

A REPORT FROM
THE UNIVERSITY
OF WISCONSIN
FOUNDATION

SPRING 2007

W I S C O N S I N
insights

**'The Banker' makes
a big deposit**

**Research support
cause for hope**

**New prize encourages
innovative collaboration**

The “Hope Factor”

The University of Wisconsin Foundation’s proximity to campus brings us into regular contact with students, researchers, staff, faculty and administrators. We are privy to intriguing ideas and equally interesting challenges. We are permitted to experience the vibrancy of campus with all its diversity of viewpoints and expectations of achievement. We also do a great deal of listening. There is a consistent theme to many of our conversations that I call the “hope factor.” Across the spectrum of disciplines—arts and sciences, athletics and engineering, agriculture and medicine—every conversation invariably includes some declaration of hope.



- I hope to discover...
- I hope to cure...
- I hope to solve...
- I hope to learn how, why, where...
- I hope to build...
- I hope to create...
- I hope to win...
- I hope to help...

Our students quickly pick up on the hope factor and add it to their vocabularies.

- I hope to study abroad...
- I hope to continue my education...
- I hope to work with...
- I hope to become...

It is important to note that most of these lofty aspirations are grounded in the reality of commitment and hard work. The combination of ambition and effort makes this a great university to be part of and to work for.

The hopes that you attach to your gifts are especially meaningful. You may hope to remember a loved one, an influential teacher or a time in your life that shaped your future. You may want to preserve and protect a piece of history or help to build a new place for learning. Your hopes may focus on advancing research and creating knowledge that benefits all humanity or on making a UW-Madison education possible one student at a time.

We consider ourselves fortunate to be surrounded by such high hopes. They encourage and reward us daily. Thank you for sharing your hopes with us and for your support.

A photograph of a city street at sunset. The sun is low in the sky, creating a warm, golden glow. In the foreground, two people are walking away from the camera, their figures silhouetted against the bright light. The person on the right is carrying a bag. In the background, a large, domed building, likely a university capitol building, is visible. The street is lined with trees and buildings, and a few other people can be seen in the distance.

Your hopes may focus on advancing research and creating knowledge that benefits all humanity or on making a UW-Madison education possible one student at a time.



W I S C O N S I N
insights

Editorial Director
Lynne Johnson

Managing Editor
Chris DuPré

Contributing Writers
Merry Anderson
Tracey Rockhill
Sue Zyhowski

Publications Production Manager
Debbi Peterson

Design and Layout
Paul Fuchs Design

insights is published three times a year by the University of Wisconsin Foundation for donors and friends of the University of Wisconsin-Madison.

Address comments or questions to:

Chris DuPré
UW Foundation
1848 University Avenue
P.O. Box 8860
Madison, WI 53708-8860
Phone: 608-263-0863
E-mail: chris.dupre@uwfoundation.wisc.edu

Visit our new Web site at:
www.uwfoundation.wisc.edu

Overview

2 President's Message: The 'Hope Factor'

Gift stories

- 5 'The Banker' makes a big deposit
- 8 Stethoscopes and diapers
- 10 It takes a dream and a team
- 12 The great UW scavenger hunt
- 14 Forward
- 16 From the darkness, hope
- 18 The other side of the world
- 20 Keeping opportunity alive
- 22 A special education
- 23 Bascom Hill Society Fall Event

On the cover:

Springtime on the University of Wisconsin-Madison campus brings tulips to Bascom Hill, visions of the future to graduating seniors and memories of days gone by to alumni and friends. The energy picks up as students of all ages emerge from their winter jackets, prepare for finals and enjoy the blooms and mild days.

Photo by Jeff Miller UW-Madison University Communications

'The Banker' makes a big deposit

Lenor Zeeh ('36 BS Pharm) has never lost affection for the University of Wisconsin-Madison students who patronized the Rennebohm Pharmacy he once managed at State and Lake streets.

"The students were great customers, and we cashed a lot of their checks," he said. "They started calling me 'the Banker.'"

Over the years, he received many deposits of good will from his customers and colleagues. Now, he has made a big investment in his alma mater with a \$1 million gift to the Lenor Zeeh Pharmaceutical Experiment Station in the School of Pharmacy.

Lenor, 92, said of his gift: "Pharmacy is a great profession, and these students who are going into it now are so talented. I'm glad to help in any way I can."

The Pharmaceutical Experiment Station is in its second incarnation. It was started in 1913 by state statute "to be responsible for production, research, development and supply of medicinals for the improvement of health care in the state." Lack of funding caused the station to lapse in the 1930s. It was restarted, and named for Zeeh, through a \$1.5 million gift from the Oscar Rennebohm Foundation in 2001 and re-opened in the School of Pharmacy's new Rennebohm Hall in 2003.

Today, the Lenor Zeeh Pharmaceutical Experiment



Lenor Zeeh

Station serves the needs of pharmaceutical development on campus and beyond. The station offers a variety of critical laboratory services to support preclinical development of promising drug candidates discovered at the UW-Madison or in the private sector. The station has an academic mission as well, providing wide-ranging training in the overall drug development process to scientists in the pharmaceutical industry and, soon, to students in the professional pharmacy program and the graduate program in Pharmaceutical Sciences.

