

A REPORT FROM
THE UNIVERSITY
OF WISCONSIN
FOUNDATION

WINTER 2005

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

insights

Laying the foundation

Nicholas gift benefits
Human Ecology project

Good business

Alumni endow chair, name
spaces, set speaker series

A belief in PEOPLE

SBC Foundation backs
successful diversity program

Message from the chancellor

Each year, around the beginning of the fall semester, I present a “State of the University” message to our faculty and staff. It lays out what I see as our strengths, our successes and our challenges for the future. I want to share this perspective with you, as investors—monetarily and emotionally—in the success of our university.

The message this year is upbeat: Discounting the problems of a tight state budget, this may be the most promising, most exciting, most energizing time to be a Badger.

We continue to be proud of the University’s cutting-edge role among U.S. research universities. Nationally, the University of Wisconsin-Madison currently ranks second among public universities and third among all universities for research expenditures.

Wisconsin Governor James Doyle recently announced a very exciting plan for the future of the biosciences in the state. A major component of the plan is the Wisconsin Institute for Discovery to be built right here on campus. The institute will become a comprehensive interdisciplinary research center that combines biology, bioinformatics, computer science, engineering, nanotechnology and other fields in one setting.

The Wisconsin Alumni Research Foundation—the nation’s oldest patent-management organization for a university—continues to see increases in the number of faculty disclosing potentially valuable inventions from the laboratory.

Our faculty is dynamic and creative. UW-Madison researchers are cited in the mainstream, academic and technical media on a daily basis. To note just one recent example, the Wisconsin Advertising Project, under the direction of Professor Ken Goldstein, was a major source for the national media during the 2004 elections with its research on political advertising.

Among our student body, we continue to exceed the national average in graduation rates and in reducing the time required to receive a degree. In fact, contrary to the national trend, where the median time to degree is four years, or five years for the five-year program, we are seeing an increase in the number of students graduating in fewer than four years.

We are making steady progress toward the goals of Plan 2008 to create a more diverse and welcoming campus community.



John Wiley

The face of campus itself is changing, with state-of-the-art new facilities replacing unsalvageable buildings and our cherished classics, like Camp Randall Stadium, getting facelifts. Many of the changes you hear about or see are made possible through your generosity.

As part of these changes, we also are engaged in a yearlong master planning process in an effort to guide campus renewal well into the next decade. This allows us to use our imaginations to envision a campus

that is more workable, more livable and more sustainable—and one that will carry our teaching, research and service mission into the future.

The UW-Madison is a recognized leader in teaching, research and outreach excellence. You can be proud of your university and the role you are playing in its success.

There is one cloud over this bright picture. It is the dangerous trend of cutting higher education to subsidize depleted state funds. State after state, legislature after legislature is choosing to balance its budget by reducing support for public higher education and offsetting it with tuition increases.

I have had the opportunity to speak with many of you personally about this issue over the past months, and I appreciate your willingness to look for ways to address it.

We must keep tuition affordable for students and their families. We must continue to support research. According to the Wisconsin Technology Council’s latest report (October 2004), academic research and development by all Wisconsin colleges and universities is responsible for more than 31,000 jobs in the state. We must remember that after World War II public sentiment focused on the importance of higher education and that this focus powered the U.S. economy for the second half of the century.

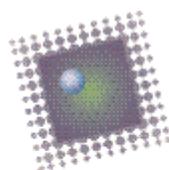
The University’s capital campaign is called “Create the Future” because this is what our students, staff and faculty are working to do in their various areas of activity, and it is what you, our alumni and friends, are investing in with your gifts and counsel.

I believe it also is a promise we make to generations yet to come, around the world, as we apply our knowledge and resources to creating a healthy, cooperative and respectful future for all.



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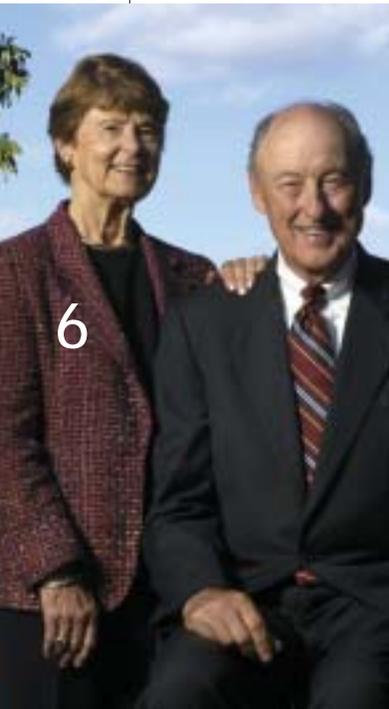
“I believe it also is a promise we make to generations yet to come, around the world, as we apply our knowledge and resources to creating a healthy, cooperative and respectful future for all.” -JOHN WILEY



CREATE THE FUTURE
The Wisconsin Campaign

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Front Cover

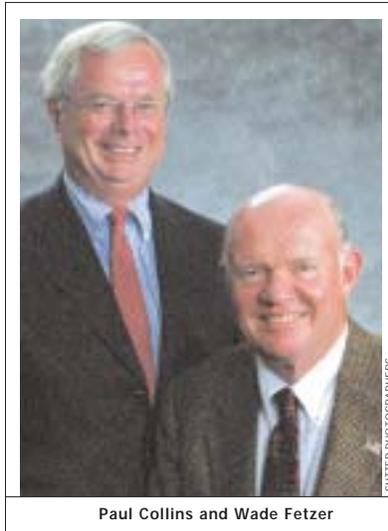
The School of Human Ecology is in the midst of a campaign to add on to and refurbish its historic building, seen here.

The privilege of your company

We have, in past messages, talked about the power of philanthropy as well as the *possibilities* that philanthropy offers. At this \$1.3 billion point in our \$1.5 billion Create the Future: The Wisconsin Campaign, it seems timely to talk about another piece of the philanthropic big picture: the privilege of philanthropy.

When all of us were invited to help “create the future” by investing in the University of Wisconsin-Madison, we knew the goal was lofty. We have come far and accomplished much in just a few years. We already can see the results of our efforts today and we can visualize their impact on the UW of tomorrow. What started off as work has become the satisfaction and the privilege of making something positive happen.

Here’s another way to look at it. When many of us were students, there were days when we thought of class, lecture or lab as something we had to go to in order to reach some objective. There were papers and assignments we had to do. Whether it was required for graduation, our parents expected it or we expected it of ourselves, we usually did the work. As we moved through school, into careers and families, we began to realize that education was not something we had to get, it was something we had the



Paul Collins and Wade Fetzer

opportunity to get. The closer we came to our goals in life and the more we achieved, the more we came to appreciate the privilege of the journey.

Many of you will recall exactly when the notion of education as a privilege struck you because it was the same time you started working to convince your children (or grandchildren, nieces, nephews and assorted relatives) that this is indeed true.

So it is with the campaign. The notion that a campaign is a privilege began to take shape when we started to see the tremendous return on our investment in the people, programs and facilities we are helping to support.

It is truly our privilege to be part of this campaign and to be associated with all of you as we head down the home stretch. It is a privilege to be part of shaping the future of this great University.

The invitation to help create the future remains open to everyone who believes in the power and possibility of philanthropy. We hope you, too, will recognize the opportunity and will join us in this important and meaningful effort.

We already can see the results of our efforts today and we can visualize their impact on the UW of tomorrow. What started off as work has become the satisfaction and the privilege of making something positive happen.

Nicholas gift boosts Human Ecology project

Improving people's lives was one of the main reasons Nancy Johnson Nicholas and her husband, Albert "Ab" Nicholas, made an \$8 million lead gift for a new addition and remodeling of the School of Human Ecology's historic building at the University of Wisconsin-Madison.

"I believe in the school's mission of enhancing the quality of life for people in all economic situations," said Nancy Johnson Nicholas, a 1955 graduate of the school. "I'm impressed with their curriculum.

"The education that students receive is top notch, but the facilities make it very difficult for everyone involved," she said. "Helping to create a new learning environment under one roof that will benefit the students, the faculty, the staff and the collections is exciting."

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

state-supported borrowing.

"We thank Nancy and Ab for their vision and generosity in providing this gift, which will have a transforming impact on the school's programs," said UW-Madison Chancellor John D. Wiley.



BOB RASHID

Nancy Johnson Nicholas & Albert "Ab" Nicholas



“We believe this is the largest single private gift ever made to a human ecology program,” said School of Human Ecology Dean Robin A. Douthitt.

“I’m pleased that this lead gift comes from a Human Ecology alumna whose life and family exemplify the importance of career, family and community,” Douthitt said. “The Nicholas-Johnson family names evoke the same high values and integrity embodied in our school’s mission, its proud history and exciting future.”

Constructed in 1913, the Human Ecology Building has been the school’s home base since 1914. Facilities also include the Human Development and Family Studies Building, built in 1941, and the Preschool Building, completed in 1955. “Our current facilities do not begin to meet the demands of our growing programs,” Douthitt said.

The improved facilities will for the first time accommodate all functions of the school within a single building and will meet the requirements for research, creative endeavors and education space, outreach and much needed technology upgrades. The enlarged and modernized building also will offer an inviting area for public events and interdisciplinary research space.

Human Ecology faculty members serve as principal investigators on grants totaling \$7.8 million and as co-principal investigators on grants totaling \$48 million. “When a faculty member receives a grant and hires staff for a new research project, we have no space in our building to house them,” Douthitt said.

“As just one example, Human Ecology’s Southern Child Welfare Training Partnership is moving offsite to accommodate its need for more space,” she said. The partnership provides scores of workshops annually to child welfare professionals in 20 Wisconsin counties.

“Our new facilities will reflect a visionary dream of future excellence through design of a physical environment worthy of our programs,” Douthitt said.

Building renderings and project cost estimates were derived from a master plan created in partnership with Taliesin Architects in 2001.

