

A REPORT FROM  
THE UNIVERSITY  
OF WISCONSIN  
FOUNDATION

SPRING 2006

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

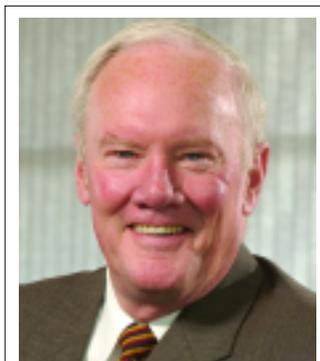
# insights

**Women  
in Philanthropy**  
'Live and give generously'  
resonates with audience

**Dialed in**  
College radio led  
to alum's success

**Looking ahead**  
Bascom Hill Society  
prepares slate of activities

# Message from the president



Sandy Wilcox

The publications you receive from us at the University of Wisconsin Foundation are filled with stories about our generous donors and how gifts are the difference between a great university and an extraordinary one. With Create the Future: The Wisconsin Campaign successfully winding down, it seems an appropriate time to talk about why we offer these stories of generosity.

One very basic purpose is to inform you about students, staff and faculty, their activities across campus in classrooms, research labs, departments, study and recreational spaces, and the impact private gifts are making. The saying “Nothing never happens” is certainly the case at the UW-Madison.

We refer to your gifts as investments in the future, an admittedly abstract concept. The stories behind these investments give them a human face. We recognize that gifts are inspired by special memories, by hopes for improving and enriching individuals and society, by gratitude for opportunities to learn and a desire to pass these opportunities on, by expectations

of a healthier, safer and more understanding world. About 99.7 percent of the gifts we receive are for a designated purpose.

This translates to a nearly endless supply of sometimes humorous, sometimes emotional, always heartwarming stories to share with you. They are definitely an added benefit of our work.

Gift stories are surprising idea generators. An “I-didn’t-know-you-could-do-that” reaction to a gift story often triggers creative thinking about new ways donors can invest in the people, programs and facilities that are meaningful for them.

Perhaps the most important reason for presenting these stories is that they are simply a way to say thank you. In addition to a personal letter, phone call or visit, we can show our gratitude through publications like this. Our goal is to connect you with like-minded people whose generosity and commitment make so much possible and with the people who are so aware and appreciative of this support.

Enjoy the stories and thank you for letting us tell them.

*We recognize that gifts are inspired by special memories, by hopes for improving and enriching individuals and society, by gratitude for opportunities to learn and a desire to pass these opportunities on, by expectations of a healthier, safer and more understanding world.*

Chancellor John D. Wiley  
The University of Wisconsin  
161 Bascom Hall  
500 Lincoln Drive  
Madison, WI 53706

Dear Chancellor,

Please accept this donation as payback for particular actions I performed as a student of the University of Wisconsin. During my stay there, my friends and I cut down an evergreen tree from campus to use as a Christmas tree one holiday season. This guilt has been with me for several years and now I must right this wrong. I realize this donation will not replace years of growth, but it will replace the tree that lost its home. Today I am a fully functional member of the Madison community and truly appreciate everything the University has done for me. To deface the campus in such a way was completely unacceptable and I regret it. Please accept my deepest apologies.

Cordially,

University of Wisconsin Alumnus

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ON THE COVER:

The Wisconsin Union and Library Mall are alive as spring turns to summer on the University of Wisconsin-Madison campus. Throughout the years, the Union has thrived in large part thanks to gifts from alumni, friends, staff and faculty. With its well-attended summer concerts, Hoofers outdoor adventure component and beloved Terrace, the Union for many provides a signature outdoor campus experience.  
Cover photo: Wolfgang Hoffmann

# Create the Future: The Wisconsin Campaign now at beginning of its end

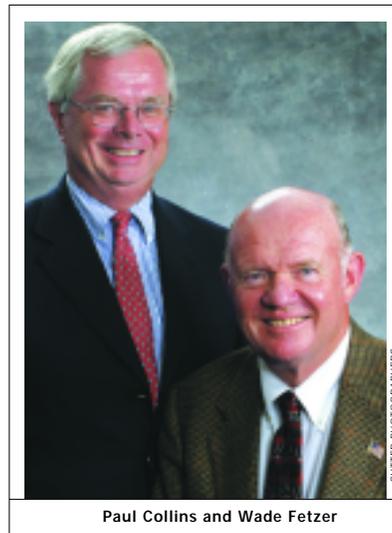
Of course, we should, and will, take time to enjoy not just reaching, but surpassing, our \$1.5 billion goal, the highest campaign goal in University of Wisconsin-Madison history. Congratulations to all of you who made it happen. Your contributions of time, enthusiasm and counsel, as well as your gifts, remain important and sincerely appreciated.

You have set admirable records on other fronts since the beginning of the campaign's public phase in 2003. The number of gifts has steadily increased from just over 110,000 in 2002 to more than 123,000 in 2005. Total gift dollars rose from nearly \$131 million to about \$194.5 million over the same period, not counting the \$296 million Wisconsin United for Health Foundation (Blue Cross & Blue Shield) gift in 2004. These gifts have benefited every area of the University from child care to building construction; from scholarships, fellowships and professorships to Wisconsin Union activities; from high-tech research to band instruments.

While we may be at the end of one successful mission, the work of moving our great University to its rightful position as an extraordinary one must go on. Deserving students, worthwhile projects and talented faculty and staff continue to rely on private support. The Create the Future Campaign has generated momentum. It is the privilege of those who care about the UW-Madison to keep it going.

What remains constant at the UW-Madison is the steady supply of challenges and opportunities. This is exciting news. Your involvement is vital to meeting the next challenges and making the most of emerging opportunities.

We have been honored to serve as co-chairs of Create the Future: The Wisconsin Campaign and look forward to new roles serving the University. Thank you for your efforts in the campaign and in the work still to come.