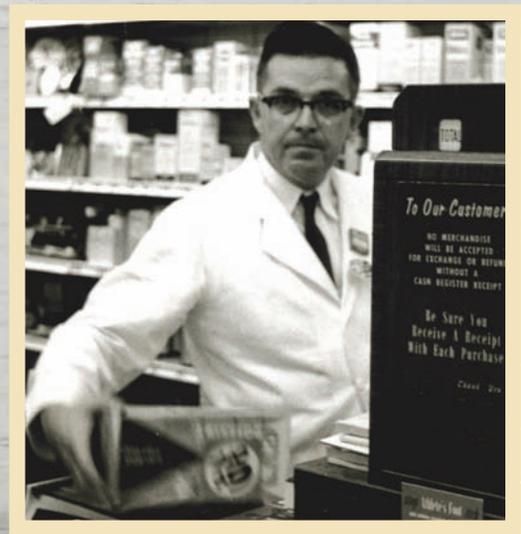
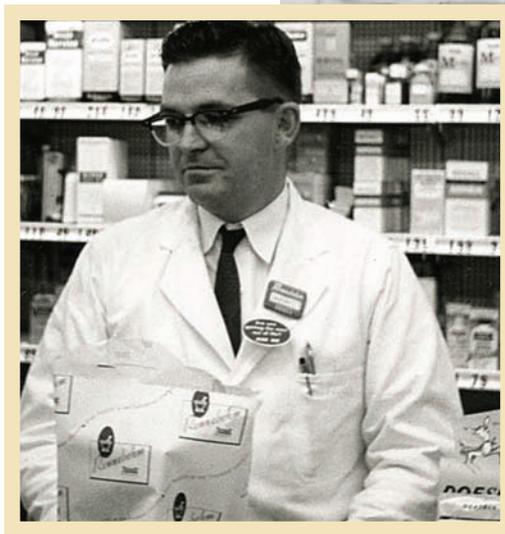
"Lenor Zeeh has been a lifelong friend, advisor and benefactor of the school," said School of Pharmacy Dean Jeanette Roberts. "His gift to the Pharmaceutical Experiment Station will dramatically accelerate our ability to make key contributions to the drug development process, ultimately benefiting patients in Wisconsin and beyond. It is a truly transformational gift, and we deeply appreciate his profound generosity and dedication to the School of Pharmacy."

Lenor was employed in many facets by Rennebohm's from 1935 to 1980, when the locally owned business was sold to Walgreens.

He said his life in pharmacy started with an educator's suggestion. "I'm from a small town in Crawford County called Wauzeka," he said. "I graduated from



SUBMITTED PHOTOS



‘The Banker’

continued from page 5

high school and didn’t know what I wanted to do. The principal said that maybe I’d like pharmacy, so I signed up to go to pharmacy school.”

But after finishing his course work, Lenor was in a bind. “The law said at that time that I had to work for a year at a drug store before I could take the state board exam.” But no one would hire him without experience.

He made a couple of unsuccessful attempts to get a job with Rennebohm Pharmacies. “My dad, who ran a general store, told me I had to get a job or drop out,” he said.

Lenor tried one more time, and Oscar Rennebohm agreed to see him. “It was 10 or 15 minutes with him, but it felt like an hour,” Lenor said. “He asked me many questions about my father. At the end of the interview, he said, ‘Tell anyone who needs to know that you’ll have a job here in the fall.’”

He rose to be a supervisor of the stores and eventually became a corporate officer. Lenor has received both the Alumnus of the Year and an Honorary Citation from the School of Pharmacy and is the sole recipient of the Dean’s Lifetime Achievement Award. He served for many years on the school’s board of visitors and continues on the board to this day as an emeritus member. He also sits on the board of the Oscar Rennebohm Foundation.



Lenor Zeeh is seen working the counter during his days as a pharmacist for Rennebohm's Pharmacies. In the background is the store he once managed at State and Lake streets.

"We are thrilled with the moral—not to mention financial—support that Mr. Zeeh's gift represents," said Lynn Van Campen, director of the Zeeh Station. "The Zeeh Station will live for a long time to come, with a unique mission that will serve many across the campus, in local industry and beyond. This could not have happened without Lenor Zeeh, and the support and inspiration he had earlier provided for the Rennebohm Foundation start-up support."

Lenor has two children, Peter Zeeh and Patricia Risser, both of whom are lawyers and graduates of the UW Law School. "I'm glad that this station will live on with my name on it, even if the name wasn't my idea," he said. "I'm so happy for everything the University has done for me and for my profession."

Stethoscopes and diapers

This may not come as much of a surprise, but TV medical school dramas are not exactly reality. There's a little less drama and a little more housework. When they were medical students, Dr. Louis ('94 BS L&S, '00 MD) and Dr. Molly ('94 BS EDU, '00 MD) Hinshaw both earned scholarships. They had two children at the time, so the money was used to buy stethoscopes and diapers.

"That was challenging in many ways, not the least of which was financial," remembered Molly. Although both qualified for financial aid, they were reluctant to incur too much student loan debt. Scholarship support meant a great deal to them.

Today, both doctors are on the faculty of the UW School of Medicine and Public Health and are practicing physicians at the UW Hospital and Clinics. Dr. Louis is assistant professor of radiology and Dr. Molly is clinical assistant professor of dermatology. Their children, now 8 and 10 years old, gave up diapers long ago.

Recently the Hinshaws established the Molly and Louis Hinshaw Medical School Scholarship Fund to help future medical students meet the costs of their educations. "The primary reason we decided to start a scholarship was the gratitude we felt toward those who provided funding for the scholarships we earned while in medical school," said Molly. "We wanted to start something that would grow as our careers grew."

"We chose to start now because we remember how important that gift was to us when we needed it most," said Louis.

The Hinshaws met as undergraduates at the Camp Randall Sports Center, known to Badgers as "The Shell." Louis was a decathlete on the UW track team and Molly was a physical therapy student and regular user of the facility. "I was lucky enough that he was still single," said Molly. "He was already accepted to medical school and was very encouraging that I should pursue medicine after completing my physical therapy degree."

The UW-Madison campus has been home to Louis since he was a teenager and his mother, Virginia Hinshaw, was a professor in the School of Veterinary Medicine. After serving in several administrative positions including dean of the Graduate School, she was named provost and executive vice chancellor at the University of California-Davis in 2001. In March she was named chancellor of the University of Hawaii-Manoa.

"My parents encouraged both my brother and me to pursue our educations at the institution that we thought would be the best match for us," said Louis. "However, they also made it very clear that they did not believe we could get a better education than what was offered at the UW. They told us that no matter where we chose to go, they would pay for our educations, but only at the tuition rate that was in place at the UW. That was pretty strong motivation to go to the UW and it was a great decision."

The first Hinshaw scholarship recipient will be selected this year. "We would like the scholarship to be awarded to a student who demonstrates their interest in

their community and shows leadership skills by actively being involved in volunteer programs during medical school," they explained. "Grades are important, but patients are very interested in a physician who is a good communicator, a good leader and a good citizen. University of Wisconsin School of Medicine and Public Health graduates are among the brightest and should be recognized by their patients as being exceptional people and physicians."

The Hinshaws well remember long hours of study, intense hospital rotations, testy toddlers at home and the relief of a financial helping hand. They look forward to giving the recipients of their scholarship some welcome encouragement. "It is fulfilling to think that a student will open his or her scholarship and feel even half the delight that we did."