The School of Human Ecology, consistently ranked in the top ten among peer institutions, offers undergraduate programs in retailing, interior design, personal finance, consumer affairs in business, human development and family studies, textile and apparel design, community leadership, family and consumer education, and family and consumer journalism. It enrolls 1,000 undergraduate students and 100 graduate students.

Creative endeavors are another significant component of the work of the school. The Design Gallery provides essential exhibition space for students, faculty and other artists. The Helen Louise Allen Textile Collection, one of the largest ethnographic collections in the world, is used by students, scholars, designers and the community.

The school also houses the Center for Excellence in Family Studies, which involves scholars from many UW-Madison departments in research on family issues
(continued on page 8)



Nicholas gift continued from page 7

worldwide. The Family Impact Seminars, sponsored by the Center, provide nonpartisan information to lawmakers and other policy makers on the impact of policy decisions on family issues.

Human Ecology's Preschool Laboratory provides child care to about 120 children and serves as a research facility for faculty and graduate students around campus.

Nancy Johnson Nicholas and Ab Nicholas, who received his UW bachelor's degree in business in 1952 and an MBA in 1955, have given generously to many programs on campus, including the School of Business and the Division of Intercollegiate Athletics. The Nicholas-Johnson Pavilion for basketball bears their family names.

FAMILY FOUNDATION HELPS CHANNEL PHILANTHROPY

When word gets out that a family is generous, the phone can ring nonstop. The Nicholas family has seized on one way to regain some control over the influx of charitable requests: The family foundation.

The five board members of the Nicholas Family Foundation are parents Albert "Ab" and Nancy Johnson Nicholas and their children: Lynn Nicholas ('78 BBA Bus), Susan Nicholas Fasciano ('80 BS Edu) and David O. Nicholas ('83 BBA Bus).

"My parents have always been very generous, especially when it comes to children and education," said Lynn Nicholas, president of the Nicholas Family Foundation. "As my father became more affluent, we set up the family foundation so they could continue to be generous but also have a place to funnel requests, and so he could get some work done, too."

The family foundation does more than just direct phone calls.

"We thought that when we're gone, it would be a wonderful thing for our three children to get together and have a meeting once or twice a year and decide where they want the money to go," Nancy said. "It's something that will go on for all the generations of our family. I hope that the grandchildren will at some point continue on and keep the family working together."

Ab and Nancy demonstrated to their children what it means to have an impact through giving.

"They did foster in us the idea that it's good to give back," Lynn said. "When you grow up around that, it sets an example."

The Nicholas family has, of course, been a huge supporter of the University of Wisconsin-Madison. But the family and the family foundation have other charitable priorities as well, particularly initiatives that help children and their development.

"We're pretty open to any ideas, but it seems our interest always goes back to teaching, children, health issues," Lynn said. "Any time you can help children early on in their lives, the better equipped they are to go on and have success."

As can be expected, the Nicholas children grew up with an attachment to the University. "We were never told we had to go there, but we did make it up to campus pretty often over a number of years, starting as little kids," Lynn said. "The atmosphere was always fun and exciting, and that does shape your impressions about campus. Even though I could have gone anywhere for college, I'm glad I went to UW-Madison."

Listening to Ab, it's clear he and Nancy are proud not only that their children graduated from their alma mater but also that they've picked up the philanthropic spirit.

"I know they watched us do what we're doing as far as giving goes," he said. "You have to get a little older to think about it and make the moves. The first 20 years out of school are pretty much trying to get established and keep your family together and provide for your family and your security. Beyond that, you start to think about other things, like what's good for the younger generation, trying to help them along like you were helped when you were young."

As for that younger generation, Lynn is happy for the good she and her siblings are able to foster.

"It's pretty amazing to be in this kind of position, to have the ability to change people's lives for the better," she said. "Philanthropy does have a profound impact on people, and they are unfailingly grateful."

Humble beginnings lead to an extraordinary gift

Dr. Herman Shapiro was a humble and softspoken man who touched the lives of many. Born in Garadia, Russia in 1904, he came to the United States in 1913. He sold newspapers on street corners to earn enough money to attend school. Dr. Shapiro received a bachelor's degree from the University of Wisconsin-Madison in 1924 and earned his medical degree from the UW in 1932.

A distinguished cardiologist and emeritus professor of medicine, Dr. Shapiro taught at UW-Madison for more than 40 years. He had an abiding interest in students and mentored generations of medical students. His career at the University left a lasting impression.

Considered to be "quite a catch" by many of the nurses, it was Gwen Harris ('53 BS Nurs) of rural Cuba City, Wisconsin who captured his heart. Gwen was a nurse at UW Hospital and Clinics for 40 years and had many friends in nursing.

Coming from a poor background, Dr. Shapiro never let success go to his head. The couple didn't travel much and were uncomfortable in fancy hotels. He and Gwen didn't enjoy going out to parties but instead preferred staying home and spending time with each other. The couple never had children. Their lives were dedicated to the University, the School of Nursing and the UW Medical School.

When Dr. Shapiro died, he bequeathed a \$3 million marital trust to the UW Foundation, earmarked for the two schools. Upon Gwen's death, she left \$9 million of the couple's remaining assets to the Herman and Gwen Shapiro Foundation, which was established in 1995. Funding from the Shapiro Foundation will memorialize the couple and benefit the UW-Madison schools of medicine and nursing in perpetuity.



Herman and Gwen Shapiro

“Gwen and Herman wanted to advance the study of medicine and nursing at the University of Wisconsin, particularly to grant scholarships to graduate students.”

“Gwen and Herman wanted to advance the study of medicine and nursing at the University of Wisconsin, particularly to grant scholarships to graduate students,” said family friend John Walsh, a senior account executive with Smith Barney Harris.

The money will benefit future doctors and nurses. The UW School of Nursing has established an early entry PhD program, to encourage nurses to decide early in their nursing

careers to become nursing teachers. The UW Medical School has set up the Summer Research Award Program.

“Herman (‘Murph’) was very unpretentious. He never called himself a doctor, he called himself Herman,” John said. “We would have lunch, talk about stocks, a subject he loved. Murph was very interested in buying stocks in the medical field. He wouldn’t do any trading or anything fancy; he would just keep the stock for many years.”

Dr. Shapiro never missed a football game. He had good seats on the 50-yard line and attended every game for more than 30 years. The couple lived in a Frank Lloyd Wright-designed home on Lake Mendota. “They did so much for so many other people. They were very generous people,” John said. “After retirement, Herman would go to the hospital and read X-rays for other hospitals just to help out.”

One of the most important times in his life was the time he spent in the military service. Dr. Shapiro served in the Pacific Theater during World War II as a charter member of the 44th Army General Hospital. He commanded the Army Reserve Hospital Unit for 16 years, retiring in 1964 with the rank of colonel. “He would talk about it all the time,” John said.



Gratitude inspires Ellig to endow chair in human resources

“From my undergraduate years through the master’s program in business, what was most valuable was discovering how to ask the right questions. If you can do that, you can always get the answers you need to move forward.”

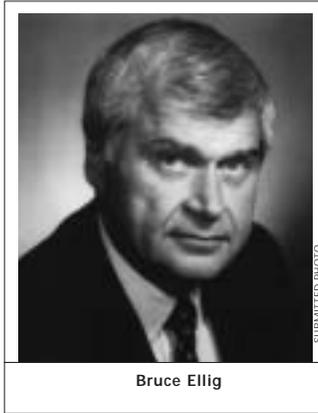
Bruce R. Ellig appreciates the way that the University of Wisconsin-Madison gave him the tools to succeed.

The retired corporate vice president in charge of Worldwide Human Resources at Pfizer Inc. has fully funded the Bruce R. Ellig Distinguished Chair in Pay and Organizational Effectiveness in the School of Business, in gratitude for knowledge that ranged beyond his eventual major.

Barry Gerhart, 46, a professor and researcher in the field of human resources, has been named to the Ellig Distinguished Chair. School of Business Dean Michael Knetter said the chair will help recruit faculty and students.

Ellig said that “the strength of an education at UW-Madison is not so much what you learn, but that you learn how to learn. From my undergraduate years through the master’s program in business, what was most valuable was discovering how to ask the right questions. If you can do that, you can always get the answers you need to move forward.”

Ellig, a native of Manitowoc, didn’t start his undergraduate career in the ‘50s on a business track. Like many students, he spent his first two years on campus in the College of Letters and Science. “I was intent on going on to Law School,” he said. “For one, my father thought that was a great idea. I was hoping to get a job with the FBI, and I thought being a lawyer would help there. I was a big fan of ‘Perry Mason,’” he added with a laugh.



Bruce Ellig

But early on it became clear that memorizing case law was not for him.

During his junior year, he “decided to take a look at the business program, or commerce, as it was called at the time,” Ellig said. “I took a class called Wage and Salary Administration with Professor Alton Johnson. I still remember the course number—174. He was a

charming Texan who in his soft-spoken way made the subject very appealing to me.”

Ellig saw that statistical, qualitative and quantitative analysis was something for which he had a knack, and he took to his business curriculum with relish. He’s grateful that he had the chance to explore different options before settling on his career path.

“I enjoyed studying history, literature, economics, you name it.”

His wide-ranging interests paid off in major academic honors. “I graduated both Beta Gamma Sigma, in business, and Phi Beta Kappa,” he said. “Wisconsin is unique in allowing you to take enough courses in a variety of subject areas to earn both keys.”

Among his many accomplishments, Ellig has written the industry reference “The Complete Guide to Executive Compensation.” For students interested in a human resources career, he suggests rotating through different parts of a business to see how they fit together.

“I would advise starting in sales, where you can learn the company, its products, its market and competitors,” he said. “Then you can maybe get into marketing, perhaps into manufacturing, so you can understand how products are produced and positioned. You’ll have a good understanding of the business and the abilities people need to make the organization successful.”

Marriage, gift both show power of teamwork

Jean and Phil Myers of Middleton, Wisconsin have been married for more than 61 years, long enough that they finish one another's sentences with ease. Their accomplishments at the University of Wisconsin-Madison are numerous, and yet they continue to seek new ways to help the UW and its graduate students.

