America (YSA) organi-

zation in Phillips, which is dedicated to promoting interest in science, math and technology in young people ages 8-18.

"I started this program because I wanted to provide an opportunity for the kids so they weren't intimidated by science in high school. I also hoped it would encourage them to take technical jobs. The program got off to a slow start in Phillips because of the small population," Carl said. "I decided to seek support from the College of Engineering. I explained how students and faculty could serve as mentors and sold them on the program by showing how it fits in with the outreach objectives of the University."

The College of Engineering has a long history of developing and coordinating outreach programs for students in grades K-12 such as the Young Scientists of America program. YSA is a registered trademark transferred to the UW-Madison College of Engineering from YSA in Phillips.

"Each year students attend these outreach programs to explore different types of engineering possibilities," Carl said. "These students not only get to observe demonstrations, but they also get to participate. The outreach programs are designed to educate and to expose

kids to different fields of engineering disciplines."

He was named winner of the Gunnar Nicholson Gold Medal by the 26,000 member Technical Association of the Pulp and Paper Industry (TAPPI). This prestigious award is the highest honor that TAPPI can bestow upon an individual and is given to those who have made exceptional scientific and engineering achievements of proven commercial significance to the world's pulp, paper, board and forest product industries. "This award was quite an honor it's like the Nobel Prize for the paper industry," Carl said.

He also has participated in the Society of Manufacturing Engineers, Society of Petroleum Engineers, Wisconsin President's Organization, The World President's Organization and The Chief Executive's Organization. He formerly served on the Board of Regents for the Milwaukee School of Engineering and the Vision 2000 Planning Committee of the UW College of Engineering.

He is married to Gay, his college sweetheart, whom he met at a fraternity party. Gay has a bachelor's degree from the UW-Madison School of Nursing. The couple has three adult children, two of whom are UW-Madison graduates.



*The College of Engineering has a long history of developing and coordinating outreach programs for students in grades K-12, such as the Young Scientists of America.*

# Renewed garden really grows, thanks to the **CLASS OF 1952**

*Visitors to the garden will be able to access it through wireless Web connections, via an antenna that will be set up in conjunction with the Division of Information Technology.*

*The garden map and its database can be accessed at [www.botany.wisc.edu/garden/](http://www.botany.wisc.edu/garden/).*



MO FAYYAZ

Above: The Botany Garden along University Avenue has undergone a major renovation that was made possible in part through a gift from the Class of 1952.

Right: This map details the layout of the new Botany Garden, which is twice as large as its earlier incarnation.

Along University Avenue, across from Mills Street, there is a small gem of the College of Letters and Science that is evolving into a crown jewel.

Thanks in part to a significant gift from the Class of 1952, the Botany Garden is undergoing a major reconstruction. Those accustomed to enjoying the garden's flowers and shrubs may be confused by the dirt, chain link fence and construction workers that have occupied its spot between Chamberlin, Lathrop and Birge Halls.

But take the word of Mo Fayyaz, who's overseeing the work as director of the Botany Garden and Greenhouse. The Botany Garden will emerge as an aesthetic and educational treasure, and gifts such as that from the Class of 1952 helped make it possible.

The new Botany Garden will have a small pond, a waterfall and a dry riverbed, as well as a gazebo and the Class of 1952 Plaza. "Because it's a project involving the state, the University and private contractors, we meet constantly to update the progress on the garden," Fayyaz said of the

\$400,000 expansion. "Everybody's working together, and everyone's excited to see it happening. It's all going according to schedule."