SUBMITTED PHOTO

Grateful for the scholarships support they received, Drs. Louis and Molly Hinshaw have established their own fund to help students with the cost of their medical school educations. Children Audrey, 10, and Louis, 8, were in diapers when their parents were medical students.

It takes a dream and a team

What if scientists could pinpoint where in the human brain schizophrenia originates? What if schizophrenia could be diagnosed and treated early, say, in adolescence? What if a diagnostic procedure for schizophrenia could be done inexpensively, painlessly and easily?

A group of subjects at the University of Wisconsin-Madison HealthEmotions Research Institute has been asleep on the job when it comes to finding answers to these questions. Researchers, under the leadership of Dr. Ned Kalin, chair of the department of psychiatry and co-director of the HealthEmotions Research Institute, and Dr. Giulio Tononi, recipient of a pioneer award from the National Institutes of Health, couldn't be more pleased. Neither could Pat and Jack ('57 BS Bus) Lane, whose gifts to the Lane Schizophrenia Research Fund has supported schizophrenia research since 1999. As Pat said, "they are the team and we are the cheerleaders."

In Dr. Tononi's lab, researchers analyzed the electrical activity and brain patterns of 50 adult subjects while they were sleeping. Eighteen of these subjects had been diagnosed with schizophrenia. The researchers noted a

If schizophrenia can be identified in at-risk populations before the onset of symptoms, medication, counseling and family support can be started. One of the most frightening and frustrating characteristics of schizophrenia is the patient's inability to admit that it even exists and to trust the intentions of caregivers. Early diagnosis can help address these issues when the patient is still receptive to treatment.

difference significant enough that it could represent a biological marker of the illness. There are currently no definitive tests for schizophrenia, and though Dr. Kalin is hesitant to use the word "breakthrough," he does describe the results of this research as "an important finding" in the work of diagnosing the illness. The report is featured as the cover story in the March 2007 issue of *The American Journal of Psychiatry*.

What are the implications of this research? First, the test is inexpensive and non-invasive; all it requires is the ability to fall asleep with some electrodes on your head. Second and most important, if schizophrenia can be identified in at-risk populations before the onset of symptoms, medication, counseling and family support can be started. One of the most frightening and frustrating characteristics of schizophrenia is the patient's inability to admit that it even exists and to trust the intentions of caregivers. Early diagnosis can help address these issues when the

patient is still receptive to treatment.

The Lanes have stayed up to date on the research they support although they admit neurobiology is a sophisticated and complex subject. With a chuckle, Jack

Schizophrenia is a devastating illness that affects about 1 percent of the population, typically people just coming out of adolescence in their late teens and early 20s. It seriously affects their ability to function, to trust and perceive reality and the way they see and hear things, causing social isolation.

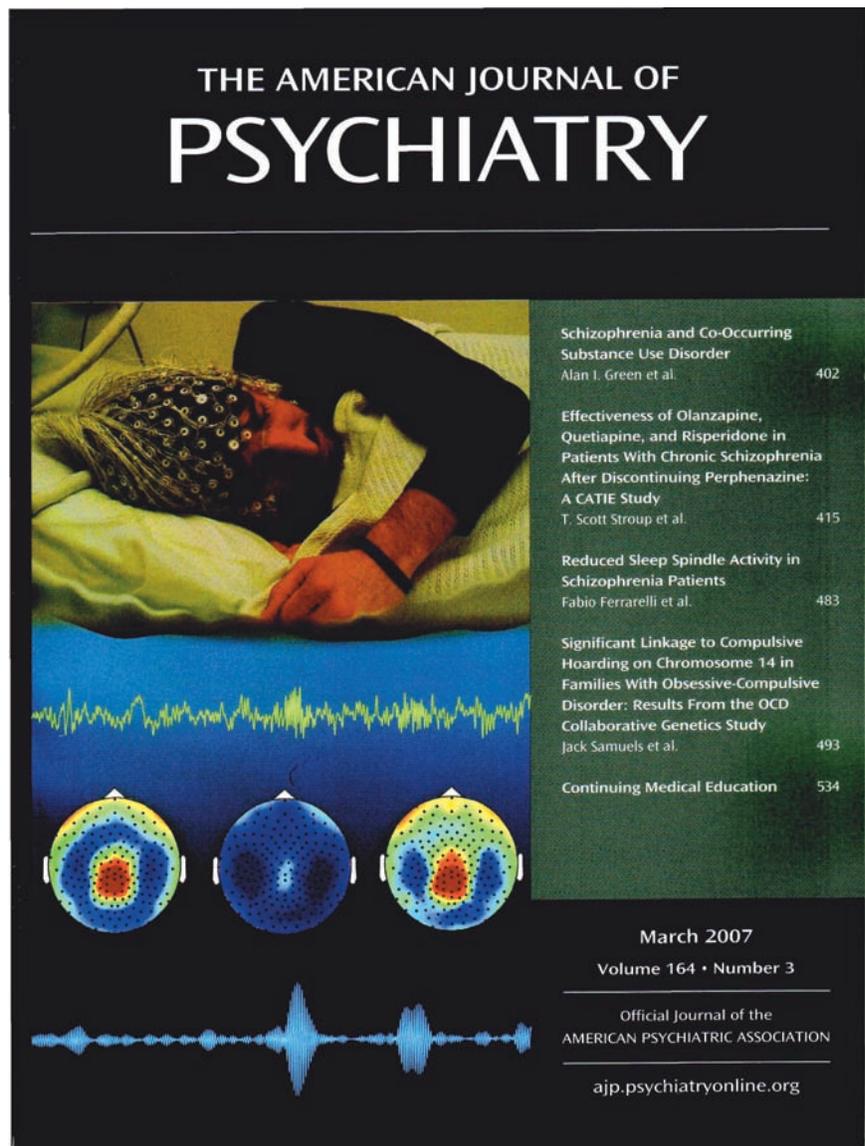
noted that Dr. Tononi, a native of Italy, “speaks a different language, and I don’t mean Italian.” They are grateful for the time they get to spend learning and for the dedication of the researchers. “Everyone at the Health-Emotions Research Institute is so gracious and willing to share,” said Pat. “They are enthusiastic, which makes us enthusiastic. Supporting research takes away some of the feeling of helplessness.”