Paul Collins and Wade Fetzer

# TUNING IN to opportunity

**College radio was more than a diversion for Bruce Ravid (<sup>74 BBA BUS</sup>). It was a pastime that turned into a career.**

He came to the University of Wisconsin-Madison from Oak Park-River Forest High School in west suburban Chicago as a freshman who wanted to major in accounting.

But he loved rock'n'roll and had grown up listening to Chicago Top 40 DJs like John Landecker, Bob Sirott and Larry Lujack, not to mention Cub games on WGN-AM.

"I was walking around campus, and I saw postings for openings at what was then WSRM radio," a dormitory-only station located in Ogg Hall, he said. Bruce did some behind-the-scenes work until an on-air shift opened up for him. From his sophomore year on, Bruce was the music director for WSRM.

Playing music and meeting performers was a lot of fun, but Bruce was planning on going to the University of Southern California to work on a master's degree in business administration after earning his marketing degree.

"Then Capitol Records contacted me in my senior year and asked me to come to Chicago for an interview," he said.

Capitol offered him a job, and after graduation, Bruce spent five years working in radio promotion before becoming an artist and repertoire man, the one who, for unsigned acts, holds the keys to the kingdom.

In that role, Bruce had a steady stream of success, hitting big with such acts as Duran Duran, Iron Maiden, the Knack, Thomas Dolby and the Motels. He also worked with Weird Al Yankovic and Missing Persons.

"It sounds like a cliché, but college radio changed my life," said Bruce, who now owns the executive search firm Ravid and Associates in southern Califor-

nia. "I had this great career in music, and it all started because of college radio in Madison."

With his resumé, it should come as no surprise that Bruce is a supporter of the University's WSUM-FM (91.7) through the School of Journalism and Mass Communication. He has made gifts to the station, returns to campus to offer advice and emotional support to the student staff, and even chips in hard-to-find recordings for on-air use. He also has established the Bruce Ravid Music Industry Award for top performers at WSUM.

"Bruce Ravid is a long-time supporter of WSUM – even before we were an Internet-only station beginning in 1996, which was before we were a broadcast station beginning in 2002," said Dave Black, WSUM general manager. "Bruce has enthusiastically and kindly shared the history of student radio on this campus since his involvement with WSRM in the basement of Gordon Commons in the 1970s.

"He contributes his time, his discoveries of new music, his perspective on musical trends, personal anecdotes about famous bands that he has worked with and strong encouragement for students involved at the station," Dave said. "His success in the music industry gives hope and inspiration to our students who aspire to do the same thing.

"Furthermore, his monetary support and the creation of the Bruce Ravid Music Industry Award, which he presents personally every year to our hardest working music department members, makes it possible for us to provide great learning and team-building opportunities to our students," Dave said. "Bruce is a teacher, a student, a generous alumnus and a true friend who is actively involved in what we do."

Bruce is a fan of the general manager, too. "In the mid-'90s, I was interested in contributing and helping the station in any way I possibly could," he said. "Dave invited me to be a guest speaker, and I was able to see his incredible ability to connect with students. He's able to be both a mentor and a peer, and you can see how they respond to him."



Bruce Ravid, right, presented Chris Gutmanis ('05 BA L&S) with the Bruce Ravid Music Industry Award in 2005 for Chris's work at WSUM-FM, the campus radio station.

In addition to his support for WSUM, Bruce has contributed to the UW Comprehensive Cancer Center in memory of his parents. He also has given to the marching band and to non-revenue-producing sports, including women's softball, men's swimming and crew. In fact, he named a crew team locker in the new Porter Boathouse and a softball locker at the Goodman complex.

"When I lived in Seattle in the '90s, I got to know a lot of the rowers when they made biennial visits to the area" to train and compete, he said. "The work ethic of these young men and women is just amazing; they're up at dawn, they work hard, and they go to class and carry that load as well. It's really inspiring."

Bruce was head of the Los Angeles alumni chapter for about five years and remains involved. He's also established a bequest "because I found it was the most

effective way to eventually contribute to some favorite UW causes on a monetary level that wouldn't otherwise be possible," he said. "We're in discussions for me to fund a couple of partial scholarships in addition to a specific salaried student position at WSUM.

"The idea of connecting with current students has always been a motivating factor for me when it comes to donating," he said. "One of the most gratifying benefits of endowing an instrument in the UW Band is that I've been able to follow my students through their collegiate careers."

And, as could be expected, he follows the offerings of WSUM through its streaming Internet signal, which can be found at [www.wsum.org/main.php](http://www.wsum.org/main.php).

"The station just keeps getting better and better," he said. "You can really hear the passion of the people doing it."

# Helping people go, see, interact, think, learn

Associate Dean for Academic Student Affairs in the College of Agricultural and Life Sciences (CALs) Richard “Dick” Barrows ('70 MA CALS, '72 PhD CALS) and his wife, Linda ('72 MS EDU, '78 PhD EDU), share a love of learning and exploration. Between them, they have earned six university degrees in total, yet they inspire and encourage students to go beyond academic intuitions and learn in the world’s classroom.

Dean Barrows will retire this summer, after serving CALS since 1972 in faculty and administrative roles. One of many legacies he and Linda have left is a scholarship named for his parents, the Neil and Audrey Barrows Scholarship Fund, to support an international experience for an undergraduate CALS student.

Dick and Linda Barrows were graduates of The Ohio State University in International Studies, newlyweds and Peace Corps volunteers in 1967 in Sierra Leone, West Africa. The experience set in motion a lifelong interest in international development. Dick has since worked on land use, land tenure, agricultural productivity, land conservation and environmental protection in Europe, Africa, Asia and Latin America.

Dick was the first director of the Wisconsin Farmland Preservation Program in the state Department of Agriculture, Trade and Consumer Protection and was the founding director of the Wisconsin Rural Leadership Program. He also has a long record of public service, including chairing the Dane County Lakes and Watershed Commission from 1988 to 1996.

Linda will retire in July as the superintendent of the Oregon School District, and the couple plans to spend their retirement in “thirds.” One-third of their time is allotted for being with family and just having fun. Another third will be spent in giving back to society and helping others. The last third will be open for various professional opportunities. It is likely that time spent in each area will include international travel at some point.