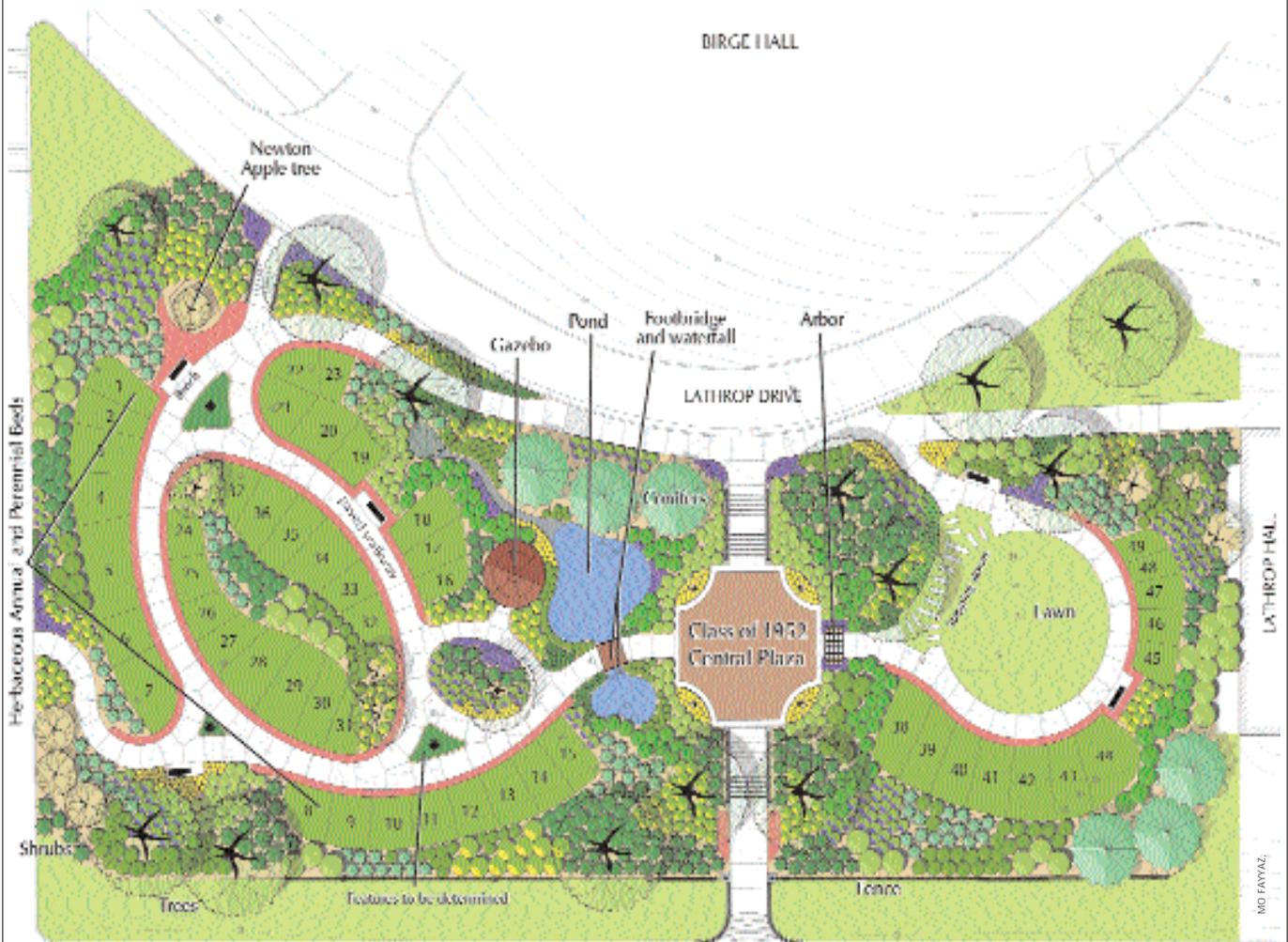
That wasn't always the case. Even with generous gifts from an anonymous donor and some of the proceeds from the popular public showing of the gigantic *Titan arum* "stink flower" in bloom, the project fell short of its goal.

That's where the Class of 1952 came in.

Fayyaz met with representatives from both the class and the UW Foundation and outlined his dream for the garden. "It came down to the point where they asked, 'What was I going to do with the money?'" he said. "I told them, 'You give me the money, I finish the job.' Those people were so nice, the Class of 1952. We made the goal thanks to them."

The end of 2003 saw the completion of the garden's "hardscape"—the gazebo, the pond, the walkway and the plaza. Planting began this spring.

The reborn garden will be a mix of old and new—"greatest hits" of the former garden such as ginkgo trees, the "tulip tree" and the Newton apple tree that was a gift from U.S. Rep. F. James Sensenbrenner. Perennials to be



transplanted have overwintered in a coldframe next to the greenhouse. Among them are magnolias, portulaca and some daylilies that Fayyaz received from the New York Botanical Garden.

“In all there were about 100 different species of perennials that were pest-free and in good health,” Fayyaz said.

The new Botany Garden will be twice as large as the former incarnation, extending 1.2 acres to the east side of the area. A new database will make the garden an online font of botanical and horticultural information. Visitors to the garden will be able to access it through wireless Web connections, via an antenna that will be set up in conjunction with the Division of Information Technology. The garden map and database can be seen at [www.botany.wisc.edu/garden/](http://www.botany.wisc.edu/garden/).