Professor Emeritus Phil Myers ('45 MS, '47 PhD Eng) came to UW-Madison in 1942, when he accepted a teaching position in mechanical engineering in the College of Engineering. World War II was raging and teachers were scarce, so Phil, who had undergraduate degrees in math and mechanical engineering from McPherson College and Kansas State University respectively, studied for his master's and doctoral degrees at night, while he taught undergraduate students during the day. "I had to keep ahead of my students," Phil said with a smile.

In 1943, Jean completed a bachelor's degree in home economics at Kansas State and married Phil. After their move to Wisconsin, Jean earned a master's degree in home economics in 1947 from UW-Madison.

For 43 years, Phil held an unusual joint appointment, sharing graduate students with fellow faculty member Otto Uyehara, while conducting research in thermodynamics, heat transfer and fluid flow phenomena. Their work led to the creation of the internationally known Engine Research Center in the College of Engineering.

Jean, along with Otto's wife, Chisako, nurtured and encouraged the more than 125 graduate students their husbands shared over the course of their careers. They introduced foreign students and their families to their new culture and U.S. traditions by hosting many holiday dinners and summer picnics.

"The graduate students were not too much younger than we were," Jean said. "They had the same family issues, same lack of income and same problems with their young children."

A \$1 million gift from the couple established the Phil and Jean Myers Professorship, now held by Professor David Foster, as well as two graduate fellowships and



Jean and Phil Myers

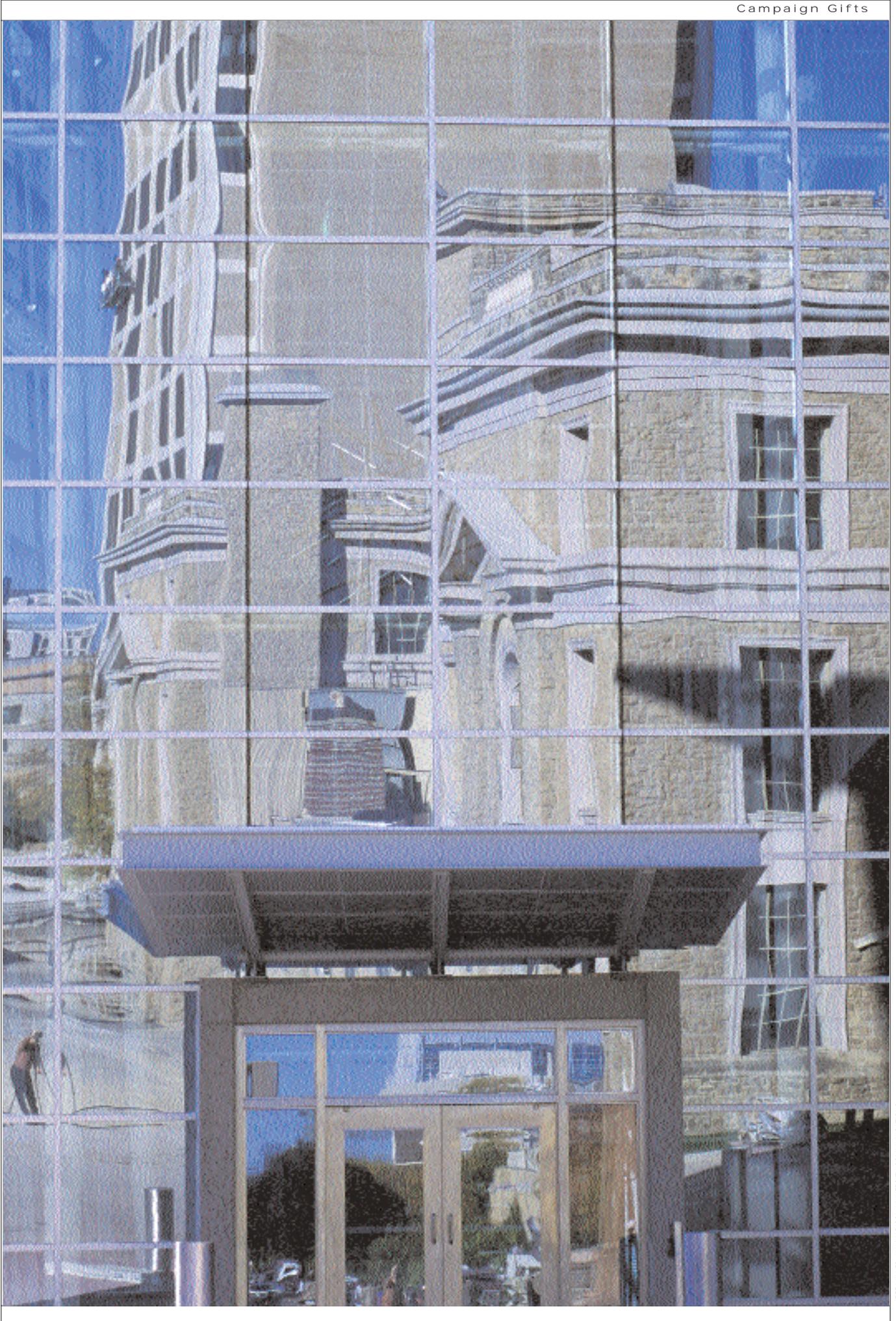
other support funds in the Department of Mechanical Engineering.

The Myers later created the Jean Alford Myers Award in the School of Human Ecology to provide resources for the dean to send graduate students to professional conferences, help cope with family emergencies or offer special recognition. This year, the couple made a gift to fund the renovation projects at the School of Human Ecology.

The world changed a great deal during Phil's career, and the couple traveled often, as he lectured abroad or participated in UW delegations to China, India and other destinations. Since Phil's retirement in 1986, they have spent considerable time traveling to visit their extended family of graduate students around the globe. At one time, the Myers' holiday card list included more than 500 addresses.

Both Phil and Jean credit their families of origin for making higher education a priority. All of their siblings attended college, and all five of the Myers' children are UW graduates.

"Education is a great investment," Phil said, "one we owe to people who have invested in us," Jean said, finishing Phil's sentence. "You have your own interests and abilities and you can choose how to help. You can give a scholarship or help students attend conferences. You get a lot of satisfaction from helping students improve themselves. Your action helps them determine the future," Phil said.



JEFF MILLER, DIV-MADISON UNIVERSITY COMMUNICATIONS

Gift is a family legacy

Bonnie Ludden Spiegelberg's ('60 BS SoHE) family has a long tradition of attending the University of Wisconsin-Madison. Her grandmother, father and mother all received UW degrees. Her two uncles also earned their medical degrees here.

Her husband's experience was quite the opposite. Harry L. Spiegelberg ('59 BS Eng) grew up on a dairy farm outside Appleton, Wisconsin. He was the first and only one of all his siblings and first cousins to go to college. "I broke some ground," he said, "but am pleased to note that in the next generation, almost all did go on to college and graduate."

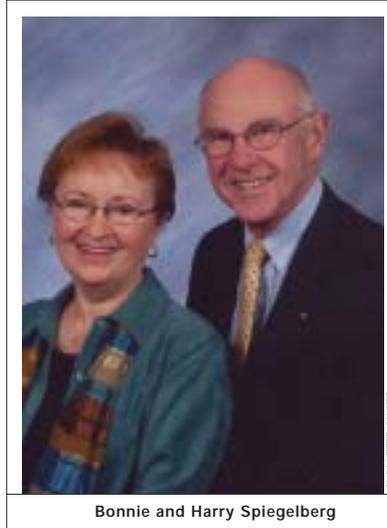
When he was a high school junior, Harry decided to study chemical engineering. "I had always liked science, especially chemistry," he said. "I planned to be a chemist, and then I noticed that chemical engineers made more than chemists and I thought, 'I think I'll be a chemical engineer.'"

Harry is proud of his education and the faculty that taught him. "My class had the benefit of having two icons in the industry/academic world as professors, Olaf Haugen and Roland Ragatz," he said. "I also had 'icons-to-be,' professors R. Byron Bird, Warren T. Stewart and Edwin N. Lightfoot." In fact, the three were in the process of writing the book that became the "bible" of chemical engineering when Harry was in school. "We got a chapter a week on mimeographed paper. That was pretty exciting, but it was more exciting later when I realized what I had gone through," Harry said.

"Having exposure to those faculty members has been a very important part for me and my relationship with the University."

Upon earning a bachelor's degree in chemical engineering from UW-Madison in 1959, he joined Kimberly-Clark Corporation, where he held various technical and managerial positions prior to his appointment as vice president in 1984. He retired in 1996.

In 1961, he took a leave of absence from the company to attend the Institute of Paper Chemistry in Appleton, where he earned an MS and PhD. In 1978, Kimberly-



Bonnie and Harry Spiegelberg

SUBMITTED PHOTO

Clark sent him to the University of Chicago for an MBA.

Harry and Bonnie have pledged an estate gift to the Department of Chemical and Biological Engineering of \$1.5 million to establish the Harry L. Spiegelberg Professorship in Chemical and Biological Engineering.

"This is our children's gift as much as it is ours," Harry said.

"When we told them we were making this gift, they were very supportive.

Our youngest son said, 'It's a legacy for our whole family.' We felt

very pleased to hear that." The couple have two daughters and two sons, all college graduates, two from UW-Madison. Some of them also married UW graduates.

Harry is a member of the department's visiting committee, an advisory committee of industry and academic people that evaluates and advises the faculty on how they are doing. "A reason for directing our gift to support professorships is because of my continuing association with outstanding faculty and staff in the department. The faculty is receptive to our thoughts and recommendations on undergraduates, graduate students and young faculty, among other subjects. It is stimulating to review all the graduate students' work and trying to understand it! This committee keeps me abreast of what's new," he said.

He and Bonnie also have endowed two scholarship funds with the department, the Outstanding Student Scholarship, offered annually to outstanding high school seniors who plan to attend the UW and major in chemical engineering, and the International Studies Scholarship for students participating in the overseas summer laboratory programs.