The first award from the Neil and Audrey Barrows Scholarship Fund will be made in fall 2006 to support a CALS student in an international experience. “It’s not the travel, per se, that produces learning but interacting with others who are from a different culture, seeing their lives and their environment and how they think that creates learning—deep learning,” said Dick. “A student who would derive maximum benefit from this is someone who has not had the chance to live or work in another country, who has a great work ethic, a respect for the differences among people and a drive to make a positive difference in the world.”

Dick and Linda Barrows leave a positive and indelible mark on the communities they have already touched—whether on campus or on other continents.



Dick and Linda Barrows

# ‘Live and give generously’

More than 135 women spent a crisp, sunny November day in Madison to promote and lead what is being called a culture of generosity. Those attending the Seventh Biennial Forum on Women and Philanthropy were asked to examine their passions, determine their priorities and commit to action.

Doris Weisberg ('58 BS L&S), national chair of the Women's Philanthropy Council of the University of Wisconsin Foundation, welcomed those gathered at the Madison Club. The first ever Champion awards were given to those who champion the advancement of women at the University of Wisconsin-Madison. Doris presented the awards to Jeff Hamm, assistant dean for academic services, School of Education, and Lindsey Stoddard Cameron, director of new faculty programs, and staff to three women's issues committees/programs.

In the opening session, Kimberly Otis, president and CEO of Women and Philanthropy, urged those attending to look through a "gender lens" when they examine an issue. She detailed historical frameworks for viewing gender equity, such as the "fairness" argument that was seen in the 1960s. Kimberly explored the "effectiveness" argument that is currently in favor as a way to look at gender equity, with a focus on outcomes. She suggests that the future will be viewed in terms of the "human rights" argument, which is growing in popularity because it can be measured against the Universal Declaration of Human Rights and has proven economically prudent.

Otis cited the admonition of Thoraya Obaid, executive director, United Nations Population Fund, who said, "No nation can be strong and prosperous unless its citizens are healthy and educated. And investment in girls and women pays off the most."

*(continued on page 10)*



BOB RASHID

*In the opening session, Kimberly Otis, president and CEO of Women and Philanthropy, urged attendees to look through a "gender lens" when they examine an issue.*



BOB RASHID

**Live and give generously**  
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Two-hundred women and men gathered at Monona Terrace for lunch and to hear the keynote address by Hannah Rosenthal, executive director of the Chicago Foundation for Women. She, too, sees the growing culture of generosity. “We all live and give generously,” she said. “Demand that the culture of generosity be included in all sectors—corporate, not-for-profit and government.

“Government budgets are great public moral documents,” she said. “They tell the story of who we are. When we hear about cuts being made in government budgets, we need to ask the question, ‘how will this cut impact my daughters’ lives?’”

Statistics show that women give to more organizations than men, but they give about the same amount of money. By 2010, women are expected to own half of the wealth in the United States, and Rosenthal urged the audience to commit the political act of writing a check and following their money, and to demand that their values be reflected. “Your personal budget also reflects who you are and what you value,” Hannah said.

*“Government budgets are great public moral documents,” said Hannah. “They tell the story of who we are. When we hear about cuts being made in government budgets, we need to ask the question, ‘how will this cut impact my daughters’ lives?’”*

Six breakout sessions held throughout the day addressed issues related to women and philanthropy, from passing on estate wishes to grown children to early childhood education and child care on campus. Discussions in the sessions and conversations in the hallways afterwards were lively and engaging.

Connie Kilmark, of Kilmark and Associates, is a Madison, Wisconsin financial counselor who deals head on with dollars and feelings. She teamed with Russell Howes, vice president for planned giving and legal affairs at the UW Foundation, to talk about the emotional dynamics of money. “Ownership means you get to control it,” said Russ. “Think about what you want the gift to do. Thoughtful philanthropy is always exceptional philanthropy.”

“Court your purpose—date your philanthropy,” said Connie. “See if this is right for you. When you make a decision, do it intentionally, and put your name on it.”

Those participants attending the Campus Diversity Programs panel discussion heard from three students who are examples of what works in diversity programming. Representing three different programs, the Chancellor’s Scholars, Posse program and the PEOPLE program, each of these students are excellent scholars, active participants in the community and help enrich the education for majority students.

“I know what I want to do, I work hard and I do it,” said Ericka Goekner, a Chancellor’s Scholar. “I would like to study abroad and explore other cultures.”

Eder Valle participates in the Posse program and came to the UW as part of a cohort from Los Angeles. Eder volunteers at a Madison middle school, hoping to be a positive role model for other Latino students. “They brought us here to succeed,” he said.

Ashley Brown is a high school student from Milwaukee who participates in the PEOPLE program. Ashley’s mother used the occasion to tell the audience about the significance of not only the formal programs, but the impact on the rest of the family. Where one child is inspired and succeeds, she said, the rest will follow. All three of the featured programs are supported by private funding.

Jo Handelsman, professor of plant pathology, led the Women in Science and Engineering Leadership Institute breakout session and shared fascinating data on gender bias. Professor Handelsman was tapped by Harvard University to provide training to leaders there after questionable remarks from their president, Larry Summers.

“People think we’re fighting for women,” said Handelsman. “We’re not. We’re fighting for equity.”

Sharon Stark encouraged women to give now so they can enjoy watching their philanthropy work. “You can have the fun of sitting in a classroom again and seeing the ripple effect of your dollars,” she said. “Giving through the UW Foundation has had the greatest door-opening effect—other than going to the University in the first place.”

# Champion award winners support campus child care

An assistant dean in the University of Wisconsin-Madison School of Education and the coordinator of new faculty services in the office of the Secretary of the Faculty have used the grants they earned in the inaugural Women's Philanthropy Council (WPC) Champion Awards to benefit child care at the University.