“Those with laptops can bring their computers to the garden, bring up the Web page, look at the plant

and get more information,” Fayyaz said. That will include the plant’s common name, its Latin name, origins, some characteristics of the plant family, and horticultural information such as height, spread, color of flowers and time of flowering.

“I’m in touch with faculty teaching plant taxonomy. I tell them if they have suggestions for new plants, let Mo know,” Fayyaz said.

Also in the works is a Web camera through which members of the Class of 1952, and Badgers everywhere, will be able to keep track of the Botany Garden through the seasons and the years to come.

“It’s going to be beautiful,” Fayyaz said. “You only have so many chances to create something like this, and the Class of 1952 deserves a lot of credit for making this new garden a reality.”

# Marshall Field's/Target pledges to the School of Human Ecology

“For more than 50 years, we have given back a percentage of our profits,” said Linda Ahlers ('72 BS HEC), president of Marshall Field's. “This is not just a giving program, this is good business. Our corporate philanthropy is a source of great pride and responsibility.”

Target Corporation has three divisions—Target Stores, Marshall Field's and Mervyn's. Ahlers personifies the philosophy of giving back and clearly enjoys being able to facilitate support of the University of Wisconsin-Madison, her alma mater.

“Target Corporation gives over \$2 million per week to the communities it serves in 47 states,” said Ahlers. “This creates a double bond with guests (customers) and employees, generating loyalty and greater retention.”

Earlier this year, Ahlers returned to campus for the first time in more than ten years. She delivered a lecture to students on an executive's perspective of retailing in the 21st century. “My first job was in a farm-supply co-op that my father ran in Central Wisconsin. I loved the numbers, the merchandise and the customer interaction,” she said. “The retailing major here at UW-Madison brought it all together for me.”

UW-Madison has long been a fertile recruiting ground for retailers like Marshall Field's because of its national reputation for high academic standards and a well-balanced education. While positions as store manager and buyer are still key, Ahlers stresses there are many disciplines that lend themselves to careers in retail, including finance, merchandising, marketing, logistics and fashion. “Retailing takes strengths in the right and left brain,” she said.



Linda Ahlers

*Ahlers was the featured speaker at the School of Human Ecology's (SOHE) Centennial Retail Lecture. It was during this occasion that it was announced that Marshall Field's and Target had pledged \$50,000 to SOHE's Centennial Alumni Dinner at the Monona Terrace on April 24 and \$45,000 to sponsor three retail lectures to be presented between 2005–07.*

“Philanthropy creates energy, and it has been exciting to watch this gift grow,” said SOHE Dean Robin Douthitt, who referred to the ability of Marshall Field's staff to secure nationally known chef Charlie Trotter ('82 BA L&S), to give the keynote address at the Centennial Alumni Dinner. Charlie Trotter's restaurant in Chicago is recognized as one of the finest in the world by *Wine Spectator*, James Beard Foundation, Mobil Travel Guide and AAA. Trotter also is host of the PBS cooking series “The Kitchen Sessions with Charlie Trotter.”

“Knowing that Charlie Trotter would be part of the program created a lot of interest and anticipation about the event,” said Douthitt.

Target’s commitment to the 2005–07 retail lecture series also is cause for excitement. The retail lecture series had previously been funded by a corporate sponsor who was unable to continue. Given the School’s already tight budget, it was feared that these high-level lectures would come to an end.

“We simply could not have continued to offer this opportunity to our students without Target’s support,” said Douthitt.

“It is gratifying to know that the work I do makes it possible to give back to the community,” said Ahlers. “I want students to understand that business and values need to be tied together, and I want them to get excited about retailing and their career possibilities.”



PASKUS STUDIO

*The Howard Auditorium in the Fluno Center filled with students of the retailing program when Marshall Field’s president Linda Ahlers (’72 BS HEC) visited campus to share her insights and announce support from Marshall Field’s/Target.*

# Kids With Courage: Touched by cancer, blessed with life

**A**t Thanksgiving, people take time to appreciate families, friends, good fortune and, as often as not, football. Every five years in November, a special group gathers in Madison to give thanks for life. The event is the Kids With Courage reunion and its purpose is to celebrate life, hope, courage, strength and the miracle of modern scientific research.

Last fall, Kids With Courage III drew about 200 childhood cancer survivors to the Monona Terrace Community and Convention Center in Madison. Counting families, the number rose to more than 1,000.