"The University has meant so much to Bonnie and me. We have season tickets for football and basketball," he said. "We have a 13-year-old granddaughter who is ready to enroll at UW-Madison right now. That's the kind of school spirit we have running through our family. The University has positively influenced our lives in so many ways—we said, 'How can we help them?'"

Her memory lives on despite cruel twist of fate

Irony. It was the subject of Birgit Baldwin's PhD thesis-in-progress and a word that comes to mind right after "tragic" when Professor Susan Brantly, chair of the University of Wisconsin-Madison Scandinavian Studies Department, tells the story of her friend's death.

In the 1980s, Brantly and Baldwin were graduate students at Yale University. This was Mecca in the field of comparative literature at the time, and the two gifted and ambitious scholars were learning from the masters.

Baldwin was bilingual in English and Danish and fluent in French and German. She also was following in the academic footsteps of her parents. Her mother, Jenny Jochens, is an eminent medieval Scandinavian history scholar; her father, John Baldwin, is a respected historian.

Hours of intense work still left the two friends time for fun like snickering through a parody of an Ingmar Bergman film to the annoyance of slower-to-catch-on audience members.

Brantly, whose specialties are Germanic studies and Swedish, came to the UW in 1987 but stayed in touch with her friend back East. "I expected us to have a common bond for a long time," she said. It was not to be.

In 1988, on her way into New York City to see a Bergman play, Birgit was killed by a drunken driver.

Brantly remembers her feelings of shock and loss. "She would have made a significant contribution to our field. Her death was not only a terrific personal loss, but a loss for all of us."

Recently, Baldwin's brother Peter and his wife, Lisbet, gave their mother a birthday gift of money to use, in Peter's words, to "provide [Birgit] with a bit of that immortality she was not allowed to create herself and which the rest of us do with children and/or books."

Remembering their daughter's dear friend at the UW and inspired by the scholarly writing of UW Emeritus Professor Dick Ringler ('56 MA L&S), Jenny Jochens and John Baldwin created an endowment that will establish a professorship in Birgit's memory. The Birgit Baldwin Professorship in Scandinavian Literature and Languages also pays tribute to the oldest and one

of the most distinguished Scandinavian Studies departments in the United States.

"Due to budget cuts, the department had to lose a position in Danish. This gift boosted morale and gave us cause to celebrate. More important, through this position," said Brantly, "Birgit's contributions to Scandinavian studies will go on."

Though small, Scandinavian Studies at the UW thrives in part due to the popularity of the Vikings, but also for teaching excellence, which has earned the department awards and recognition.

The UW was the first institution with an independent Scandinavian Studies department. Today, there are only two other independent Scandinavian Studies departments in the United States: the University of California-Berkeley and the University of Washington at Seattle.

Had fate been kinder, Birgit Baldwin certainly would have visited her friend Susan in Madison and, with her intellect and zest for life, made new friends here. She might have lectured on the poets and novelists she loved. She might have introduced her students to the French writer Jean De La Bruyère, who wrote, "From time to time there appear on the face of the earth (people) of rare and consummate excellence, who dazzle us by their virtue, and whose outstanding qualities shed a stupendous light."

Perhaps she would have discussed the meaning of irony.



Birgit Baldwin

Birgit Baldwin and Susan Brantly, chair of the UW Department of Scandinavian Studies, were friends and graduate students at Yale. This photo of Birgit was taken the Christmas before her death in a 1988 auto accident. Her family established the Birgit Baldwin Professorship in Scandinavian Literature and Languages in her memory.

SUBMITTED PHOTO

Making an imprint, bettering lives

Family means a lot to John J. Oros ('71 BBA Bus) and Anne Wackman Oros ('70 BA), who live in Ridgewood, New Jersey. They have given \$1 million, which will create a legacy at the University of Wisconsin-Madison School of Business.

Their gift names two areas of the Fluno Center: the John J. and Anne W. Oros Dining Room and the Kenneth B. Wackman Courtyard. The gift also establishes the John J. Oros MBA Speaker Series in the school.

"The gift for the MBA speaker series will help ensure that our MBA students have abundant opportunities to interact with successful business leaders from many different areas," Business School Dean Michael Knetter said. "The gift for the courtyard and dining room at the Fluno Center shows a sensitivity and response to the needs of the school that has marked this family's relationship with the University."

John J. Oros was named executive vice president of the Enstar Group in 2000 and president and chief operating officer in 2001. Before joining that company, he was a general partner with Goldman, Sachs & Co. in New York City. He is on the UW Foundation Board of Directors, has served on the Wisconsin Alumni Association (WAA) Board and has been a member of the School of Business Dean's Advisory Board.

Anne Wackman Oros, who graduated from the School of Social Work, has worked for the past decade with the New Jersey Division of Youth and Family Services, caring for 19 foster infants, often born with some degree of drug exposure. She also works with Children's Aid and Family Services of northern New Jersey to support and mentor parents.

Kenneth B. Wackman, Anne's late father, graduated from UW-Madison in 1935 with a degree in accounting. He served on the boards of directors for the WAA, UW Foundation and the Wisconsin Alumni Research



Anne and John Oros

Foundation. He spent much of his accounting career with Alexander Grant and was vice chairman of Talcott National at the time of his death in 1974.

"Anne's dad was involved with the Wisconsin Alumni Research Foundation and he was on the board of directors at the UW Foundation when Anne and I were in school," John said. "So I had these good associations with campus and with the Foundation thanks to him.

"Anne and I were married in 1973, and he died in 1974, a time when he was still incredibly active, in his mid-60s," John said. "That was a time, I think, when the UW Foundation was really coming into its own, with some of the leading industrialists in the country who just happened to be UW alumni stepping forward to help the University.

"I was truly flattered when I was invited onto the UW Foundation Board," he said. "When I was nearing the end of my 20-year career with Goldman Sachs, I told Sandy Wilcox and (Create the Future: The Wisconsin Campaign co-chair) Paul Collins that when we had the opportunity and the liquidity, we'd like to make a major gift."

"The gift for the MBA speaker series will help ensure that our MBA students have abundant opportunities to interact with successful business leaders from many different areas," Business School Dean Michael Knetter said.

John and Anne have three grown children—John, Daniel and Alexandra. Anne has put her UW education to work helping foster infants, many of whom come from chemically dependent backgrounds. “I had volunteered in the schools and in the community, and I finally decided I was going to do something more hands on,” she said.

The couple had two foster children in their care at the time of the interview. “We feel special about the gift these children have given us,” Anne said. “We hope we can get them off to a great start in life.”

Speaking of her father, Anne said, “He was very proud of his Wisconsin roots and his ties to the University. He was friendly and outgoing, and he gave his support to the University very graciously and very humbly.

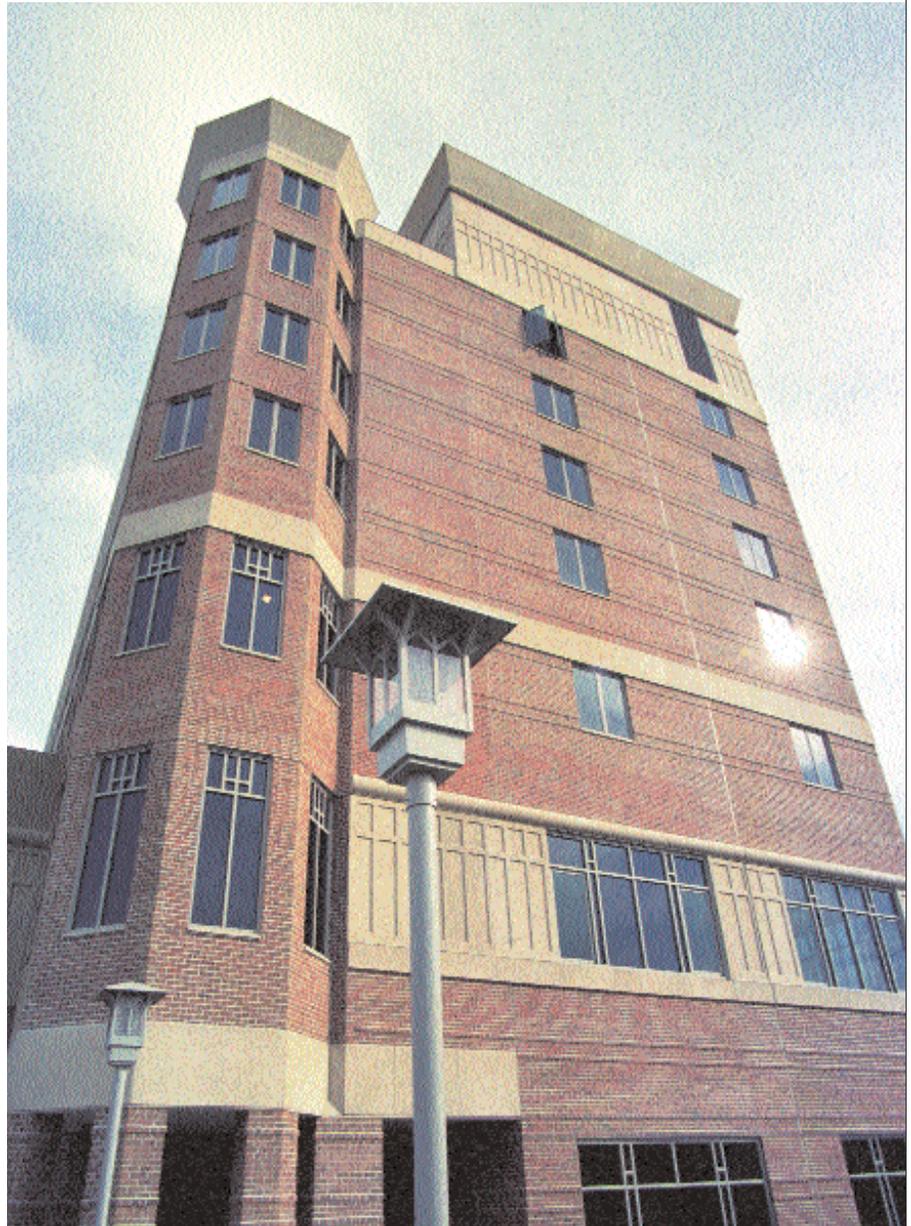
“He would be thrilled to know there’s a space on campus named for him,” she said.

