

A REPORT FROM  
THE UNIVERSITY  
OF WISCONSIN  
FOUNDATION

WINTER 2007

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

# insights

## *The conversation continuum*

**Mueller family  
grateful givers**

**Real estate campaign  
gathers momentum**

**Building bridges  
one step at a time**



## Milestones and memories



**C**reate the Future: The Wisconsin Campaign directed our focus on the future of the University of Wisconsin-Madison. We identified priorities and took enormous strides—more than \$1.8 billion of them—toward transforming this great university into an extraordinary one.

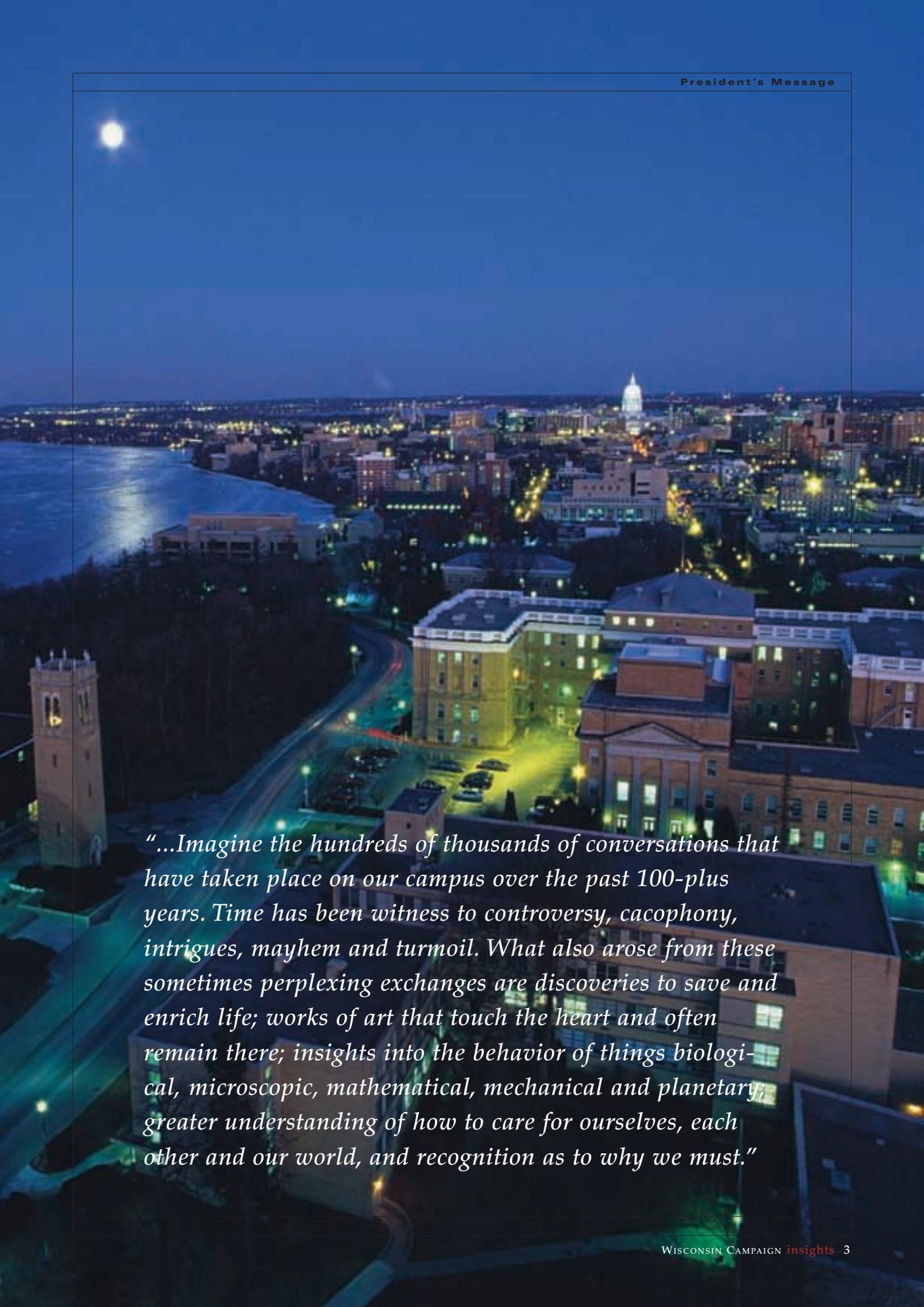
During this time, the campus recorded some memorable milestones. Grand old Agriculture Hall turned 100 years old, as did the School of Journalism and the department of political science. The School of Music noted its 110th anniversary, and the School of Pharmacy marked 120 years since the arrival of its first class in one unheated room in South Hall. A special program last fall honored soon-to-be 120-year-old Science Hall, which apparently is still haunted. And Memorial Union, virtually the new kid on the block, celebrated a 75th birthday. In the context of these milestones, the roughly five years of the campaign are a brief snapshot of the UW-Madison.