Jeff Hamm, the assistant dean for Academic Services in the School of Education, and Lindsey Stoddard Cameron, who works with three key women's issues programs, were honored at the WPC's Biennial Forum. They each earned the opportunity to designate a \$5,000 grant to a program benefiting women at UW-Madison.

Jeff has been a member of the campus Committee on Women since fall 2000, serving as co-chair from 2001-02 through 2004-05. He also co-chaired that committee's climate working group, with the mission of defining, describing and promoting ways to improve the campus climate for women. He is a member of a group of four men who meet regularly to explore their commitment and actions around issues of race and gender.

"I was completely surprised and quite moved by this honor," Jeff said. "Thanks to the Council for its generosity and for its commitment to women's issues on campus."

Jeff designated his grant to Child Care and Family Resources for scholarships to help defray child-care costs for undergraduates.

"Jeff has been a staunch supporter of creating a better environment for women, both through his long service on the Committee on Women and its climate working group, and through his position in the School of Education," said Linda Keller, atmospheric science researcher and co-chair of the Committee on Women. "His commitment to finding ways to improve the climate for both his staff and women on this campus is inspiring."

Lindsey joined the office of the Secretary of the Faculty in fall 1996, and she began staffing the Committee on Women later that year. She also has been on the Campus Child Care Committee since 2002 and has

been its chair since fall 2004. She has worked with four associate vice chancellors to develop resources and to plan and implement campus-wide initiatives such as sexual harassment information sessions and climate days of listening.

"I was truly surprised and thrilled to have an opportunity to participate in making this gift from the Women's Philanthropy Council to the School of Human Ecology's building project, where it will help create infant care space and programming in a beautiful new preschool facility," Lindsey said. "I hope this gift designation will inspire others to contribute to the project and support UW-Madison faculty, staff and student families."

"Lindsey's work with the Committee on Women, Women Faculty Mentoring Program, campus child care and new faculty programs is the backbone of all that UW-Madison offers women on this campus," said Jennifer Sheridan, executive director and research director for the Women in Science and Engineering Leadership Institute. "Everything she does is with an eye toward how it will benefit women."

Founded in 1988, 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.

Doris Weisberg, front, national chair of the Women's Philanthropy Council (WPC), is seen with Jeff Hamm and Lindsey Stoddard Cameron, recipients of the WPC's inaugural Champion Awards, presented at the WPC Biennial Forum. Jeff is assistant dean for Academic Services in the School of Education, and Lindsey works with three key women's issues programs in her job with the Secretary of the Faculty. Weisberg is a UW alumna, culinary educator, entrepreneur and creator of programming for the Food Network.



BOB PASHID

# How far would you go to help your sick child?



SUBMITTED PHOTO

Kristin Tracy of Lodi is seen with son Tyler, who was born with a rare genetic disorder called Pyruvate Dehydrogenase Complex Deficiency (PDHC), which made him incapable of processing carbohydrates. Kristin and husband Jeff, who had trouble finding a place for their healthy children to play while Tyler was treated at the University of Wisconsin Hospital and Clinics, are going to great lengths to ensure that a sibling care center is included in the new American Family Children's Hospital and that it be named "Tyler's Place."

Jeff ('93 BA L&S) and Kristin Tracy of Lodi, Wisconsin traveled only 25 miles to Madison to find care for their son, Tyler. He was born with a rare genetic disorder called Pyruvate Dehydrogenase Complex Deficiency (PDHC), which made him incapable of processing carbohydrates. What the Tracys did not find at the University of Wisconsin Hospital and Clinics was a safe, supervised and supportive place for their two healthy children to play while they dealt with the realities of Tyler's life-threatening condition. Today, they are going to great lengths to ensure that a sibling care center is included in the new American Family Children's Hospital. It will be named "Tyler's Place."

Tyler's story was widely publicized when his formula was banned from importation from the United Kingdom by the U. S. Food and Drug Administration because of a labeling issue. His parents launched a media campaign to bring attention to their cause, and Tyler was featured on local television programs and made headlines across the country. Eventually, the formula, Ketocal, again became available.

When Tyler required hospitalization, Jeff and Kristin struggled to give their full attention to his care while also trying to keep daughter McKayla and son Austin out of harm's way in a hospital full of tubes, monitors and other interesting things.

Tyler lost his battle with PDHC in 2003 at the tender age of 17 months. To honor their son, Jeff and Kristin have begun a campaign to raise \$200,000 to name the new sibling care center "Tyler's Place."

"While the idea of the sibling room was a welcomed surprise to me, the fact that the Tracys are making it a reality is not," said Tyler's physician, Dr. Joseph Mahoney. "After my experience with the Tracys, I see this as not just making the experience better, but as being essential for parents to provide better care for their family."

"We don't have many resources," said Jeff. "It's really just Kristin and I trying to get the word out and reach our goal. We know that some day soon a family will be utilizing the resources of a sibling care center and will be grateful it is there. They will have one less thing to try to manage, to have to cope with, to have to worry about. Having an opportunity to do all that and honor Tyler's memory in the process is what keeps us going."

To learn more about Tyler, his family and how to help make "Tyler's Place" a reality visit [www.tylersplace.org](http://www.tylersplace.org).

# LIVING, GIVING, HONORING:

## Three keys to happiness

If you're looking for a golf or tennis game, at 79, Roger DeMeritt is still ready to play. If you're looking for a love story, Roger DeMeritt has two special ones. If you're looking for thoughts on how to have a happy, fulfilling life, he has some wisdom to share.

After World War II, armed with his degree in electrical engineering from the University of Michigan, Roger landed across the great lake in Milwaukee, where he worked for Cutler-Hammer (now part of Eaton Corporation), then Briggs & Stratton. Here the first love story begins when he met his wife, Jean. By the late 1980s, the DeMeritts realized they wanted to get involved in something meaningful and satisfying.