Supermodel Cindy Crawford made her third visit to the reunion. Having a dazzling celebrity in the group was a thrill for everyone who met her. But Crawford is involved for a reason. Her younger brother Jeff was treated at UW Hospital and Clinics and died of leukemia at age four. She is not only a generous financial supporter of the UW Children's Hospital and the UW Comprehensive Cancer Center, she also gives her time, talking personally with children undergoing treatment, survivors and family members.

The first Kids With Courage reunion was organized in 1993 by a team from UW Children's Hospital that included then 17-year-old Kelly Cotter ('98 BA L&S, '02 JD LAW). Kelly was diagnosed with acute



Supermodel Cindy Crawford plays with Trent Rigoni, 2, of Beaver Dam, Wisconsin, during a visit to UW Children's Hospital. Trent's sister, Ravyn, was treated at UW Children's Hospital.

UW HOSPITALS AND CLINICS

lymphocytic leukemia in 1988 and received a bone marrow transplant at the UW from her brother, Adam, the same year. Her cancer and subsequent recovery motivated her to help organize the first two Kids With Courage reunions in 1993 and 1998. She also originated OUT-LOOK, the Web site for childhood cancer survivors at [www.outlook-life.org](http://www.outlook-life.org), which received the patient communication award

from the National Cancer Institute in 2000.

"The first Kids With Courage event was the work of multiple health professionals and family members coming together," said Kelly. "The leadership of Dr. [Paul] Sondel was instrumental in shaping, organizing and implementing a successful event."

"I believe that the voices and stories of those who are personally touched by cancer are the most powerful tools for raising awareness and influencing policy related to childhood cancer."

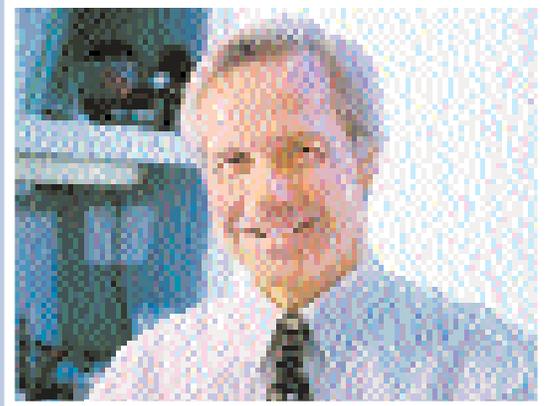
Today, Kelly is a UW-Madison Law School alumna. She is manager of public policy for the National Childhood Cancer Foundation, which supports the Children's Oncology Group, a collaborative network of more than 5,000 physician scientists and more than 200 medical institutions across the nation that treats nearly all children with cancer. The UW Children's Hospital is a member of this network.

"I decided to go to law school so that I could pursue my goal of helping other kids with cancer at a policy level," she said. "My role includes raising awareness and gaining support for increased federal funding for childhood cancer research. I am working with a team to build a Childhood Cancer Advocate Network by gathering, organizing, educating and mobilizing those touched by childhood cancer to advance issues related to this disease. We also are implementing multiple public policy events and initiatives to provide opportunities for families to share their stories with their congressional representatives and elevate childhood cancer as a national public policy priority."

***Before the 1970s, only two in ten children with cancer survived. Today, eight in ten children survive and are likely to live long and productive lives free of cancer.***

Part of the mission of Kids With Courage is to show how medical research is unraveling the mysteries of cancer and working toward complete prevention and cure. Kelly sees proof of this progress every day. "Many children I met in the hospital who were riding Big Wheels through the halls are now in college, writing books, getting drivers' licenses and fund raising for childhood cancer research."

Some children still die. Cancer is the leading cause of death for children between the ages of 3 and 15. A combination of comprehensive and compassionate care plus intense scientific research may someday make survival rates of ten in ten possible.



Dr. Paul Sondel

The Kids With Courage III committee was headed by Dr. Sondel, professor, department of pediatrics, human oncology and genetics. Dr. Sondel is a leading researcher in the causes and treatment of childhood cancers and a friend to his many patients.

The committee was determined to keep the gathering free for all participants. A welcome challenge in 2003 was finding a space large enough for everyone. This year, for the first time, sponsors were invited to help make the event possible. These generous sponsors included the Dr. and Mrs. Hugh A. Kennedy Foundation, Kohls Cares for Kids, Don Gray, the Youth Fund of the Optimist Club of West Madison, Inc., American Family Insurance, W.F. Baird & Associates, FirstWeber Group Realtors, Chartwell Midwest Wisconsin, the Pediatric Hematology/Oncology Advisory Group, Hilton Madison Monona Terrace, Lands' End, Suttle Straus, Cindy Crawford, Madison Top Company and Bergstrom of Madison.