Of the speaker series that will carry his name, John said he had discussions with Dean Knetter. “We agreed that it would be great if we could bring some of the world’s leading business executives to Madison to talk with Business School majors and have them inter-

act and be a kind of mentor to the students,” John said. “The UW hasn’t had the money or the staff on hand to ask these people to campus. One thing I’ve found, if you ask the CEOs of America’s leading companies to come to speak at a great university like Wisconsin, they usually will do it. I was happy to give the seed capital to help get it started.”

In addition to giving students access to real-world experiences, the Oros MBA Speaker Series can “help get UW-Madison on the map for some of these firms. If the chairman of GE, Ford Motor Co. or PepsiCo were to come to campus, you can be sure the recruiters will pay attention to that, and it might open some doors. So not only do they get firsthand experience, but it also has the residual benefit of raising the school’s profile,” John said.

As for naming the spaces at the Fluno Center, John said “having the names of our two families represented was immensely appealing to us. Ken (Wackman) was just an inspirational guy, so this made perfect sense.”



JEFF MILLER, UW-MADISON UNIVERSITY COMMUNICATIONS

“The gift for the courtyard and dining room at the Fluno Center shows a sensitivity and response to the needs of the school that has marked this family’s relationship with the University.”

Fletcher steps up with gift to Camp Randall

The University of Wisconsin-Madison changed Terrell Fletcher's life. Now he'd like to return the favor. Fletcher, born in a suburb of St. Louis, Missouri, was a running back who received a full scholarship and parlayed his Badger success into an NFL career with the San Diego Chargers. He also paid attention to academics, earning a bachelor's degree in English.



Terrell Fletcher

He has committed \$100,000 to the Camp Randall Stadium renovation, which will name the Varsity Club-Sixth Level after him.

"This is a great opportunity to give back to the school, a way for my family to leave a legacy at the University of Wisconsin and to acknowledge all the UW has done for us," he said. "I really appreciate what the University did for me and my family. The scholarship I received helped us out when we really needed it, and I was able to take advantage of an excellent education in a great city."

Fletcher, who played for the Chargers from 1995–2002, said "as a professional athlete, you're never retired as long as there's someone who might want you, but that's not my main focus now."

He's the young adult pastor at Faith Chapel in San Diego, and he calls the experience "the most rewarding and fulfilling thing I've ever done."

The gift to Camp Randall might not be the only one Fletcher makes to the UW and its athletic program.

"When I was in school, I never realized the way that athletic scholarships really work, that it's not only the school providing the money but also individuals making gifts to the kids," he said. "This gives us a good chance to tap into the student athletes personally. When you make that gift, you know it's going to have a hands-on, positive effect on a young person's life."

Fletcher credits Troy Vincent, a former star defensive back for the Badgers now with the Buffalo Bills and a member of the UW Foundation Board of Directors, for calling on those athletes who benefited from UW-Madison to make gifts of their own.

"Troy set a great example, one that I was glad to follow," Fletcher said. "We all can make a real difference every day with what we do. I'm blessed to have the opportunity to step forward in this way."

JEFF MILLER, UW-MADISON UNIVERSITY COMMUNICATIONS





Support, encouragement and a soupcon of Woody Allen



With his glasses perched atop his longish, silvery hair, Gary Fink ('57 BA L&S) looks professorial. He listens thoughtfully to a group of students with whom he and his wife, Jo Ann, are sharing dinner, life stories and opinions on politics, campus diversity and other topical issues. Clearly, he likes the company of students and especially these four Chancellor's Scholars. They are the current, and third group, of Scholars the Finks have supported since 1993.

A Chancellor's Scholarship covers undergraduate tuition and fees for talented minority students for up to five years. These seniors will graduate in a few months thanks to their own hard work and the generosity of Gary and Jo Ann Fink.

With the full attention of his audience, Fink tells his personal story of a kid from Manhattan, New York who, for reasons that still confound him, was accepted at the UW-Madison. His narrative is sprinkled liberally with sure-laugh one-liners shamelessly lifted from Woody Allen. The students love it, and though Jo Ann has obviously heard this all before, she, too, enjoys the energy and ambition of these young people.

As a UW freshman, Fink went through a series of majors beginning with chemical engineering, which he was invited to reconsider after an explosion in his first lab. Animal husbandry was an intriguing but not particularly logical choice for a city kid who had never

In the photo above, Gary Fink, left, greets Hai Lee, center, one of the Chancellor's Scholars his gifts support, as assistant Vice Chancellor Mercile Lee, right, makes the introduction. Gary and his wife, JoAnn, pictured to the far left, regularly invite their Scholars for an evening of dinner and lively conversation that can range from theater to politics to campus life.

seen a live cow. These were followed by journalism and philosophy. Finally, Fink found his passion in Russian history and a mentor in the famed Professor Michael Petrovich.

Fink waited tables in a women's dorm for meals, played in a Dixieland band on weekends and loved the UW so much, he stayed for five years. "I had a fabulous education," he said. "It is nice to have the opportunity to give something back."

His love for the Midwest led Fink to Minneapolis, where he became a successful insurance executive spending 41 years with The Prudential and earning the company's Lifetime Achievement Award. He started his own health-care consulting company in 1980 and built it into the largest firm of its kind in the world. Today, he is chairman emeritus of the Clark/Bardes Consulting-Healthcare Group, specialists in compensation planning for executives and physicians.

Gary and Jo Ann share a passion for art and even opened their own small museum in downtown Minneapolis, called Museum "Louvre It or Leave It."

As Jo Ann explained, “We buy work that makes our hearts sing.”

Fink is a voluntary consultant to more than 20 non-profit organizations that address children’s welfare, conservation and environmental needs. The Finks also provide financial help to 50 children in Vietnam.

Assistant Vice Chancellor Mercile Lee, who heads the 20-year-old Chancellor’s Scholars Program, calls Fink a great friend to the UW, to the program and to each

student he supports. “He comes to visit the scholars, treats them to meals and takes time to meet with them individually and get to know them as people with dreams and goals.”

Woody Allen once said that 80 percent of success is just showing up. Gary Fink seems to have a knack for showing up in the right places at the right times. This makes some fortunate Chancellor’s Scholars very happy.



BOB RASHID

Happy 20th birthday, Chancellor’s Scholarship Program

October 16, 2004 was a day of reunion and celebration as more than 300 Chancellor’s Scholars, mentors and generous friends gathered to mark the 20th anniversary of the Chancellor’s Scholarship Program.

The idea of a scholarship program for talented, underrepresented minority students was developed by Associate Vice Chancellor Mercile Lee, who continues to direct the program. Since Chancellor Irving Shain welcomed the first class of six scholars in 1984, more than 500 students have become proud Chancellor’s Scholars. Three members of that original class, along with past and present Scholars, attended a daylong series of workshops and an evening reception. The theme of the celebration was “Celebrating, Connecting and Creating Change.”

The Chancellor’s Scholarship Program is a direct response to the need for creative, well-educated minority men and women, prepared to move into successful professional careers and serve as role models for all students. The program is supported entirely by private gifts and covers tuition and fees for selected

If the expressions on these faces are an indication, it is an evening these four seniors will remember with happiness and gratitude. From left, Hai Lee, Gary Fink, Marcus Johnson, Christina Hoffman and Monica Lewis.

academically underrepresented ethnic minority students. These merit-based scholarships support students who may be of African, Hispanic, Native or Southeast Asian American descent.

The promising students selected for the program generally graduate in the top ten percent of their high school classes and have been leaders in their communities. Once they become Chancellor’s Scholars, these UW undergraduates can pursue any major and are paired with a faculty mentor who shares their interests.

The Chancellor’s Scholarship Program is a success by any measure. Scholars graduate at a rate of more than 80 percent, exceeding that of the overall campus population, and the majority of them pursue graduate and professional degrees. All UW-Madison students benefit from an educational experience enriched by a diverse student body and graduate better prepared for today’s multicultural workplace.

To live is to grow; to grow is to live

Sister Mary David, left, and another nun, right, share an unforgettable moment with their award's namesake, Gina Kline. The occasion is the inaugural Leopold Restoration Awards Dinner and Recognition Ceremony held on October 10, 2002 at the Arboretum Visitor Center. The Sisters of St. Benedict (represented by Sister Mary David Walgenbach, prioress, and Neil Smith, executive director of administration) won the Virginia M. Kline Award for Excellence in Community Based Restoration.



In her lifetime, Virginia “Gina” Kline (’47 BS L&S, ’75 MS L&S, ’76 PhD L&S) had many titles that together describe a woman of extraordinary ability, intelligence, courage and generosity. Her death in 2003 left an empty place in the hearts of her children, her colleagues at the University of Wisconsin-Madison and the UW Arboretum, her friends and fellow nature lovers—they were all family. Kline’s estate gift to the Arboretum to support student interns means that her love for the earth’s bounty and beauty will have a chance to take root and grow in the botanists, ecologists and naturalists of tomorrow.

For a portion of her adult life, Gina Kline was student and employee, wife and mother, gardener and neighbor. These were not unusual titles for a woman in post-World War II America although as an undergraduate chemistry major, Kline made the fairly uncommon choice of following her interest in the sciences. After graduation, she went to work at the McArdle Laboratory for Cancer Research, where she met her husband, Bernerd (’32 BS ALS, ’33 MS ALS), a biochemist.

They had four children and Kline devoted much of her attention to her family and home in Madison, but she did make time for her garden, which was constantly changing. Gardening, she once told her friend and fellow graduate student, Harriet Irwin (’59 BS Edu, ’64 MS L&S, ’73 MS), is a never-ending process. She also was an early and active member of the Wisconsin Chapter of the Nature Conservancy.