“I presented a challenge to Dr. Kalin,” explained Jack. “There are so many desperate families, and they are looking for something to grab onto. There are so many people affected by this disease of denial. These are people that really need help.”

Schizophrenia is a devastating illness that affects about 1 percent of the population, typically people just

coming out of adolescence in their late teens and early 20s. It seriously affects their ability to function, to trust and perceive reality and the way they see and hear things, causing social isolation. They start to develop paranoid delusions and beliefs, to lose energy and the capacity to perform. Although there are some effective medications, this is a chronic disease with no known cause or cure. Schizophrenia also is a disease with many social stereotypes and biases. Still there is hope.

“When we see human suffering, we want to do something,” said Dr. Kalin. “The history of science is the story of optimism. Why can’t we be optimistic about schizophrenia?” With a team and a dream, we can.



The cover story in the March 2007 issue of *The American Journal of Psychiatry* features the work of a sleep research team led by Dr. Giulio Tononi at the Health-Emotions Research Institute. The researchers may have discovered a biological marker for schizophrenia, which could result in early diagnosis and treatment.



The great UW scavenger hunt

James “Jim” (’69 BA L&S) and Judy Hirsch of Los Angeles, California, have created a prize for the student and supervising faculty/staff member who dig up a great story in the backyard of the University of Wisconsin-Madison.

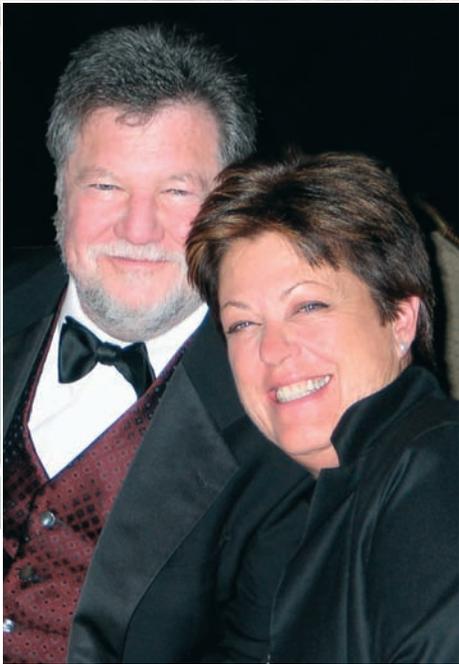
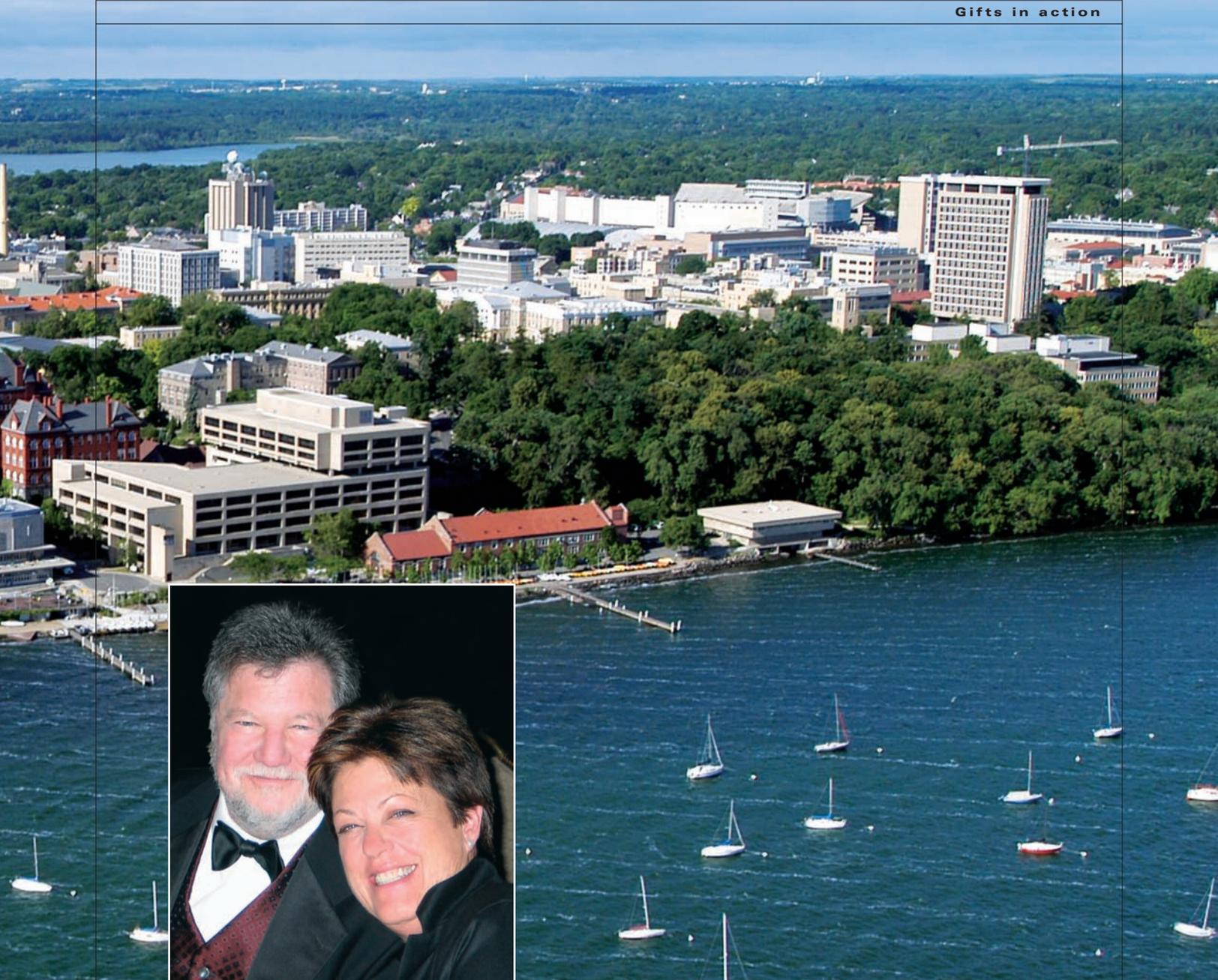
“I remembered the many times that, as a student, I was required to choose a topic for a paper or a project for a particular class,” said Jim. “What if there had been a cash prize available to me and my professor if I were to pick a topic that reflected positive light on what is happening at UW-Madison? I have to do the work anyway, why not put myself in a position to, one, learn more about my own school and, two, win a cash award?”