The Kids With Courage IV is scheduled for 2008. As the list of survivors grows, the importance of private gifts to support the event also grows. Gifts may be directed to the Pediatric Hematology/Oncology Patient Support Fund at the University of Wisconsin Foundation.

# Out-of- this-world experience

*What started out as a nice weekend escape for Dr. Paul Mennes ('66 BS L&S) and his wife, Jean, ended up as an unforgettable experience with an astronaut.*

“I’m not into space travel and I didn’t know anything about it, but I thought ‘Wow, we’ll get to meet a real astronaut and take a tour of Space Center Houston.’” The couple was attending the 2002 Wisconsin Weekend Away at The Woodlands in Houston, Texas.

Hosted by the University of Wisconsin Foundation, Wisconsin Weekend Away is designed to take the University of Wisconsin-Madison’s excellence on the road. The annual weekend program brings the classroom and faculty from Bascom Hill to a warm location each March.

At this particular Wisconsin Weekend Away, one of the presenters was Harrison “Jack” H. Schmitt, geologist and former astronaut who flew on the final Apollo space mission in 1972 and who is now a consultant engaged in research with the Fusion Technology Institute on the utilization of resources from space. He also teaches a popular course, Resources From Space, at the UW-Madison.

After enjoying a series of sessions presented by University

professors Saturday morning, “Jean and I sat down at a lunch table set for four people,” said Paul. “A few minutes later, Jack Schmitt and his wife asked to join us. I had one of the most fascinating conversations in my life. Jack is down to earth—pardon the pun—and an extremely brilliant man.”

The former astronaut presented a slide show and talked about his lunar excursion and the future of space exploration. He explained how the moon holds valuable resources—including Helium-3, an environmentally benign element that could be used on Earth to fuel fusion energy plants.

Jack’s enthusiasm was contagious and Paul and Jean wanted to help support Jack’s research. They made a gift to help support the work of UW undergraduate student Ross Radel, who was working with Jack on experimental Helium-3.

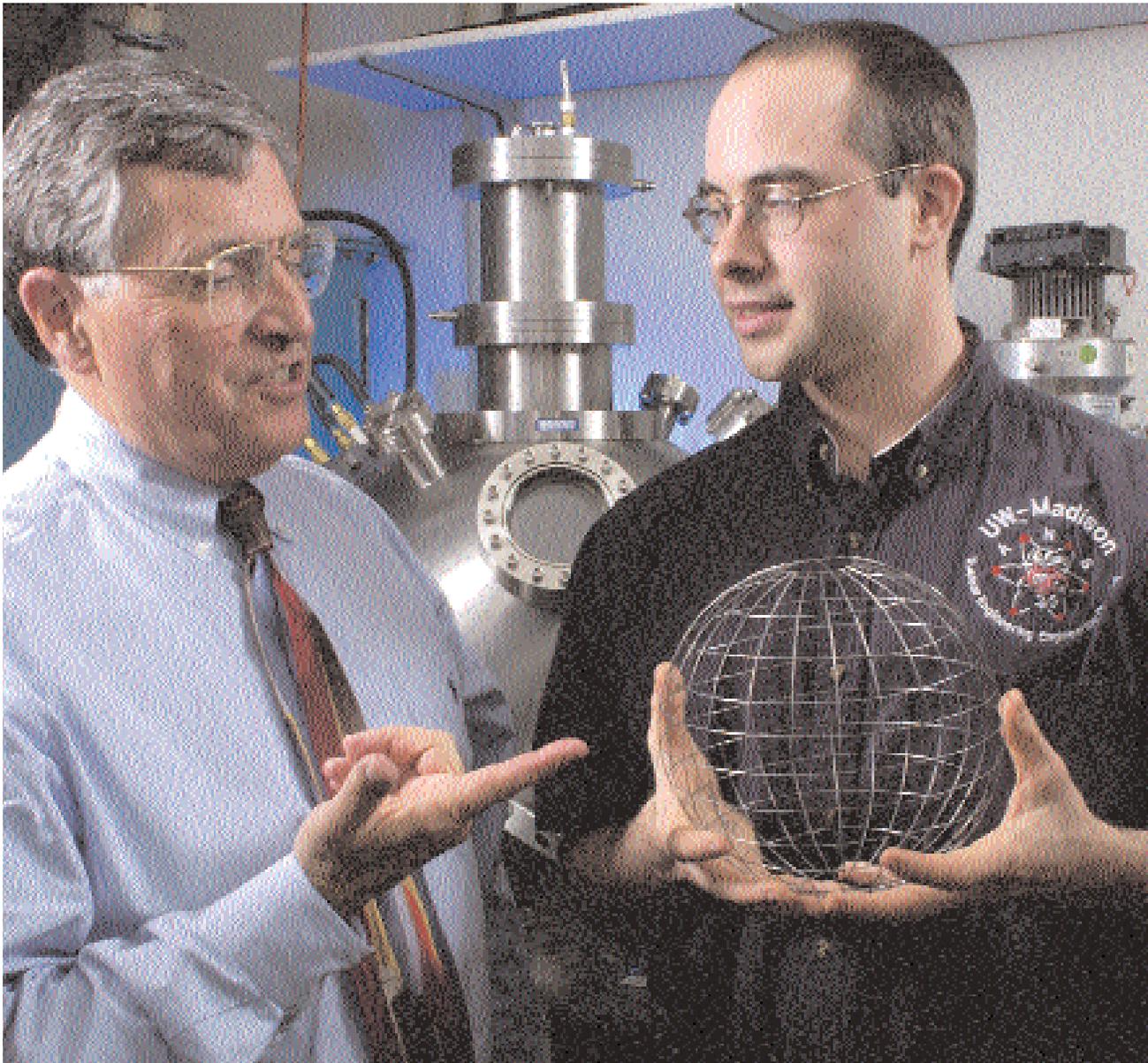
“Bright people do good things if given the opportunity,” said Paul.