Her passion for gardening drew her to the Arboretum and Kline became involved in teaching the popular “Reading the Landscape” course. Evelyn Howell (’73 MS L&S, ’75 PhD L&S), professor of landscape architecture, College of Agricultural and Life Sciences, met Kline when both were graduate students. “Gina had no formal training in botany but she knew tons. She went to graduate school to get the credentials and respect.”

Kline was a non-traditional, older female graduate student in one of the sciences and as such, was

considered somewhat of a risk by her male-dominated department. But, according to Howell she was an excellent student, a good problem-solver and had a great sense of humor. She won her professors over and eventually taught the “Vegetation of Wisconsin” course for 12 years with her major professor, Grant Cottam (’48 PhD L&S).

“She developed into an amazing teacher,” said Irwin. “She loved people—from little ones to college age—and sharing the wonders of nature.” Kline also taught teachers how to open children’s minds and imaginations to growing things.

“She was just superb at approaching people at each level and helping them grow,” said Howell.

After completing her PhD in 1976, Kline received a joint appointment to the botany department and the UW Arboretum. She was Arboretum ecologist and research program manager until her retirement at age 70.

An internationally known restoration ecologist, she was invited to give talks all over the world.

She also continued to teach “Reading the Landscape” to new students and to people who returned to the class year after year. Howell remembers going on scouting trips to prepare for each new session. “We had entirely too much fun poking around and botanizing.”

After retirement, Kline began painting what her friends described as richly colorful abstract works. “She touched many lives and when one chapter of her life ended, another one started,” said Irwin.

Throughout her life, Kline added to her titles: scientist, researcher, lecturer, consultant, artist, widow, grandmother and great-grandmother. And always, friend.

Ralph Waldo Emerson once said, “Nature is the symbol of the spirit.” Virginia Kline’s spirit lives on in the misty dew on wildflowers in spring, the sunny playfulness of a summer day, the golden glow of an autumn forest and the peaceful serenity of a winter night.



A walk through the Arboretum as fall paints its final colors before resting for the winter is an ideal time for Harriet Irwin, left, and Evelyn Howell, right, to remember their friend and colleague, Virginia Kline. A gift from Kline’s estate will help student interns in their research at the Arboretum.

BOB RASHID

Treasured job leads to library gift

The charm of Madison, Wisconsin captured the heart of David Henige, but it was his position as African Studies bibliographer at the University of Wisconsin-Madison Memorial Library that allowed him to stay. While he doesn't consider himself a "red sweater type" UW employee, he is here because he wants to be. And he's been here for 30 years.

David began reading history at the age of 10. With his interest piqued, it was only natural for him to take a broad span of history classes in college. He loved uncovering the secrets of the past and this love would eventually lead him to a satisfying career.

He earned both bachelor's and master's degrees in history at the University of Toledo. He came to UW-Madison at age 29 and earned a doctorate in African History. During his time at the UW, he worked at Memorial Library. In 1971, he traveled to Ghana on the West Coast of Africa to do his fieldwork. Two years later David was offered a job as a teacher in Birmingham, United Kingdom.

After a year, he realized that he lacked the passion to be a teacher and returned to the U.S. to a job he really treasured—bibliographer at the Memorial Library. "I love the autonomy and research required in



JEFF MILLER, UW-MADISON UNIVERSITY COMMUNICATIONS

my job. I do it because I like to." In 1978, he earned a master's degree in Library and Information Studies from UW-Madison.

David hopes the \$10,000 gift that he and his wife, Jan Behn, who also is an employee at Memorial Library, have given the libraries the extra margin of excellence they need. They have established the David Henige Endowment Fund to support collections and services of the General Library System.

"We definitely have a distinct teaching mission—people need to come to libraries to keep getting good information," David said. "Libraries are challenged because of the amount of information that is out there and the cost to acquire it."

"The quality, richness and diversity of the Libraries would not exist, and will not continue, without the continuing support," said David.



David Henige and Jan Behn have devoted themselves to careers at Memorial Library. The David Henige Endowment Fund will support collections and services in the UW-Madison Libraries.

BOB RASHID

Talking turf with Terry Kurth

“TURFGRASS IS THE RODNEY DANGERFIELD OF THE ENVIRONMENT. IT GETS NO RESPECT,” SAID TERRY KURTH ('75 BS CALS).

“IT IS A SIMPLE ENVIRONMENTAL HERO.”

Turfgrass is the Rodney Dangerfield of the environment. It gets no respect," said Terry Kurth ('75 BS CALS). "It is a simple environmental hero."

The state of Wisconsin has roughly 280,000

acres of turfgrass that covers yards, parks, roadsides, golf courses, athletic fields and sod farms. Nearly 30 years after graduating from the University of Wisconsin-Madison, Terry remains dedicated to quality science and dissemination of research-based information on turfgrass management.

Terry and his wife, Kathy, who reside near Cross Plains, Wisconsin, along with the Wisconsin Landscape Federation, have established the Terry and

Terry and Kather Kurth and daughter Krista enjoy the Horticulture Garden Party at Allen Centennial Gardens last summer.

Kathleen Kurth Wisconsin Distinguished Graduate Fellowship in Turfgrass Management at the University. Housed within the College of Agricultural and Life Sciences (CALS), the turfgrass program includes studies in agronomy, entomology, horticulture, plant pathology and soil science.

"The Kurth Fellowship is unique in the expectation that recipients will actively communicate their research results to the turfgrass industry and to the broader public, in addition to conducting excellent research toward their

graduate degrees," said CALS Dean Elton Aberle. "This expectation clearly reflects Terry Kurth's commitment to basing turfgrass management decisions and public policy development on the best scientific data available."

Kurth has been involved across the spectrum in the "Green Industry," a general term that describes the production, installation and maintenance of flowers, sod, nursery, landscape products, Christmas trees and those items directly related to the production and maintenance of the products. Kurth's background includes work as a superintendent at Peninsula State Park Golf Course in Door County, Wisconsin, a seminar instructor for the O.M. Scott and Sons Co. in Ohio, and ownership with Kathy of the Barefoot Grass Lawn Service franchise in the Madison area. From 1978-97, they worked to expand their Barefoot Grass Lawn Service franchises into northeastern Wisconsin, Illinois, Kentucky and Texas. He sold the business to TruGreen/Chemlawn in an attempt to retire at age 44. Kurth returned to business a few years later with a Weed Man franchise in Madison, and he is now director of development for U.S. operations for Weed Man lawn care.

"The density level of turf makes it a great sponge and filter," said Kurth. "It prevents erosion, breaks down pollutants into safer compounds and is a safe surface for kids to play on."

In Wisconsin alone, the Green Industry accounts for more than 43,000 jobs and an economic impact of more than \$2.7 billion annually, Kurth explained. As long as Terry Kurth is involved, odds are good that it will continue to grow and thrive.

"The Kurth Fellowship is unique in the expectation that recipients will actively communicate their research results to the turfgrass industry and to the broader public, in addition to conducting excellent research toward their graduate degrees," said CALS Dean Elton Aberle.



SBC Foundation believes in PEOPLE



Students experiencing success through the University of Wisconsin-Madison's Pre-college Enrichment Opportunity Program for Learning Excellence (PEOPLE) have a huge foundation booster to thank.

The SBC Foundation has been PEOPLE's largest private supporter. In August 2004, the foundation awarded the program a two-year, \$250,000 grant. That follows a \$600,000 award made in 1999 as part of a larger, \$1.5 million grant in support of the University's Plan 2008 diversity effort.

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

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

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

PEOPLE serves close to 800 high school and middle school students from public schools in Milwaukee, Madison, Racine, Waukesha, the Ho-Chunk Nation and the Menominee Nation. Students from Madison enter the program while in middle school; students from most other areas join during high school.

"Two-thirds of our students come from low-income families, and we make every effort to prepare and

"Two-thirds of our students come from low-income families, and we make every effort to prepare and support their aspirations to attend college and to pursue a career of their choice."

Walter Lane

support their aspirations to attend college and to pursue a career of their choice," said Walter Lane, PEOPLE director and assistant dean in the School of Education.

"Our students come into the program as a cohort group of 100 students, and they study and stay together until they graduate from high school," Lane said. "For those successfully entering the University, a group of friends will serve as a support network to promote a successful college experience leading to graduation."

SBC has been there from the start.

"At SBC, we place a high priority on supporting efforts that enrich and strengthen diverse communities," said SBC Wisconsin President Paul La Schiazza. "We are pleased to support the UW-Madison PEOPLE Program, which is essential in providing low-income and minority students with the opportunity

to gain access to higher education and prepare them for lifelong success."

PEOPLE emphasizes enrichment in math, science and writing, and it incorporates technology as an integral part of the curriculum. Students build study skills and receive information on college preparation and testing, academic and career options, and other subjects to foster graduation from high school and success in college.

Those who complete the pre-college portion of the program and are accepted for admission to UW-Madison receive a tuition scholarship for up to five years. Designed for African-American, American Indian, Asian-American (with emphasis on Southeast

Asian-American), Hispanic/Latino and disadvantaged students, the program was launched in 1999 as part of Plan 2008.

Measured in 2003, 100 percent of those completing the program graduated from high school, and 96 percent enrolled in colleges or universities.

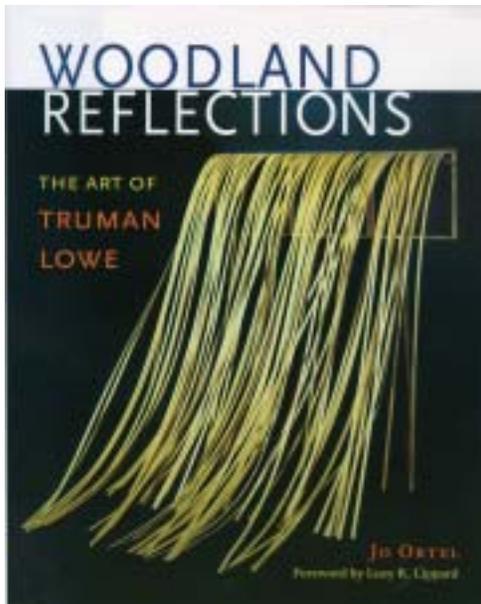
“The program has a great mission,” Dextra said. “One of its strengths is how it works with the local communities and the school districts to identify children with potential, who are capable of being college material but who can often be overlooked by recruiters and admission offices. They see what the students are doing on a local basis and help them achieve their goals.”