Now imagine the hundreds of thousands of conversations that have taken place on our campus over the past 100-plus years. Time has been witness to controversy, cacophony, intrigues, mayhem and turmoil. What also arose from these sometimes perplexing exchanges are discoveries to save and enrich life; works of art that touch the heart and often remain there; insights into the behavior of things biological, microscopic, mathematical, mechanical and planetary; greater understanding of how to care for ourselves, each other and our world, and recognition as to why we must. Around here, this phenomenon is called “sifting and winnowing.” It succeeds incredibly; it benefits profoundly.

During the campaign we had the privilege of private conversations with many of you. We heard about teachers who ignited your passion for learning and about courses that changed your life. We heard about lasting friendships and more than a few romances. You listened to us tell of achievements, innovations and ambitious plans, of outstanding young students and revered mentors. You responded with contagious enthusiasm. These conversations are a most enjoyable and rewarding aspect of our work at the UW Foundation, and we look forward to many more of them.

We invite your active participation in the campus conversations taking place from Library Mall to the Health Sciences Learning Center, from the potato farm in Rhinelander to Space Place on South Park Street in Madison.

As we reflect on what transpired from the conversations of the past century, how can we not be excited about the next? Thank you for your support.

An aerial night photograph of a city, likely Madison, Wisconsin. The image shows a wide river on the left, illuminated by city lights. In the foreground and middle ground, several large, multi-story university buildings are visible, some with glowing windows. A prominent clock tower stands on the left side. The city skyline extends into the distance under a dark blue night sky with a full moon in the upper left corner.

*"...Imagine the hundreds of thousands of conversations that have taken place on our campus over the past 100-plus years. Time has been witness to controversy, cacophony, intrigues, mayhem and turmoil. What also arose from these sometimes perplexing exchanges are discoveries to save and enrich life; works of art that touch the heart and often remain there; insights into the behavior of things biological, microscopic, mathematical, mechanical and planetary; greater understanding of how to care for ourselves, each other and our world, and recognition as to why we must."*

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WISCONSIN CAMPAIGN  
**insights**

**Editorial Director**

Lynne Johnson

**Managing Editor**

Chris DuPré

**Contributing Writers**

Merry Anderson  
 Tracey Rockhill  
 Sue Zyhowski  
 Betsy Liotus

**Publication Production Manager**

Debbi Peterson

**Design and Layout**

Paul Fuchs Design

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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](mailto:chris.dupre@uwfoundation.wisc.edu)  
 Web: [www.uwfoundation.wisc.edu](http://www.uwfoundation.wisc.edu)

**On the cover:**

Those attending a reception for a faculty art show at the Chazen Museum of Art engage in multiple conversations. At the University of Wisconsin Foundation, conversations—about the University, its past, its future, its faculty, its students, its possibilities—are the key to connecting donors with their passions. At the end of Create the Future: The Wisconsin Campaign, we are committed to keeping these conversations alive to ensure a brighter tomorrow for the University and all who care about it.

Photo by Michael Forster Rothbart

## “PICTURES AT AN EXHIBITION”

On November 17, 2006, the Chazen Museum of Art announced the Chazen Community Campaign to raise the final \$10 million for its planned 62,000-square-foot addition. Simona and Jerome ('48 BA L&S) Chazen generously donated \$20 million in 2005, and another \$5 million has been pledged toward this project.

The event, hosted by museum Director Russell Panczenko, featured Wisconsin Public Radio's Jonathan Overby as emcee.

The program offered guests a treat for the ears and eyes. Catherine Kautsky, School of Music professor of piano, matched three musical selections with three pieces from the museum's art collection. She explained that the bold colors, dramatic movement and bold texture of Hans Hofmann's 1957 oil painting *August Light* brought to her mind the slightly jazzy improvisational sound of "Golliwog Revisited" from *Eine Kleine Mitternachtmusik* by George Crumb.