"We decided to start giving money away while we both could choose where it went and enjoy seeing the results of our philanthropy," he said matter of factly. "We were both interested in cancer research, so we contacted the cancer center at University Hospital in Madison and met Dr. Paul Carbone." Each year, the DeMeritts chose several areas of research to support. Little did they know that Dr. Carbone, director of the University of Wisconsin Comprehensive Cancer Center and one of the world's leading cancer researchers, would play an even bigger role in their lives.

In 1992, Roger, now retired and living in warmer climates, found out he had prostate cancer. "Knowing people at the Cancer Center, I was able to ask them for recommendations of a good doctor in Florida. Then in 1995, Jean was diagnosed

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**Living, giving, honoring**  
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with cancer. She wanted to be treated back home in Wisconsin at the UW-Madison. “Jean was treated with chemotherapy by Dr. Carbone and (her cancer) went into remission. We continued to see Dr. Carbone for Jean’s yearly checkups until he went to Singapore to

continue his work there. He loved to talk about golf,” Roger remembered.

Sadly, Dr. Carbone died in Singapore in 2002 and Jean DeMeritt lost her battle with cancer in 2004. When the opportunity arose to name a laboratory in the Interdisciplinary Research Complex (IRC) through the Carbone Legacy Fund, Roger saw it as a way to honor his friend, Paul Carbone, and because “it was important to do something special for Jean.”



For Roger, the IRC offers hope for a cancer cure. “One person can do a great deal, but when researchers can bounce ideas off each other they make more progress faster,” he said.

Ready for the second love story? The daughter of good friends who Jean and Roger socialized with 30 years earlier in Milwaukee tracked Roger down and sent him a registered letter suggesting that Roger give her recently widowed mother a cheer-up call. “Luckily,

I was visiting Milwaukee when I received the letter. We met for lunch and the years since I had seen Gloria just melted away.” Romance bloomed. Roger and Gloria were married on New Year’s Eve, 2005, with Gloria’s beaming daughter in attendance.

“She’s my angel,” said Roger. “And I know Jean would want me to have someone to share my life.”



ILLUSTRATION: HELMUTH, OBATA AND KASSABAUM, INC. AND THE ZIMMERMAN DESIGN GROUP

## Gift allows class to probe old murder case

An investigative journalism class, backed by a \$5,000 gift from a University of Wisconsin-Madison graduate, deconstructed in painstaking detail an 11-year-old Dane County murder case that also is being examined by the UW Law School's Wisconsin Innocence Project.

Graduate journalism students in Deborah Blum's class have conducted dozens of interviews—including a prison interview with Penny Brummer, who was convicted of first-degree homicide in the case, visited the crime scene, did reams of photocopying and hired forensics experts to analyze some of the evidence in the 1994 case.

Although students in the semester-long course have not proven Brummer was wrongfully convicted, they have gained valuable knowledge about the persistence, tools and techniques of investigative reporting.

"We were able to raise a lot of questions that may never be answered but were never even asked," said Adam Hinterthuer, a student in the class. "How 12 people can come up with irrefutable evidence that she did it is beyond me."

Brummer was convicted in the March 15, 1994 shooting death of Sarah Gonstead, whose body was found a month later less than two miles from where witnesses said the two were seen drinking together the night before Gonstead's death. Supporters of Brummer have raised questions about the evidence, the circumstantial nature of the case and whether police overlooked other potential leads.

Although thorough investigative reporting requires tenacity, it also calls for money. That's where Sharon Stark ('66 BS L&S), a Spring Green marketing professional and political science graduate, came in. She provided the gift that enabled the class to do its digging.

"Finding and reporting the truth is essential to a free society," she said. "As a result of this class, a couple of students are thinking more seriously about careers in journalism. If I've been a part of that decision, I've already seen rewards from my gift."

Stark, who took many journalism classes as a student, also attended several of the class sessions. "Participating in the class has been exhilarating. It's an opportunity to be back in the classroom with students who are eagerly seeking the truth," she said.

Blum, a journalism and mass communication professor and Pulitzer Prize winner, said Stark's gift shows the power of a targeted donation. Blum and Stark hope to do the class again next fall and examine another topic.

"Investigative reporting is reporting in the service of good, and a voice for people without power, and we don't do enough of it," Blum said. "I want our students to be trained to think of journalism in that way and to practice it. It's been a huge learning experience."

Blum said her class and the Wisconsin Innocence Project have worked along parallel planes, supporting each other's work, but not really collaborating.

"Working in this multi-disciplinary way is great," Blum said. "We share information with them, but journalists can't be working with the Wisconsin Innocence Project and the Innocence Project can't be telling all to journalists."

John Pray, co-director of the Wisconsin Innocence Project, which represents Brummer, said the students' investigation has been potentially helpful to the project's work.

"They have more manpower to check out leads," Pray said. "Our interest is uncovering the truth, and that's their interest, too. More eyes looking at a case can be a helpful thing, and they've done a very conscientious job."

Hinterthuer said that the number of people in the 15-week class allowed students to delve deeply into various aspects of the case.

"It's been a great experience to get into the thick of it—doing the interviews, paring down the information into what's useful, and approaching people who don't want to be approached," he said.

# Vet to vet:

## A chance to study law

Robert E. Cook ('50 LLB, '66 JD) had a helping hand when he returned to college from the armed forces, and he would like today's service men and women to have similar opportunities.

Robert, retired partner in the firm Cook & Franke, has made a gift of \$100,000 to establish the Robert E. Cook Law School Scholarship Fund, which will assist U.S. military veterans who attend the University of Wisconsin Law School.

"In World War II, I was in the service for approximately three years as an Air Force pilot," he said from his home in Osprey, Florida. "When I got out and came back to the States, I had the G.I. Bill. That allowed me to go through the University as an undergraduate and get into the Law School, where I earned my degree.

"I was thinking, there must be several people serving in Iraq and elsewhere overseas who, when they come back, would probably make fine lawyers," he said. "This scholarship is a way for them to accomplish what I did thanks to the G.I. Bill."



Robert E. Cook

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While at the University, Robert concentrated on his studies. "Because I lost those years in the service, I pretty much stayed on campus and worked hard so I could get through in a shorter period," he said. "I lived in the SAE house and was a house fellow."