Beyond supporting the overarching goals of PEOPLE, Dextra has a personal interest as well. In addition to having a niece participate in the program, his daughter Danielle Hadnot started with PEOPLE her sophomore year of high school. “She wanted to go to college, and PEOPLE helped her focus on the goal and stay on top of her academics,” he said. Danielle is now a sophomore at UW-Madison.

Students in the Pre-College Enrichment Opportunity Program for Learning Excellence (PEOPLE) build skills and relationships that help them succeed in college and life.



In appreciation of Truman Lowe's art



Paul (Owen), along with his brother John, principals in the Janesville-based company Chambers and Owen, decided to make a corporate gift to help turn author Jo Ortel's seven-year effort, titled "Woodland Reflections: The Art of Truman Lowe," into a real book. The Hooper Foundation of Madison provided additional funding.

Sometimes you can make a big difference simply by being in the right place at the right time. It also helps if you have the right interest.

Paul Owen is interested in Native American art. So when the University of Wisconsin Press announced plans to publish a book on the work of UW-Madison Professor of Sculpture Truman Lowe ('73 MFA Edu), Owen contacted the UW Press to buy it. He discovered this was not possible because there were no funds to publish the book.

Paul, along with his brother John, principals in the Janesville-based company Chambers and Owen, decided to make a corporate gift to help turn author Jo Ortel's seven-year effort, titled "Woodland Reflections: The Art of Truman Lowe," into a real book. The Hooper Foundation of Madison provided additional funding.

"He [Truman Lowe] is a tremendous resource hugely respected outside Wisconsin, but few here seem to know who he is," said Owen.

Lowe is similarly admiring of Owen. "I can't believe he just showed up and made this gesture."

"The very originality of Truman Lowe's art made raising funds to publish this book a challenge," said Sheila Leary, outreach director, UW Press. "He does not fit into anyone's preconceptions. Most foundations that support art books focus on European art, antiquities or modern artists in New York and California. And, the foundations that support Native American cultural projects do not have Truman's large, abstract sculptures in mind. The support we received from two Wisconsin philanthropists was absolutely crucial in making publication of this beautiful book possible."

Lowe, a native of Black River Falls, Wisconsin, is a member of the Thunderbird clan of the Ho-Chunk Nation. He has been on the UW faculty since 1976 and is a recipient of the Wisconsin Alumni Research Foundation Mid-Career Award and a National Endowment for the Arts Individual Fellowship. His work has been on exhibit in the White House Garden and at the Denver Art Museum, the Tucson Museum of Art and the Heard Museum in Phoenix. Most recently he was on leave from the UW to serve as curator at the Smithsonian National Museum of the American Indian.

Jo Ortel, now an associate professor of art and art history at Beloit College, first met Truman Lowe when she was teaching a course in contemporary art at the UW.

She regularly invited UW faculty to guest lecture to her class. “As he showed his slides, I was taken with his work and his eloquence,” she recalled. “We began a conversation about a possible article, which then turned into a book project. I thought I could complete the book in a year. In the end it took me seven years.”

Lowe himself offers one possible explanation for the length of the project. “Jo is very thorough in her research. We agreed she would have access to me and the work. It was not unusual for her to just show up. She asked the same questions over and over. I would say ‘you already asked me that,’” he said with a laugh.

This relentless questioning resulted in what Lowe describes as an interesting depth. “[Her questions] really asked me to think back further,” Lowe explained. “Every work has a number of layers and you peel it like an onion.”

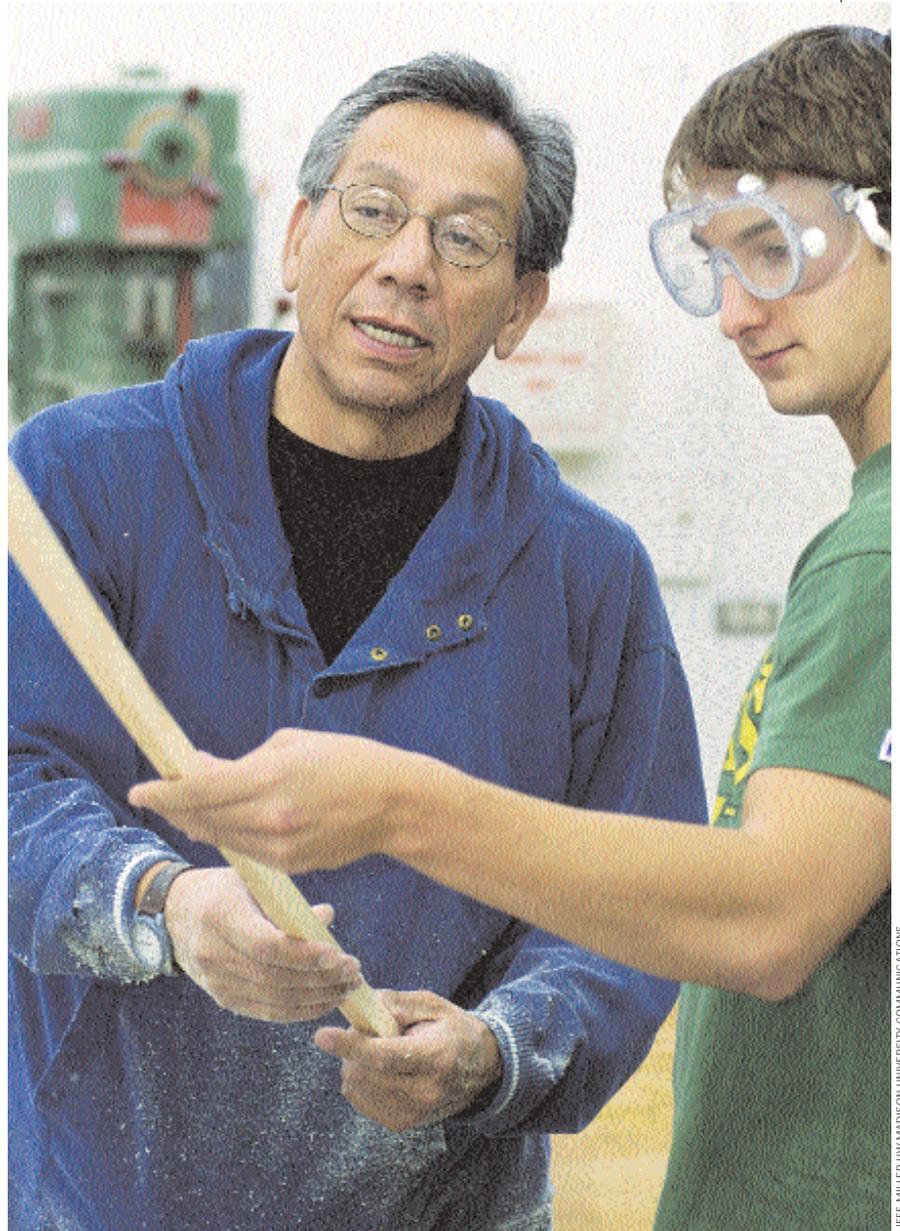
Ortel remained intrigued with Lowe’s unique vision. “His background and his experiences are enfolded in quiet, tranquil works of art. In my opinion, his work has universal appeal. He speaks in a familiar modernist visual language in his art, but his work also has very specific meaning. It is frequently about the Wisconsin landscape, his Ho-Chunk heritage or native (American) history.”

Melanie Herzog, associate professor of art history at Madison’s Edgewood College, calls Truman Lowe’s work “notable for its visual elegance and narrative complexity. He is one of the foremost Native American artists working today.”

Lowe, Ortel and Owen are all pleased with the final product from UW Press. “The Press made a very beautiful book,” said Ortel. “It was designed by an award-winning book designer, Jane Tenenbaum.”

“I was fascinated when I read it. It explains how he (Lowe) ties elements together and speaks to stereotypes,” said Owen.

Ironically, Lowe and Ortel have yet to meet Paul Owen though all are excited at the prospect. If ever there is a time for an art lover to eavesdrop on a conversation, it will be when this artist, art historian and art patron come to finally meet. Be sure to take notes.



Truman Lowe, professor of art and a prominent wood sculptor, teaches undergraduate student Eric Monroe how to safely use a table saw and offers other wood-working tips during a wood sculpture class. Jo Ortel’s book on Lowe’s art was published recently thanks to gifts to UW Press.

Developer turns bleak memory into bright vision

Madison, Wisconsin real estate developer Terrence Wall ('87 BA L&S), '89 MS Bus) was born with a narrowed aorta that forced him to undergo heart surgery at the age of 7 and endure a three-month hospitalization at the University Hospital, the forerunner of the University of Wisconsin Hospital and Clinics.

Wall, now president of T. Wall Properties, will never forget the feeling of isolation he had in the hospital. Today, he is working to ensure that future pediatric patients will have a better experience.

"There were no other kids, no toys, no books or teacher or classroom to help me stay on track with my schoolwork, no place for my family to visit," he said. "You were lucky if there was a chair in your room. The staff was wonderful, but the physical environment was bleak."

Terrence and his wife, Helen, have made a gift to the new American Family Children's Hospital (AFCH) that will change that environment by furnishing playrooms and family support spaces within the hospital. In addition, Terrence easily persuaded his family to join him in the project. Terrence's father, John Wall, owner of DEMCO, a Madison-based library and school supplier, the Wall siblings and the company's CEO will donate design time, furnishings, supplies and installation for the new family resource center, library and schoolrooms.