Co-chairs for the Chazen Community Campaign are Thomas Terry ('61 BBA Bus, '64 LLB Law), Toni Sikes ('83 MS Bus) and emeritus Dean Phillip Certain ('69 PhD L&S).



PHOTOS JAMES GILL



**Top: Sheryl Renslo, Tim Erdman, Russell Panczenko, Jonathan Overby and Catherine Kautsky share a moment at the November 17 announcement ceremony.**

**Center: Overby served as emcee of the event.**

**Bottom: Kautsky paired paintings with music in a performance during the event.**

BACKGROUND PHOTOS JEFF MILLER, UW COMMUNICATIONS

## VIEWS FROM AROUND THE WORLD

Marguerite Jacqmin Soffa ('46 BA L&S) had a grand goal in mind when she established a fund to bring renowned women from across the globe to lecture at the University of Wisconsin-Madison.

"My primary interest is fostering peace around the world," said Marguerite, who established the J. Jobe Soffa and Marguerite Jacqmin Soffa Distinguished International Visitor Fund. Her late husband, J. Jobe, was a 1947 graduate of the School of Business.

"One of the ways we can bring about peace is for people of different cultures and countries to come together," she said. "If we know each other, we can perhaps come to understand and appreciate one another."

Marguerite also is concerned with women's and children's rights. "Women and children are oppressed all over the world," she said. "If we can shine a light on issues that matter to them, we can take steps to make their lives better."

In the five presentations of the lecture series so far, the speakers have been well-known leaders in the struggle for human rights and understanding.

"They've all given very inspiring lectures, and they've all been wonderful to meet and speak with," Marguerite said. "It has been a rewarding experience for me and I would hope for the campus."



SUBMITTED PHOTO

Marguerite Jacqmin Soffa, left, and Asha Haji Elmi Amin visit during the latter's trip to lecture on campus in 2006.

### Speakers in the lecture series supported by the J. Jobe and Marguerite Jacqmin Soffa Distinguished International Visitor Fund:

**2006** Asha Haga Elmi Amin, member of Somalia's transitional parliament, chairperson of the Sixth Clan, founder of Save Somali Women and Children

**2005** Ruth Ojiambo Ochieng, director of Isis-Women's International Cross Country Exchange, Uganda

**2004** Veena Das, Krieger Eisenhower Professor of Anthropology at Johns Hopkins University

**2003** Mary Burton, commissioner of the South African Truth and Reconciliation Commission, former president of the anti-apartheid organization Blask Sash

**2001** Estela Barnes de Carlotto, president of Abuelas de Plaza de Mayo, Buenos Aires, Argentina

## NURSES TAKE TEA, TAKE ON THE WORLD

Years ago, student nurses enjoyed afternoon tea in the nurses' dormitory to relax after a day of classes and hospital-ward duty. This tradition was re-created on a Saturday afternoon last June in "A Historical Tea" at the University of Wisconsin-Madison's world-renowned Health Sciences Learning Center. Professor Emerita Signe Skott Cooper was honored for her many roles as nurse, educator, historian and mentor to generations of UW nurses. Plans for the future home of the School of Nursing also were unveiled and caught the interest of an alumna.

Attending the event was Mary Behrens ('64 BS NUR) of Casper, Wyoming, who has had a rich and diverse nursing career. Mary, who earned a master's degree in nursing from the University of Colorado, is a family nurse practitioner in Wyoming. She also has served on the faculty of the University of Wyoming.

In addition, Mary has an affinity for the political arena and spent eight years as an elected official in Wyoming, as mayor of Casper, in the state legislature and as chair of her county commission. She has testified before the World Health Organization on the worldwide nursing shortage, and she couples political activism with travel abroad to offer her skills in developing countries. Mary has worked in Vietnam on four occasions with a humanitarian project called Friendship Bridge to help nursing colleagues there upgrade their skills, knowledge and curriculum.

Raised in Wisconsin, Mary and her husband, Jerry, met on campus. They had in common the fact that both had mothers who were practicing nurses. The Behrens remain connected to the UW, and Mary was delighted to participate in the Historical Tea and learn of plans for the new nursing building. She decided to make a leadership gift to support the Nursing Sciences Center to ensure that future nurses have the best learning environment possible.