Jim is now a producer/writer in Los Angeles and co-founder of Papazian-Hirsch Entertainment. He has

returned to campus as an adjunct professor to teach screenwriting in the department of communication arts. The couple visited Madison several years ago and were excited about the accomplishments taking place on campus. They also were intrigued by the fact that many individuals were unaware of what was going on outside their own disciplines.

“Each student, professor, administrator or researcher is so busy with their own work that they wind up with a kind of necessary tunnel vision,” said Jim. “You can’t blame them for their hard work and single-minded dedication, but the result is a world of isolated pockets existing side by side.”

In response, Jim and Judy, now an honorary Badger, worked together to craft an incentive to urge students and faculty to become more aware of the many exciting



SUBMITTED PHOTO

JEFF MILLER UW-MADISON UNIVERSITY COMMUNICATIONS

Jim and Judy Hirsch enjoy the ARPA film festival, where Jim received a lifetime achievement award.

things that are taking place every day on opposite ends of the campus spectrum. They created the Hirsch Family Award, which is open to any full-time undergraduate student and is administered by the Wisconsin Union. The faculty/staff supervisor’s portion of the award will go to their department to defray any costs associated with the project. The award will be given for the first time in the spring of 2008.

Jim imagines winners such as a documentary film student who chooses stem cell research as his or her topic instead of "What I Did Last Summer," or a life sciences communications student who uses photography to capture the day-to-day drudgery of scientific

discovery, or an English major who writes a moving short story about families with disabilities finding hope at the Waisman Center. Given the breadth and depth of the University, the list is truly endless.

“Beyond this, my own experiences visiting and subsequently teaching my screenwriting course at UW-Madison has enriched our lives tremendously,” said Jim. “We have become Badgers who relish the notion of finding ways to give back to my alma mater.”

FORWARD

At the turn of the 20th century, progressive politics and the Wisconsin Idea were shaping Madison and the state of Wisconsin. When Elliot Lehman ('38 BA L&S) followed his brother Jesse ('35 BA L&S) to the University of Wisconsin-Madison in 1934, the La Follette political era was in full swing and citizens were being called upon to embrace enlightenment and progressive ideals.

Elliot's cousin, Selig Perlman ('10 AB, '15 PhD), was a famed UW professor and historian of the labor movement whose lectures were well attended. Elliot and his wife, Frances, whom he met at the UW, became involved with one another as well as with the progressive tradition. They continue to be forward thinkers some 70 years later.

The Lehmans of Wilmette, Illinois, made a \$1 million lead gift for the renovation and expansion of the teaching and research preschool laboratory in the School of Human Ecology (SOHE).

The gift is in keeping with their remarkable record of creating and supporting institutions and organizations that strengthen families.

Elliot's career in the family business became a legacy of advancement.

Originally a parts supplier for the Ford Model T, Felt Products Manufacturing Co. was later renamed Fel-Pro and owned by family members from 1918 to 1998. At the time of its sale in 1998, Fel-Pro had 2,700 employees and 11 plants making gaskets for internal combustion engines. Fourth on *Fortune's* 1998 list of the "100 Best Companies to Work for in America," Fel-Pro regularly headed lists of companies offering generous employee benefits, including a day care center, children's summer camp, tutors and college scholarships for employees' children.

"Fel-Pro has made a name for itself as an unlikely innovator in the world of human resources," reported *BusinessWeek* magazine in 1998. "The progressive environment has fostered teamwork and unusually low employee turnover. It also has helped the company thrive. Pretax profits have grown... and margins are 40 percent above industry norms."

Elliot scoffs at the idea that family-friendly programs are too costly for private employers. "Our programs were never at the expense of profitability. Rather, they contributed to profitability. We had a dependable workforce and we were a profitable corporation."

Fel-Pro was the only private corporation invited to the signing of the Federal Family and Medical Leave Act by President Clinton in 1993. Officials from so many other firms wanted to know how to emulate Fel-Pro's success in creating happy, productive employees that the Lehmans founded Winning Workplaces, a not-for-profit organization that carries on the company's legacy. Winning Workplaces is an ongoing activity that grows in recognition every year, providing interested employers with tools and strategies to help them become positive family-friendly businesses.

Frances noted that families have experienced significant changes over the years and research is essential in understanding development. The research component of the University preschool addresses this need. "Research in early childhood development is more important than ever before because of changes in the family structure," said Frances. "There are new challenges for raising children."

The current preschool building, completed in 1955, provides care to about 120 children annually and serves as a research facility for faculty and graduate students from throughout the campus. "Our facilities do not begin to meet the demands of our growing programs," said SOHE Dean Robin Douthitt. The renovation and expansion is expected to bring the building up to today's standards and double the capacity of the preschool. Elliot has served on the board of visitors for the school and has received the Wisconsin Alumni Association's Distinguished Alumni Award.

Frances Lehman earned a bachelor's degree in economics from Northwestern University and a master's degree in business from New York University, and she continues to stay informed about issues, policies and organizations that affect families. In addition to their affiliation with the UW, the Lehmans are involved with the Chicago Children's Museum, Jewish Children's Bureau, Voices for Illinois Children, Teach for America, Child Care Action Campaign, pro-choice organizations and Working in the Schools literacy tutoring in the Chicago Public Schools.

Not surprisingly, the legacy of progressive thinking is strong in the Lehman family. "We are very proud of our children, grandchildren, grand-children-in-law and great-grandchildren," said Frances. "All of the adult grandchildren are civic-minded young professionals."



From the darkness, hope

JEFF MILLER UW-MADISON UNIVERSITY COMMUNICATIONS

A family tragedy brought Brenda and Stuart McCroskey to the forefront of stem cell research.

“My father, James Copeland, passed away from ALS, or Lou Gehrig’s disease, four years ago,” Brenda said. “Before he was diagnosed, I knew very little about it. It is such a traumatic experience for the families, to see your loved one lose their very selves right before your eyes.”

ALS (amyotrophic lateral sclerosis) is a progressive, ultimately fatal neurological disease that attacks the nerve cells responsible for controlling voluntary muscles.