In addition to meeting and hearing Jack Schmitt, Paul and Jean listened to a presentation by Ned Kalin, director of the HealthEmo-

tions Research Institute. Dr. Kalin is an internationally known neuroscientist and leading authority on research related to the biology of stress and its relation to the development of anxiety and depressive disorders. Again, impressed by the presentation, the couple made another gift to child psychiatry in the HealthEmotions Research Institute.

The Mennes’ first Wisconsin Weekend Away trip was to The Inn at Rancho Santa Fe, California in 2000. When they received the invitation they thought, “This program is taking place in a nice place and it would be good to get away for the weekend.” It was the beginning of an annual retreat.

Paul is the chairman of the Department of Medicine at Saint Luke’s Hospital in Chesterfield, Missouri. He also sits on the hospital’s ethics board so he was extremely interested in what R. Alta Charo, professor of law and medical ethics at the UW-Madison, had to say during her program at the Rancho Santa Fe event. He was so impressed with her presentation



BOB RASHID

that his ethics committee at Saint Luke's invited her to give their annual ethics lecture.

Paul has fond memories of UW-Madison. "Attending the University of Wisconsin was the opportunity of a lifetime. It was the best education money could buy. I have no regrets about attending school here and I was a student during the tumultuous times from 1962-66."

"I was the chair of the program that brought Martin Luther King to campus. I picked him up at the airport, drove him around and spent the day with him. It's an experience like that that makes Madison special."

"My wife is not an alumna of the UW-Madison but she learned all the words to the Badger songs by attending the Wisconsin Weekend Away events."

Paul and Jean met in 1970 at Washington University where Paul received his medical degree and Jean was a psychiatric nurse.

Each year the couple vacations in Stoughton, Wisconsin where they have a summer home on Lake Kegonsa. The parents of two children, Paul and Jean enjoy fishing and boating.

**Harrison "Jack" H. Schmitt, left, geologist and former astronaut, discusses a new Tungsten-Rhenium (W-Re) cathode grid that UW undergraduate student Ross Radel will be using in an Inertial Electrostatic Confinement experiment.**

# Variety is the spice of the University

At the University of Wisconsin-Madison you can study anything from art to zoology, listen to bands at the Memorial Union terrace on the shore of Lake Mendota, conduct research with a Nobel prize winner or just explore a thriving city. These opportunities attract a wide variety of young, enthusiastic students—students like Dennis Osimitz. Born and raised in Racine, Wisconsin, Dennis was a typical young man with ambition who earned good grades in high school and played in the school band.