One summer, a friend of the family, Oliver Grootemaat, of the Milwaukee law firm Drought & Grootemaat, sent him briefs to work on and had him do some clerking.

"After I graduated, Ralph Drought and Oliver Grootemaat hired me," said Robert, a Milwaukee native who went on to have his own successful practice in the area.

As for his support, Robert said he's repaying an investment once made in him. "I received from the institution the tools to do something that I really like to do," he said. "I was able to get paid for it, have a good life and build some savings so I can allow someone else to have the opportunity I did."

He added: "I tend to agree with a guy named Luke, who has been quoted as saying, 'Much is expected from those to whom much has been given.'"

# Into the world: PEOPLE

*graduates first students*

**B**onnie Jean Williams will be among students making history this semester.

As one of the first members of the Pre-College Enrichment Program for Learning Excellence (PEOPLE), Bonnie Jean is a senior getting ready to graduate from the University of Wisconsin-Madison.

"We are extremely proud of our first PEOPLE college graduates," said Walter Lane, PEOPLE director and assistant dean in the School of Education. "They exemplify one of the program's goals, to prepare motivated and focused young adults to succeed at this University.

"The 2002 cohort of 24 has an excellent retention rate, with 21 students, or 88 percent, enrolled four years later," he said. "Their retention rate is higher than the rate for other students in their entering freshman class. We are expecting five students from this cohort to graduate this year, with the rest graduating in the next two years."

Since PEOPLE started in 1999, 255 students have completed the program and graduated from high school, with 93 percent going on to college and nearly half attending the UW-Madison.

A Milwaukee native who attended Rufus King International Baccalaureate High School, Bonnie Jean is thankful for her experience with PEOPLE, which has had the SBC Foundation as its largest private supporter. In August 2004, the foundation awarded the program a two-year, \$250,000 grant. That followed a \$600,000 award in 1999 that helped launch the program.

Life on campus hasn't been all roses for Bonnie Jean.

"My junior year, I was going through a really tough semester," she said. "I was tired, a little discouraged, and I just wanted to be done. One of the students who was a year younger came to my room to visit one day. He said seeing me really motivated him. 'When I see you do it, I know I can do it.'

"I said to myself, 'Oh, my gosh.' I didn't realize they were watching us so closely," Bonnie Jean said. "I never



Bonnie Jean Williams

knew that me just being here, making it through, was motivating other people.

"Hearing that gave me the strength to keep going. After that, I thought I had something to prove, and other people were counting on me to do it," said Bonnie Jean, who is majoring in journalism and African American studies. "Now it's my last semester, and I feel great."

In addition to her work in the classroom, Bonnie Jean has "tutored English in the Madison high schools, and I've worked as an office assistant in the office of admissions."

She also was employed during the summer in the "bridge program" that prepares PEOPLE's high school contingent for life on campus.

"That has been great," she said. "I'm able to tell these younger kids, 'Hey, I'm a PEOPLE student just like you. Look where I am.' I hope that will motivate somebody. I think it's good for them to see someone who's gone through every stage they are going through and how it can pay off."

Bonnie Jean has been accepted into the UW-Madison English department's graduate program as a PhD candidate and said she wants to be a writing instructor. She's so happy to have been a PEOPLE pioneer and she sees great things ahead for the younger students in the program.

"I think they're so much smarter than we were," she said. "I've seen the program change as the years go by, and I kind of think we were the guinea pigs. The students now, the incoming freshmen, they are so focused, and they've gotten to learn from some of the mistakes my peers and I have made. I can see the improvement in the students, and I think the program is going in a really good direction.

"Especially for kids who are shy, PEOPLE makes you grow up," she said. "You spend four weeks away from your parents with kids from all over. It really forces you to open up, and it brings out the best in people. I know it did for me."

## A dissertation flirtation... and the rest is history

Back in 1969, the History Department moved into a monstrous new Humanities Building designed to foil the shenanigans of campus demonstrators. It could not, however, discourage young love.

Carolyn ('69 MA L&S, '77 PhD L&S) and Allan ('73 PhD L&S) Reznick met at the University of Wisconsin-Madison as history graduate students and teaching assistants. He was a Canadian from Montreal; she was an easterner from Maryland (by way of Missouri). Their friendship began in the Humanities Building elevator, which they often rode together. The relationship did not get serious until 1972 when Allan had completed his dissertation research away from Madison and returned to campus. Married in 1973, the Reznicks moved to Canada then back across the border to New York pursuing academic careers, their historical roots in Madison a special memory.

Several more degrees—his in law, hers in library science—successful professions and two children later, the Reznicks wanted to offer the benefit of their family's experience with summer internships to UW-Madison undergraduates.

"Dean Gary Sandefur stopped by my office in New York and outlined some of his goals for the College of Letters and Science," explained Allan. "The first thing he focused on was the need to attract and retain highly accomplished undergraduates. As a consequence of our involvement with the Parent's Executive Committees at Kenyon and Colby Colleges, which our children attended, we were familiar with the importance of summer internships to the undergraduate experience."

"Summer internships are often unpaid or modestly paid," continued Carolyn. "This means that a student working to earn tuition for the next semester might have to make the decision to pass up a valuable, rewarding experience or lose the income from a summer job. We wanted to make an internship affordable for a deserving student."



SUBMITTED PHOTO

Active involvement in the colleges their children attended gave Allan ('73 PhD L&S) and Carolyn ('69 MA L&S, '77 PhD L&S) Reznick an appreciation for the importance of undergraduate internships. Their gift to establish the Henderson and Reznick Families Opportunity Fund is a pioneering idea that will help UW-Madison students take advantage of summer internships.

The Henderson and Reznick Families Opportunity Fund is a pioneering idea designed to give promising undergraduates in any major the flexibility to take full advantage of an internship. The Letters and Science Career Services Office will help identify and direct students to internships that complement the student's academic pursuits and offer an intellectually stimulating and career-building experience.