In their reading about the disease, the McCroskeys noticed news articles and features referencing the work of Clive Svendsen and colleagues at the Waisman Center at the University of Wisconsin-Madison. Historically, it was thought that a damaged brain could not be repaired, that humans are born with a fixed number of neurons that are gradually lost through disease or aging.

Svendsen and his team have conducted research that suggests the brain may be more “plastic” than once thought. Their work has shown that new cells can be accepted and allowed to grow in the adult brain.

“Translational research—taking basic ideas to the clinic—is sometimes hard to get funding for,” said Svendsen (above). “Without generous support of people like the McCroskeys, our work in ALS would not have moved forward so quickly. We are now on the verge of receiving significant federal support for the work, which will enable us to move forward even faster—all of this made possible by such seed gifts to the Foundation.”

Their basic research has grown and differentiated human neural stem cells, and they hope in the near future to move from bench research to clinical trials.

“It seemed like Dr. Svendsen’s work with stem cells held out hope for treating and perhaps one day curing or possibly preventing Parkinson’s disease, ALS and similar neural diseases and damage,” Brenda said. “We thought, ‘If we’re donating to the UW already, why not

direct some of it to this research that can really change lives for the better?"

Clive said the support from the McCroskeys has been invaluable. "Translational research—taking basic ideas to the clinic—is sometimes hard to get funding for," he said. "Without generous support of people like the McCroskeys, our work in ALS would not have moved forward so quickly. We are now on the verge of receiving significant federal support for the work, which will enable us to move forward even faster—all of this made possible by such seed gifts to the Foundation."



Shannon, Stuart and Brenda McCroskey

In addition to their support for the stem cell work at the Waisman Center, the McCroskeys have made gifts to the social sciences and funded the McCroskey Fellow in Economics for new recruits in 2006 and 2007. The fellowship was created by Ken West, chair of the department of economics, from which Stuart ('75 BS L&S) received his degree.

The McCroskeys, who live in Newport Beach, California, had been supporting Clive's work for about three years when they finally got the opportunity to meet him. "We sat down and talked about his research, the diseases, the challenges they are facing and his own motivation for doing the work," said Stuart.

"It was one of the most fascinating hours I've ever spent in my life," Brenda said. "For someone who hadn't seen a family member suffer through the disease, Dr. Svendsen had such an empathy and understanding for the devastation it does. His incredible ability to communicate complicated scientific details and ideas clearly to lay people such as ourselves is very rare and invaluable to the University."

The McCroskeys' devotion to easing the pain wrought by ALS extends beyond the generosity they've demonstrated. Brenda has dedicated herself to being a mentor for Extra Hands for ALS, a support organization with a

branch in Orange County. "I have been mentoring high school and college students on how to help families stricken with ALS," she said. "I support, counsel and drive the students around so they can tutor youngsters, help in the households, do some of the everyday things that need to be done, and maybe, just maybe ease some of the stress and burden for the families."

She also is involved with fundraising for the ALS Association – Orange County Chapter, which also funds patient care and national research, including work at the UW-Madison.

"It's hard to tell people how devastating ALS is, not only for the patient, but for the families," she said. "To see someone you love lose the full function of their bodies, to see them shut down while they still have their complete mental capacity, it really is tragic."

When it's mentioned to Brenda that her volunteer work in the face of her own loss is remarkable, she said: "It did take a while to get to that point. I'd say it was maybe a year after my father passed that I was able to start doing some of these things."

The family's support for the University extends from Stuart's fond memories.

"Through the experiences I had there over four years, I feel I received the tools to make a successful life for myself and my family," he said. "I understand the challenges that the UW and other public institutions of higher education are facing, and I was motivated to contribute to help meet some of those demands, like retaining quality faculty in a very competitive marketplace, perhaps recruiting more top-flight faculty members and helping the medical and economics faculty continue to do the world-class research the University is famous for."

Brenda, who received her undergraduate degree in social ecology from the University of California-Irvine, said that through Stuart's love for his campus, she's become enamored of the Badger experience as well. "I get all teary-eyed at 'Varsity,' and I enjoy the atmosphere at Wisconsin," she said. "Coming from a UCLA and Ohio State family myself, it's been a whole lot of fun, with lots of ribbing at times, I can tell you that. And we'd like nothing better than for our 16-year-old daughter, Shannon, to be a Badger one day."

In fact, publications like *On Wisconsin* helped clue the McCroskeys in to Svendsen's research. "Even though we're so far away, we feel connected to what's happening in Madison," Stuart said. "There's something very special about the University, and we are very proud to be part of it."

The other side of the world



SUBMITTED PHOTO

“In 1971, I was advised by a wise old woodsman that I should go to the other side of the world before I decided to settle down into a life of guiding and hunting trips on the border of Minnesota and Canada,” said John Graham, (’75 BA L&S). **“I had been a guide for several summers and thought that it was the perfect life.”**

John took the advice of this wise old man. "I took a course on Indian civilization from Joe Elder as a precursor to applying for a study-abroad program in India—on the other side of the world," said John. "Professor Elder's course was fantastic and inspirational. I was able to spend 1973–74 in Madurai, Tamil Nadu. I studied Tamil, music and did a big project measuring the impact of the cinema on politics in India based on Piaget's work around cognitive dissonance.

"Needless to say, after such a total immersion in such a radically different culture, I was not ready to settle down in Northern Minnesota. I subsequently applied for and served in the Peace Corps in Zaire and then went on to study international economics and organizations at Johns Hopkins in Washington, D.C. I had truly become a citizen of the world thanks to Joe Elder's inspirational teaching."

Because of his life-changing study-abroad experiences, John makes annual gifts to the Joe Elder Study Abroad Grant fund. This fund was established on behalf of Professor Elder, faculty coordinator for the University's Year-in-India Program who teaches in the sociology and languages and cultures of Asia departments. Former students of Professor Elder wanted to honor him by establishing a fund that would support study-abroad opportunities without restriction. The Wisconsin Alumni Association matches the amount donated if the gift is between \$2,000 and \$5,000.

"Joe has inspired thousands of UW-Madison undergraduates and has been an important force in encouraging many of them to venture beyond the classroom to study the languages and cultures of south Asia," says Gilles Bousquet, dean of International Studies. "We're very grateful to John for making the transformative experience of study abroad possible to increasing numbers of our students."