“I graduated number two in my class at J.I. Case High School in Racine, the class of 1969. The ‘B’ in driver’s education, my only ‘B’, cost me a tie for the number one spot,” he reminisced. “I played trumpet in the school band and also was involved in the school’s service organization.” He was the classic well-rounded young man who the University wanted as part of its student population. He also looked forward to attending college.

“I became acquainted with the UW by following the Badger football and basketball teams as I grew up. When I first visited the campus, I quickly knew that it was the school I wanted to attend.”

Dennis earned his bachelor’s degree in mathematics in 1973. “Math helped me develop analytical skills and the ability to work in a problem-solving environment; these are skills and experiences that have proven invaluable to me.”

He received his law degree from the UW-Madison Law School in 1976. Today, Dennis is a partner in the law offices of Sidley Austin Brown & Wood in Chicago,

*“Much of my success is due to my education at the UW-Madison,” said Dennis, “I have a personal interest in seeing that it maintains or enhances its reputation as one of the world’s leading universities.”*

a global law firm with more than 1,500 attorneys. Specializing in corporate and securities law, he joined the firm in 1976, becoming a partner in 1983.

“Much of my success is due to my education at the UW-Madison,” said Dennis. “I have a personal interest in seeing that it maintains or enhances its reputation as one of the world’s leading universities.”

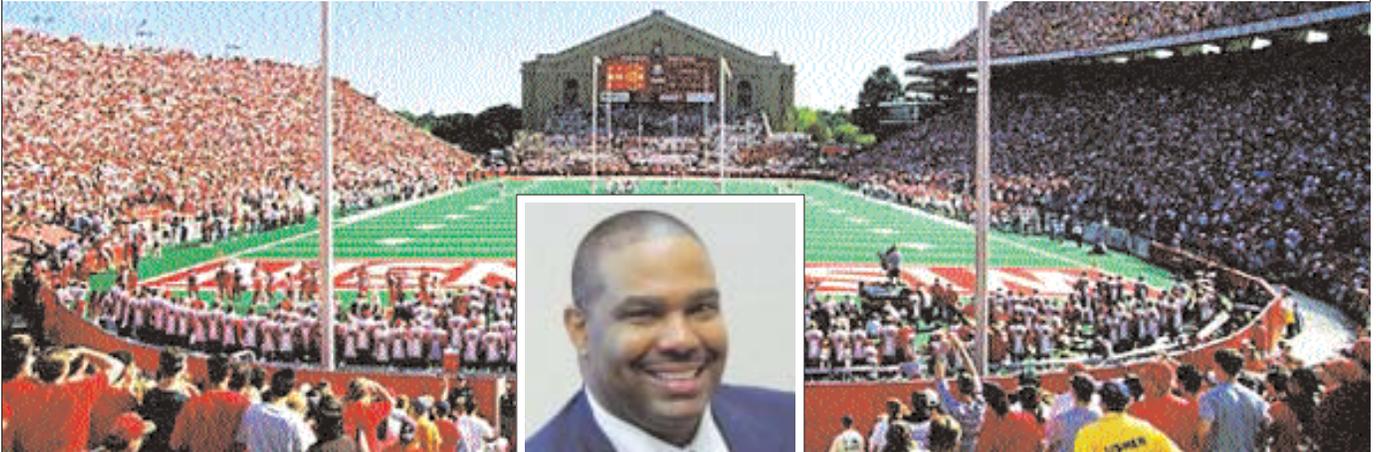
To sustain the kind of academic and athletic success that has characterized the UW, Dennis has regularly supported each area that has affected his life—the math department, Law School and UW athletics.

“The Law School prepared me well for the legal profession and I believe that it continues to produce men and women ready to succeed in their legal careers,” he said. “My law firm continues to recruit at the UW Law School. These students are highly regarded, well prepared for practice and particularly strong in legal analysis and creative thinking.”

While at the University, he enjoyed attending many athletic events and recalls going to Boston to see the UW hockey team win the NCAA title in 1973. Today, as a season-ticket holder for Badger football, Dennis makes annual gifts to the Badger Fund. This fund enhances the University’s athletic programs by helping to financially support more than 750 student athletes in 23 sports.

Dennis and his wife Mary, who he met at UW-Madison, live in the Chicago area and have two sons. When the weather is nice, the family enjoys bike riding along Lake Michigan.

## To be part of Camp Randall . . . that's the ticket



JEFF MILLER, UW-MADISON UNIVERSITY COMMUNICATIONS

University of Wisconsin-Madison alumni Robert L. McGinnis ('90 BA L&S) and Jennifer A. Latwesen ('90 BBA), have given a serious boost to the University's Camp Randall Stadium renovation project.