Their degrees helped both Allan and Carolyn in their careers. "History trains you to read and write," said Allan. "Believe it or not, those are rare skills today."

Though history is now an enjoyable avocation for them, Carolyn and Allan Reznick's personal history is woven into the dramatic and colorful story of the UW-Madison. Because of their generosity and originality, this story will add grateful new characters and intriguing new chapters.

# Success in the world of economics leads to million-dollar gift

**R**ichard (Dick) Meese made an unsolicited gift to the University of Wisconsin-Madison that would advance the Department of Economics. Dick pledged \$1 million to establish the Richard A. Meese Chair in Applied Econometrics.

“Dick has had a distinguished academic career independent of his business career. I’ve known him since 1984, before I was even a professor at UW-Madison,” said Ken West, fellow economist and department chair. “We are grateful for his loyalty to the department. His gift increases the margin of excellence, allowing us to attract and retain top-notch economists and researchers. We also are extremely grateful to him for volunteering to make time in his busy schedule to talk to undergraduate students about the importance of an education in economics.”

Dick was an undergraduate at the University of Michigan-Ann Arbor before coming to the University of Wisconsin-Madison for his graduate degrees in economics. “The financial aid package that I was offered all but assured that I would go to school in Madison,” said Dick (’76 MA L&S, ’78 PhD L&S).

“I got a very good education and met a lot of interesting people. The University laid the foundation for my work success.”

In 1978, Dick’s first job was as a staff economist in the international finance division of the Federal Reserve Board, a post he held for four years. While at the Federal Reserve, Dick met his future wife, Elizabeth (Liz) Christensen. The couple married in 1982. Liz, a graduate from George Washington University, also has had a successful business career and has been Dick’s “sounding board” and “advisor” from the day they married.

Although his first job at the Federal Reserve was “exciting and interesting,” his second job led him down a distinguished academic path as a professor at the Haas School of Business at the University of California-Berkeley. This too was a rewarding experience, and he spent the next 16 years in academics focusing on international finance. But opportunity again knocked on Dick’s door, and the couple moved across the Bay to San Francisco where Dick became a managing director



SUBMITTED PHOTO

Dick and Liz Meese are huge supporters of education and believe that lifelong learning is the key to a well-rounded person.

at Barclays Global Investors. His job entails financial market research that supports BGI’s investment strategies, and talking to clients about these strategies. “Since talking to clients is a lot like teaching, my responsibilities at BGI require the same skill set as my former academic appointment. I am especially fortunate that my move to the private sector has given me the financial freedom to make this gift to the University possible.

“I had an endowed professorship at UC-Berkeley that supported my research, so I know how important these funds are. Also, I knew from my involvement in administrative work at UC-Berkeley that the guidelines for the endowed chair should be flexible. This flexibility will allow the economics department to reward faculty members in any subfield of economics who have done noteworthy empirical work.”

Dick reflects on other activities he enjoys, like swimming, biking and cross-country skiing. Dick and Liz enjoy collecting modern California art by local artists and have started donating pieces to museums as unknown artists make names for themselves. He and Liz live on a half-acre vineyard in Napa, California, and they love to garden and make wine. Although it’s a rewarding hobby, he does not anticipate a new full-time job as a wine maker.



JEFF MILLER, UW-MADISON UNIVERSITY COMMUNICATIONS

# Education, entertainment and celebration

Over the years, the Bascom Hill Society has provided many opportunities for donors to influence the course of the University of Wisconsin-Madison—through gift options, education and celebrations.

## The Bascom Hill Society Fall Event will celebrate the success of Create the Future: The Wisconsin Campaign.

The campaign concludes this year surpassing its \$1.5 billion goal. The fall event dinner and program will be held October 6 at Monona Terrace in Madison. Monona Terrace is described as a place for education, entertainment and celebration, all features that are the essence of this year's Bascom Hill Society Fall Event. Badger pre-game festivities will be held Saturday, October 7 at Union South.

The investment that has been made in the University through Create the Future: The Wisconsin Campaign continues to yield dividends. We will look back on the success of the campaign and highlight some of the many gifts that are helping to shape the University's future.



Beverly Taylor

**Beverly Taylor, director of choral activities and associate professor at the UW-Madison, will direct the Concert Choir in a musical showcase.**

The 200-voice Choral Union toured Britain in 1999 and has been selected to perform at several American Choral Directors conventions. The Concert Choir has premiered two major works in the last few years—John Harbison's "Emerson" for Double A Cappella Chorus and Thea Musgrave's "Celebration Day" for chamber orchestra and chorus.

**The first Bascom Hill Society scholarship recipient will be introduced as part of the celebration.**

This scholarship is funded by the Bascom Hill Society. In 2005, the Society created this full scholarship that is offered to a junior or senior who has a solid academic record, has demonstrated leadership capability and has made an outstanding volunteer contribution to the University or his/her community. The scholarship is the largest ever awarded on campus and provides full in-state or out-of-state tuition, fees, books, and room and board for a year.

## Join us in July and August for the Bascom Hill Society's Summer Showcase Series.

Enjoy good food, conversation and dynamic presentations in this season's Showcase Series. Designed to give local members and friends an opportunity to learn more about the University as a world-class institution for education and research, the series has become one of the Society's most popular programs.

**All Summer 2006 Showcase events will be held at the Arboretum – McKay Center, 2880 Longenecker Drive.** Registration begins at 11:30 a.m. with a luncheon and program following. The cost for each Showcase is \$15 per person. Parking is available at no charge.