Study abroad is a core element of a college education and an essential component in an international academic experience, Bousquet said. About 50 percent of first-year UW-Madison students say they would like to study abroad, but less than half that number does so by graduation.

John's successful financial business, Rogge Global Partners, has provided him the opportunity to travel and he has made trips to Asia. His wife, Martha, whom he met in Washington, D.C., while studying for his master's degree, is an executive coach who travels the world. John, Martha and their three sons live in London, England, but return to Wisconsin often. John and his extended family vacation annually at cottages near Danbury, Wisconsin.

"Nothing thrills a teacher more than knowing that one idea taught in the classroom excited students enough to change their life," says Joe Elder. "I am touched that John's work in my class and his year in India were so energizing that as an alumnus he is enabling future generations of students to benefit from study-abroad experiences."



Professor Joe Elder

MICHAEL FONSTER ROHBART UW-MADISON UNIVERSITY COMMUNICATIONS



Keeping opportunity

In the early 1950s, law school tuition for Russell G. Cleary of La Crosse, Wisconsin, was \$200 per year. His parents had both died when he was young, so this was a lot of money for a young man. Tuition at the University of Wisconsin Law School is now more than \$12,000 per year, and average law school-only student debt now exceeds \$60,000.

To keep law school education available for all, Gail Kumm Cleary and the Cleary-Kumm Foundation have established the Russell G. Cleary Scholarship Fund in her husband's memory at the UW Law School. "Russ often said that he could not have functioned as effectively or achieved what he had without the benefit of a UW-Madison legal education," Gail said. "From his perspective, the most important aspect of a legal education is that it does create an almost unlimited spectrum in terms of job possibilities."

The scholarship will be announced at the 50th anniversary of Russell's Law School Class of 1957 reunion on October 19 and 20. Classmates will have an opportunity to attend lectures, receptions, dinners and a tailgate party, and to cheer on the Badgers as they take on the Northern Illinois University Huskies. They will also likely reminisce about their former classmate Russell, who always appreciated the friendships he made in law school.

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

After a three-year pre-law program at UW-La Crosse, Russell earned his JD in 1957. He began his career as a real estate lawyer and in 1960 joined G. Heileman



alive



Russell G. Cleary

MICHAEL FORSTER ROTHBART UW-MADISON UNIVERSITY COMMUNICATIONS

Brewery Company as an attorney. In 1971, at the age of 34, he succeeded Roy Kumm as chairman and president of G. Heileman Brewing Co. and built a regional brewery into the nation's fourth-largest beer producer. Using opportunistic mergers, highly motivated distributors and creative advertising, Heilman re-invigorated regional brands such as Old Style, Special Export, Hamms, Ranier and Lone Star. He also served on numerous boards of directors, including A.O. Smith Corporation, Soo Line Railroad Co., Ecolab, Kohler, The Minneapolis Federal Reserve Bank, State Bank of La Crosse and Trane.

Russ served as a Wisconsin Alumni Research Foundation (WARF) trustee from 1985 until his death in 1997. In honor of his 13 years of service and leadership in seeing the benefits of licensing the University's

world-class biotechnology, his fellow WARF trustees dedicated the Russell G. Cleary Laboratory on the fifth floor of the bio-chemistry addition.

Philanthropy and "giving back" have been a Cleary family tradition for years.

The Cleary-Kumm Foundation, whose trustees are Gail and daughters Kristine (1983 graduate of Marquette Law School and UW Graduate School of Banking) and Sandra (CPA, graduate of UW-La Crosse and Hamline University), support the community and the UW System in numerous ways. They made the lead gift for the UW-La Crosse Alumni and Friends Center in 1996, have supported the UW Law School building fund, the Robert M. Lafollette School of Public Affairs and, through G. Heileman Brewing Company, the UW Crazylegs Run.

A special education

Tina Weintraub ('67 BS Edu) of New York City is a retired special education teacher, teacher trainer, museum docent, playwright and stand-up comic. And while it might be difficult for some to follow in Tina's footsteps, she has made a deferred gift that will help University of Wisconsin-Madison students become special education teachers.

Tina entered the UW as a math major, but after spending the summer after her freshman year at home in New York working at a camp for children with cerebral palsy, she returned to campus with a new focus—to teach children who were developmentally delayed. Tina recalls student teaching in a sixth-grade class in Sun Prairie and realizing that she had made the right career choice. After graduation, she returned to New York where she earned a master's degree in special education from Teachers College at Columbia University.

Tina worked with developmentally delayed students in the classroom for 11 years and then became a teacher trainer, creating workshops for new classroom teachers, special education teachers and parents for the New York City Board of Education.

"After 31 years in the field, I saw many changes, mostly for the good, that not only improved conditions for students but also showed how teachers trained to work with special needs students had much to offer general education," said Tina. "I was having lunch with a friend who was talking about leaving money to his alma mater and I was inspired. Going to Wisconsin was such a wonderful experience for me, and I want to make sure that what I worked hard for goes someplace meaningful."

Tina's creativity went far beyond the classroom years ago and continues to lead her in new directions. She authored an origami book to incorporate into classroom curriculum, wrote and produced two off-off-Broadway plays and won the stand-up comedy competition New York's Funniest Teacher. She credits her UW art history courses for piquing her interest in art and studying in Florence, Italy for a summer. She actively volunteers at the Whitney Museum of American Art, serves as a docent at the National Academy Museum and takes drawing classes and studies French. Tina now spends summers in Steamboat Springs, Colorado, and plans to teach freshman composition this summer at the local college.

"I am delighted that this gift will go toward preparing teachers in one of the areas where the need continues to be most critical," said Julie Underwood, dean of the School of Education. "I can't think of a more meaningful way for Ms. Weintraub to acknowledge the great education she received at UW-Madison than to make it possible for others to follow in her footsteps."



SUBMITTED PHOTO

Tina Weintraub

Dine with the arts at the BHS Fall Event

Music evokes image; art inspires melody. The Bascom Hill Society Fall Event on Friday, September 28, will feature both as the School of Music and the Chazen Museum of Art team up to present a program of visual and auditory delights.