"Our family has three primary gifting criteria: youth, education and Madison-based," Terrence said. "This is a perfect fit."

Phase I of the AFCH project is expected to cost \$78 million and is scheduled for completion in 2007. Of the estimated costs, \$37 million will come from UWHC bonding and the balance from private gifts.

"I was thrilled with the hospital's Main Street concept," Wall said. "It creates an interactive environment, much like we do at T. Wall Properties, where people can bump into each other and make connections. Can you imagine kids playing on a bright stage, laughing, interacting, taking their minds off why they are there? They will heal better."

The hospital will house pediatric intensive care services, a childhood cancer unit, medical and surgical



From left, Helen, Maddie, Katie, in front, and Terrence Wall support healthy improvements to the environment for ill children at the new American Family Children's Hospital.

units and a special area for one-day tests and treatments. Perhaps the most significant change in design reflects an evolution in the philosophy of care, integrating the sick child's entire family into the healing experience. Planners are increasing patient room sizes from 125 square feet to 300 square feet and incorporating space for parents to sleep near their child. The first phase of construction will contain 60 beds; 24 additional pediatric rooms will accompany operating rooms to be built in phase two to serve even more young patients.

The Family Resource Library, located on Main Street, will allow parents easy access to research their child's illness via the Internet or print materials. The two classrooms within the Children's Hospital School will help young patients stay up-to-date with their schoolwork with help from Madison Metropolitan School District teachers who are familiar with the unique demands of ill students. Wall repeated first grade as a consequence of time spent in the hospital, and he hopes other children can avoid this additional disruption.

"Kids might see that some other kid (I) was here, got better, became successful and gave back to make this a better place," Wall said. "It might give them hope that they can achieve their own dreams."

BOB RASHID

A little wacky and a whole lot wonderful

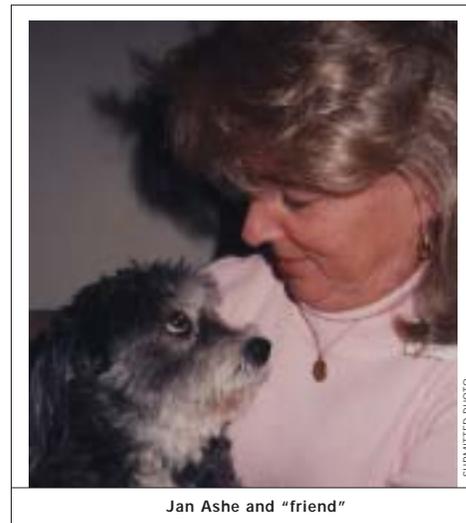
GARY MORGAN, JAN ASHE'S FIANCÉE, ESTABLISHED AN ANNUAL AWARD FOR RADIOLOGICAL TECHNICIAN STUDENTS WHO SHARE SOME OF THE QUALITIES HE BELIEVES DESCRIBED JAN. HE WROTE, "JAN ALWAYS PUT A SMILE ON YOUR FACE AND WARMED YOUR HEART. JAN TRULY CARED ABOUT PEOPLE. JAN ADORED CUTE DOGS AND LITTLE CHILDREN. BEING A FRIEND AND BEING WITH FRIENDS WAS MOST IMPORTANT IN JAN'S LIFE."

Gary Morgan ('75 BS Edu, '78 MS L&S) is eager to talk about the award he established to honor the memory of his fiancée, Jan Ashe. As he describes Jan's love for her work as a radiology technician and the eccentricities that made her fun, interesting and unforgettable, it is hard not to notice his Pillsbury doughboy tie. It is, he explains, one of Jan's flea market treasures. Combine her legendary frugality with her whimsical sense of humor and this is what you get.

It seems that everyone who knew Jan Ashe carries a little piece of her with them. She touched many people in her all-too-short life.

After graduating from the University of Wisconsin-Madison radiology technician training program in 1970, Jan worked at Meriter Hospital in Madison and in Sheboygan before putting down roots back in Madison at Northeast Family Medical Center, a UW Health clinic, where she stayed for nearly 25 years.

"She was the consummate professional," said Dr. William Schwab, chair of the Department of Family Medicine, UW Hospital and Clinics. "She was proud to be a radiographer and well versed in the science and art of her craft. She also went far, far out of her way to make things right for people—patiently assisting an elderly person to get in position for an X-ray, coaxing a



Jan Ashe and "friend"

smile out of a tearful child, calling to figure out if a woman's mammogram might be covered by the Cancer Prevention Project, or cajoling a colleague to stick around and do a C-T scan for a worried person with a scary symptom."

Then there was her Beetle—a white 1972 Volkswagen named "Tiny Speedie" with a Badger flag and fold-out picnic table. Jan helped found the Capital City Volkswagen Club so other Beetle boosters could get together and enjoy their hobby.

When Jan was diagnosed with breast cancer in 1997, she tackled it with her characteristic optimism. She drew on her own treatment experience to support others through the Reach for Recovery program and through her daily contact with patients.

(continued on page 34)

A little wacky and a whole lot wonderful

continued from page 33

Jan's sister, Christie Strait remembers how she helped other cancer patients get wigs and encouraged them to fight. "She was so hopeful. She always participated in the Susan G. Komen Race for the Cure."

In October, 2003 cancer attacked Jan once again and this time it won. Jan Ashe passed away on February 10. Her memorial service was held on February 14, Valentine's Day. It was sadly appropriate for someone who had opened her heart to so many—people, animals and small, sassy cars.

The Jan Ashe Award will be presented by the Department of Family Medicine to a student graduating from the School of Radiologic Technology Program who displays both technical skills along with an ability to communicate with patients and a cooperative team spirit. Award recipients will be chosen for their caring, empathetic approach to people, and especially families.

According to her friends and co-workers, Jan was the kind of person who could always be counted on to be there for others and who others were able to

confide in. The award is one way to recognize these qualities in young radiology professionals just starting their careers.

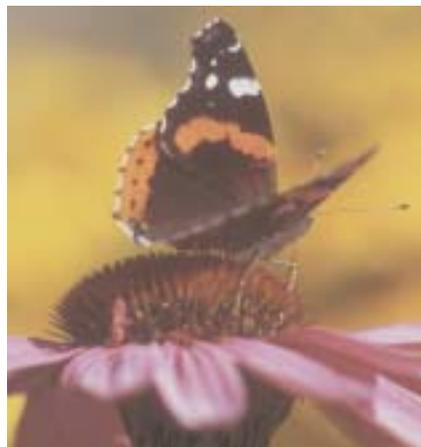
The School of Radiologic Technology is a 24-month program designed to offer both clinical and classroom education in the art and science of medical radiography. It is one of two training programs offered through the Department of Radiology.

"The Jan Ashe Award creates an opportunity for people to see that the things we loved and respected about Jan are noticed and truly valued in a family clinical setting," said Dr. Schwab.

On the wall at the entrance to the Northeast Family Medical Center radiology department is a poster dedicated to Jan. It is a photo of a butterfly, wings spread in graceful flight, and the words: "Just when the caterpillar thought the world was over, it became a butterfly."

While Jan's family, co-workers and friends miss her smile and generous spirit, they also know the universe has welcomed a beautiful new butterfly.

Just when the caterpillar
thought the world was over,
it became a butterfly.



Desert to bloom with Wisconsin Weekend Away



DEL BROWN

Picturesque Tucson, Arizona will be the site for learned discussions on media history, art and the arts press, and pharmaceutical issues March 18–20 when Wisconsin Weekend Away hits the Westward Look Resort.

The annual event, which takes the University of Wisconsin-Madison's expertise on the road, features James L. Baughman, professor and director of the School of Journalism and Mass Communication; Paula Panczenko, executive director of Tandem Press; Russell Panczenko, adjunct professor and director of Elvehjem Museum of Art; and Jeanette Roberts, dean of the School of Pharmacy. Chancellor John Wiley will provide his annual update on the University.

Baughman will present "Thank You for Letting Us Into Your Home: The Debate Over American Television, 1948–60" and "What Happened to American Journalism, 1960–2004?"

Russell Panczenko will speak on the Elvehjem, its mission and its collections. Paula Panczenko will detail Tandem Press, the fine-art printmaking studio affiliated with the Art Department. The two also will present "Unravel the Mysteries of Artistic Creation" and "Behind the Scenes with Professional Art Collectors."

Roberts will give two lectures: "Why Do My Drugs Cost So Much??!" and "Herbal Medicines: Help, Hype or Hoax?"

Westward Look Resort, set on 80 acres high in the foothills

From left, Paula Panczenko, executive director of Tandem Press; Russell Panczenko, adjunct professor and director of the Elvehjem Museum of Art; James L. Baughman, professor and director of the School of Journalism and Mass Communication; and Jeanette Robert, dean of the School of Pharmacy, will take their expertise on the road for Wisconsin Weekend Away on March 18–20 in Tucson, Arizona.

overlooking Tucson, is home to an amazing variety of birds, plants and wildlife, and offers spectacular views of the mountains, desert, sunset and city lights. Guests will enjoy optional tours of Sabino Canyon, Kitt Peak National Observatory Visitor Center and Museum, and the Arizona-Sonora Desert Museum.

"In art the hand can never execute anything higher than the heart can inspire."

-Ralph Waldo Emerson



BOB RASHID

The University of Wisconsin Foundation is committed to helping assure an environment where creativity, passion, reverence for the old and enthusiasm for the new can flourish.

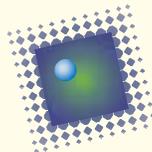
Paul Collins ('58 BBA Bus), co-chair of *Create the Future: The Wisconsin Campaign*, learned to appreciate music from his mother, Adele Stoppenbach Collins ('29 BM L&S).

Thanks to the School of Music fellowships he established in her honor, musically gifted

students have the opportunity to study with such world-renowned artists as Christopher Taylor, piano, and David Perry, violin, professors in the School of Music.

The UW 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.



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