The couple, from Highland Park, Illinois, have pledged \$500,000, a gift that will name the Athletic Ticket Office in their family's honor at the renovated home of the football Badgers.

"It felt like it was something we could do right now, and there was a need at the University that fit within what we wanted to accomplish," said McGinnis, president and CEO for Life and Group Operations for CNA Insurance in Chicago. "I have a lot to thank Wisconsin for. I met my wife there. I got my first chance to lead there."

McGinnis said having the couple's names reflected on part of Camp Randall also was attractive to them. "The chance to have our names on a near-permanent portion of Madison is pretty cool," he said.

"The Wisconsin Division of Intercollegiate Athletics is very grateful for the incredible generosity demonstrated by Robert and Jennifer with this financial gift to the Camp Randall Stadium renovation," said Athletic Director, Barry Alvarez.

"Gestures of this magnitude speak volumes about the love for the University of Wisconsin and its sports programs that these special alumni have," he added. "Significant pieces of the renovation are completed every week and the enthusiasm surrounding the project



Robert L. McGinnis

is peaking. The Athletic Department wishes to publicly thank Robert and Jennifer for their wonderful gift."

While at UW-Madison, McGinnis was president of the Wisconsin Student Association. "There's a camaraderie that's great on campus," he said. "I got the opportunity at Madison to meet so many different types of people, to experience different kinds of responsibilities and to see what it really means to take a leadership role."

McGinnis is an enthusiastic fan of Badger athletics—especially of basketball and football—and he cherishes and nurtures friendships made on campus. "I keep in touch with all of my old roommates, and there is a group of ten friends I keep in very close contact with," he said.

McGinnis and Latwesen have made gifts to other areas of the University. They recently established the McGinnis-Latwesen Family Fund, an endowed scholarship in the School of Business that will benefit a minority undergraduate student. They also support the Chancellor's Scholars program.

McGinnis and his firm, through a matching-gift partnership, have contributed some \$40,000 to scholarships. He serves on the Dean's Advisory Board for the School of Business.

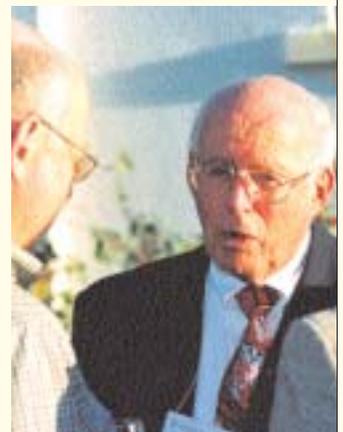
Of his UW-Madison education, McGinnis said, "Certainly it's a degree that's respected, especially in the Midwest, and throughout the country as well."

## *Faculty excellence on the road*

**I**t was a weekend to remember at The Mills House Hotel in beautiful Charleston, South Carolina. Sponsored by the Bascom Hill Society of the UW Foundation, alumni and friends of the UW-Madison enjoyed this year's Wisconsin Weekend Away. They participated in educational sessions with Ann Smart Martin, professor of art history, who has a keen eye for decorative arts of the 18th century and their



cultural significance; Dr. Dave Rakel, medical director for the UW Health Center for Integrative Medicine, who examines biological, behavioral and social influences on health; and Karl Scholz, professor of economics, who has an interest in public economics, retirement savings and gift tax policies. Evenings brought the group together to share great food, free time to explore the historic 17th century neighborhood and stories of their days at UW-Madison.



Top row: Ann Smart Martin; from left, Jean Norman, Sue Kallestad, Bob Kallestad, Val Kopitzke and Marilyn Kopitzke. Second row, from left, Marge Leiser, Pat Lane, Jack Lane, Georgia Wiley and Al Leiser. Bottom row, John Brann, left, and Chancellor John Wiley; Tom Sternberg, left, and Roger Rupnow.

" I don't know what the future may hold  
but I know who holds the future."

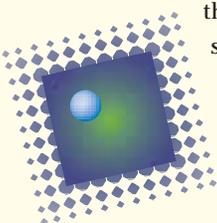
-*Ralph Abernathy*, civil rights leader



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* provides opportunities for friends and alumni to invest in the University and, in

turn, contribute to the well-being of humankind as the UW applies its resources to find answers to society's most critical problems.

To find out how you can help create the future for the University of Wisconsin, call 608-263-4545.



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