MICHAEL FORSTER ROTHBART UW-MADISON UNIVERSITY COMMUNICATIONS

The annual autumn dinner at Madison's Monona Terrace Community and Convention Center also will include remarks by University of Wisconsin-Madison Provost Patrick Farrell and presentation of the second Bascom Hill Society scholarship. Please mark your calendar for Friday, September 28, and plan to share an evening of friendship and conversation with members of the Bascom Hill Society. Look for your invitation and hotel information later this summer.

The Bascom Hill Society Faculty Showcase luncheon dates have been scheduled through the end of the year.

They include:

Tuesday, July 10
Professor David Shaffer
"The Educational Power of Computer Games"
11:30 a.m.-1:30 p.m.
Arboretum

Tuesday, August 14
Professor Hector DeLuca
"Vitamin D: The Wonder Drug of Tomorrow"
11:30 a.m.-1:30 p.m.
Arboretum

Tuesday, November 13
Program to be determined
11:30 a.m.-1:30 p.m.
Memorial Union

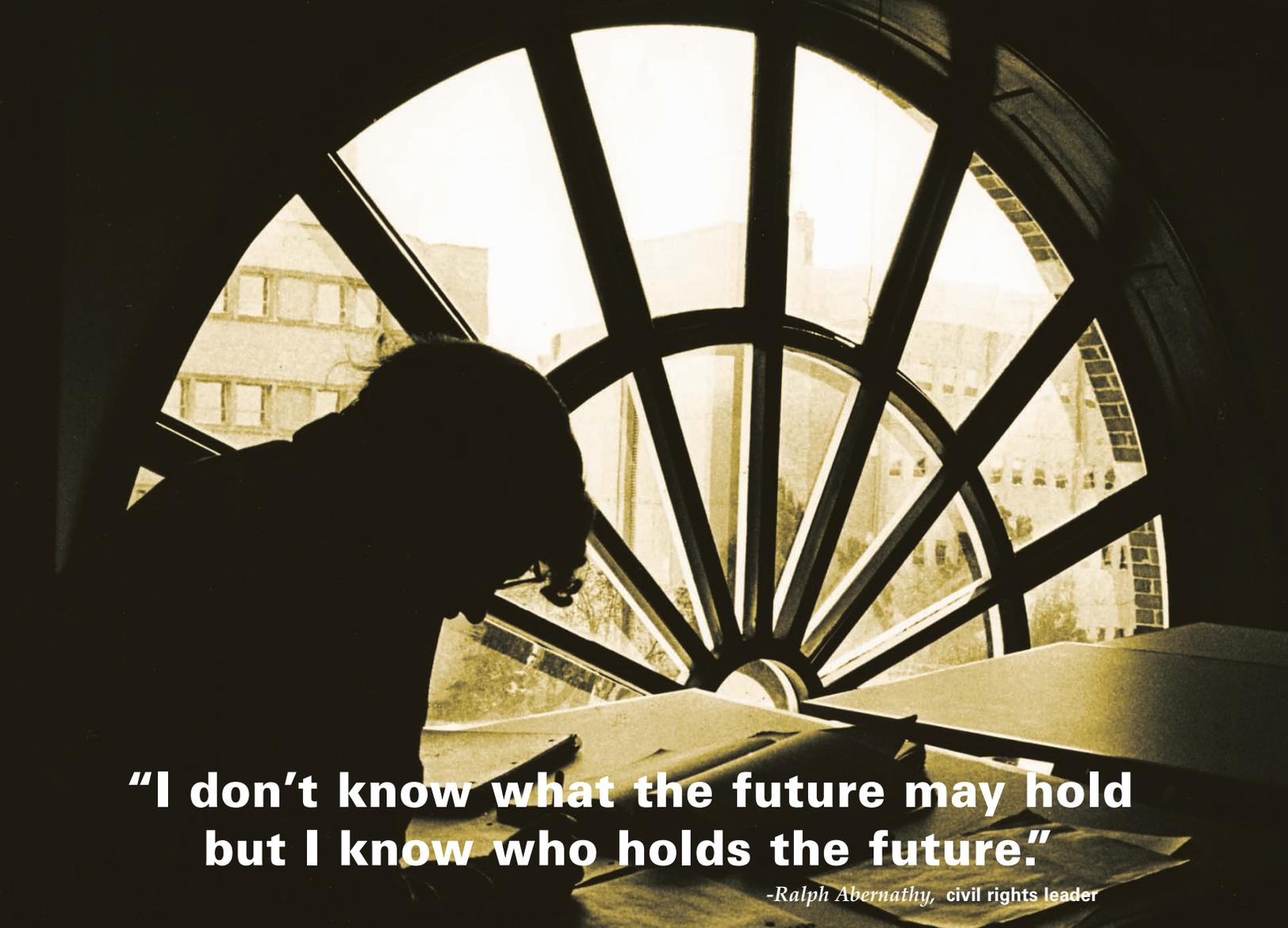
Tuesday, December 11
School of Music
"Sounds of the Season"
11:30 a.m.-1:30 p.m.
Memorial Union

Update your contact information on the Web

The University of Wisconsin-Madison wants to stay in touch with you!

As the primary manager of the UW alumni and friends database, the University of Wisconsin Foundation is always seeking to update contact information. If you have access to the Internet, you can update your information online by going to www.uwfoundation.wisc.edu/survey, and using the identification number found above your name on the *insights* mailing label when asked to log in on the Web site.

This information is shared selectively with other campus units, as well as with the Wisconsin Alumni Association (WAA), to ensure that we all have information that is consistent and accurate. Updating your information on our Web site will update it for WAA and most other campus departments and programs with which you may be involved as an alum, volunteer, faculty member or donor. Thank you for helping all of us stay connected!



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

-Ralph Abernathy, civil rights leader

At the University of Wisconsin Foundation, we recall the past as we focus on the future. The Foundation helps friends and alumni support the people, programs and places that make the UW-Madison one of the world's outstanding universities. Today's investment will enable tomorrow's advancement of the human condition.

To match your passion with an opportunity, please call 608-263-4545 or e-mail uwf@foundation.wisc.edu.



www.uwfoundation.wisc.edu

W I S C O N S I N
insights

University of Wisconsin Foundation
1848 University Avenue
PO Box 8860
Madison WI 53708-8860

Non-Profit
Organization
U.S. Postage
PAID
Madison, WI
Permit No. 810