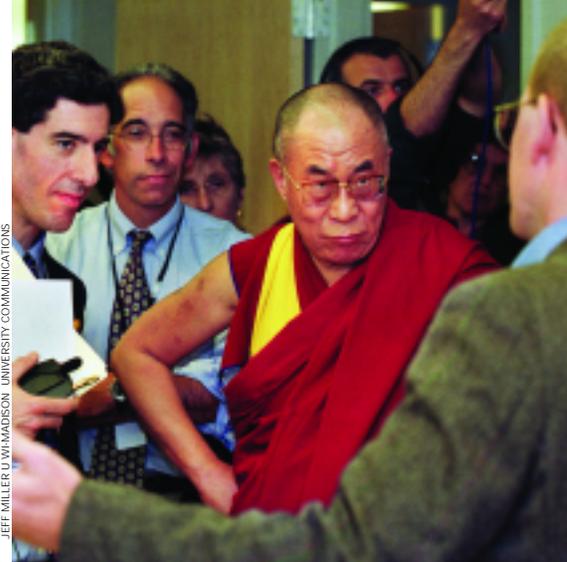
**On July 25, Eric Wilcots will be the featured showcase speaker.** Eric graduated with a degree in astrophysical sciences from Princeton University and a PhD in astronomy from the University of Washington. He was awarded a Karl Jansky Postdoctoral Fellowship with the National Radio Astronomy Observatory in Socorro, New Mexico, before moving to Wisconsin in 1995. He joined the faculty of the astronomy department in the College of Letters and Science in 1996 and was promoted to associate professor in 2001. He has been instrumental in building the strong, multidisciplinary relationship between UW-Madison and South Africa in astronomy and science education, culminating in the Southern Africa Large Telescope project and related activities.

**World-renowned UW psychology professor Richard Davidson is searching for the source of happiness—and has used Buddhist monks in his lab as a model group.** He will be the featured speaker on August 22. Learn what he has discovered about the secrets and brain science of happiness. Professor Davidson, who earned his PhD in 1976 from Harvard University, is a Vilas Professor of Psychology and Psychiatry and is director of both the W.M. Keck Laboratory for Functional Brain Imaging and Behavior and the Laboratory of Affective Neuroscience.

**Be sure to mark your calendar for the 2007**

**Wisconsin Weekend Away.** This annual event will be held March 2-4, 2007 at the Hotel Zoso in Palm Springs, California. The name of the Hotel Zoso itself represents balance. The resort, the perfect blend of location, relaxation and inspiration, is located in the heart of downtown Palm Springs and is steps away from exclusive shops, dining and galleries. Faculty speakers will offer thought-provoking sessions.

Teachers listen to a presentation about SALT by associate professor Eric Wilcots during the group's visit to Space Place, an astronomy outreach program.



Professor Richard Davidson, left, and Dr. Ned Kalin, center, stand with Tenzin Gyatso, the 14th Dalai Lama of Tibet, right, and listen to an explanation of a PET scanner during a tour of the Keck Laboratory for Functional Brain Imaging and Behavior.

JEFF MILLER/UW-MADISON UNIVERSITY COMMUNICATIONS

## *U Rah Rah!*

# Tailgate brings BHS members together

Red was definitely in style for the Bascom Hill Society (BHS) tailgate event before the Badgers battled the University of Michigan Wolverines on September 24, 2005.

Each fall brings generations of University of Wisconsin-Madison football fans together before the contests at Camp Randall Stadium. The BHS tailgate is one such gathering that delights young and old.

With visits from Bucky and the Pride Squad, the tailgate party is a great way to renew acquaintances and make new friends. It's also another benefit of belonging to the Bascom Hill Society, dedicated to those most generous supporters of the University.

This year's BHS tailgate event will be October 7 before the Badgers take on the Northwestern University Wildcats.

Bucky, the band and cheerleaders from the Pride Squad helped make the day at the 2005 Bascom Hill Society tailgate.

Top row, from left: UW Foundation President Sandy Wilcox and Andy McEachron share some time with Bucky; members of the UW cheerleading squad were on hand; a band member takes a break; Donald Meier and Jeannie Meier visit with Rob Selzer, director of admissions.

Second row, from left: Bill Pidcoe, Lynn Keel, Martha Sands, Emily Sands, Vivian Chen and Don Sands; Tatum Teskey, Tucker Teskey, Eileen Ackerman and Tom Ackerman spent some quality Bucky time.

Third row, from left, Rick Grainger and Terri Grainger with Bucky; Chuck Claflin and Wanda Claflin, Ted Iltis; Richard Anderson.

Fourth row, from left: Lucy Schemel and Madeline Schemel; Simon Chen and Rosemary Chen; and Dick Moll and Pat Moll.



JAMES GILL PHOTOS

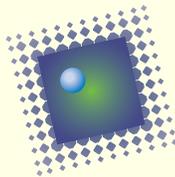


“ We are what we repeatedly do.  
 Excellence, then, is an act, not a habit.”  
 —Aristotle

Badger men’s basketball coach Bo Ryan and his assistant coach Howard Moore (’95 BA L&S) know something about excellence—and the importance of striving to achieve it. With nearly 500 career wins, Ryan coaches champions. Moore starred on the Badger 1993 NIT and the 1994 NCAA teams. Both are teaching UW senior hoops standout Ray Nixon more than basketball; they are teaching him that being a Badger athlete also means being a Badger student. And being a Badger student-athlete means spending time in the library as well as on the court.

There are 41 libraries on the University of Wisconsin-Madison campus where people, ideas and dreams come together. For those who care about the University—its past, its present and most important, its future, the UW Libraries join *Create the Future: The Wisconsin Campaign* with opportunities to invest in the growth and maintenance of library collections and services for students and faculty available only through private support.

**For more information on how you can help create the future for UW-Madison, please e-mail [uwf@uwfoundation.wisc.edu](mailto:uwf@uwfoundation.wisc.edu) or call 608-263-4545.**



C R E A T E   T H E   F U T U R E  
*The Wisconsin Campaign*

Ray Nixon, left, is the recipient of the Richard W. and Ellen H. Meister Men’s Basketball Scholarship. As a UW-Madison student-athlete, Howard Moore, right, received the University of Wisconsin African American Alumni Association Student Leadership Award. Bo Ryan, center, received the 2004 Guardian of the Game Award for promoting the positive aspects of basketball and the importance of coaches in the lives of student-athletes.

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