"The solid foundation I received at UW has opened many doors for me," said Mary. "I think it is important to give while you are 'alive and taking nourishment,' and it will be such a joy to see the new building on its completion."

**Mary Behrens is presented with a print of Bascom Hall at a luncheon in her honor at the University Club.**



JAMES GILL

## Mueller family grateful givers

*“The Muellers’ generous gift will benefit not only the Department of Athletics, but the School of Education, as well,” said Athletic Director Barry Alvarez. “In doing so, it will benefit students of the University for years to come. UW-Madison is very fortunate to have the support of people like Curt and the family.”*

The Mueller family is appreciative of all the University of Wisconsin-Madison has helped make possible.

Curt Mueller, CEO of Mueller Sports Medicine in Prairie du Sac, Wisconsin, and a former Wisconsin basketball player, and his family have pledged \$1 million to the University.

“The Muellers’ generous gift will benefit not only the Department of Athletics, but the School of Education, as well,” said Athletic Director Barry Alvarez. “In doing so, it will benefit students of the University for years to come. UW-Madison is very fortunate to have the support of people like Curt and the family. His enthusiasm and love for the University as a whole, and athletics in particular, is much appreciated. I can’t thank them enough for their generosity and support.”



SUBMITTED PHOTO

**Members of the Mueller family who comprise the leadership of Mueller Sports Medicine and who have pledged \$1 million to the University are, from left, Jeff Mueller, Southeast Regional Sales; Brett Mueller, president; Ginger Mueller-Mann, vice president, Western Region; and Curt Mueller ('57 BS Pharm), CEO.**

The multipurpose nature of the gift—from the entire Mueller family of Sports Medicine (Curt Mueller, CEO; Brett Mueller, president; Ginger Mueller-Mann, vice president, Western Region; and Jeff Mueller, Southeast Regional Sales)—was a significant factor to Curt.

“Being a Wisconsin native and as a ‘walk-on’ to the University of Wisconsin, it was a privilege to graduate in pharmacy and play Big Ten basketball in the 1950s,” said Curt ('57 BS

*(continued on page 10)*



MICHAEL FORSTER ROTHBART



COURTESY OF UW ATHLETICS

Heritage Hall, seen at right in an artist's rendering, will be the "final jewel" in the Camp Randall Stadium renovation, and part of the Mueller family gift will go toward the hall's completion.

JEFF MILLER, UW COMMUNICATIONS

## Grateful givers

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Pharm). "Our contribution to University Athletics, the Athletic Training Education Program and the sports medicine facilities is very important to me."

The family has designated \$700,000 of the gift to the Department of Athletics, \$500,000 of which will support the Camp Randall Stadium renovation project.

The Muellers also have directed \$125,000 to the Heritage Hall project, which will be the "final jewel" in the stadium renovation. Heritage Hall will be a multi-purpose area that will showcase the proud history of Wisconsin athletics and provide a top-flight venue for team banquets, alumni receptions, recruiting visits and more. The remainder of the family gift will support other areas.

In addition, the School of Education will receive \$300,000 to establish the Mueller Sports Medicine Endowment Fund for Athletic Training to provide ongoing support for capital projects, student financial assistance, salary support and research.

"This generous gift to our nationally certified Athletic Training Education Program, along with its recent elevation to an academic major, will enable this popular program to continue to grow," said Julie Underwood, dean of the School of Education. "On behalf of the school and department of kinesiology, I want to express our gratitude to the Muellers for their kind support."

Curt Mueller played basketball for the Badgers from 1954-56. "I think it's so much different for the athletes now," he said.

"Everything was pretty much low key. We didn't look at film; just the coaches saw it. We weren't interviewed by the press."

He started Mueller Sports Medicine in the basement of his father's drugstore in Prairie du Sac in 1959. "It has meant so much for me to end up with a degree in pharmacy from a great school a half-hour away from where I grew up," he said. "For that, the UW always will have my heart."

JEFF MILLER, UW COMMUNICATIONS





When 5-year-old Morrie Waud looked out of the window in the hospital where he was being treated for polio, he saw horses at a stable across the street. The horses were a delightful distraction and sparked his lifelong love of all things equine.

Morrie went on to play polo, ride hunters and jumpers, and is now working with hitches of Belgian and Suffolk draft horses. While the polio took the strength of his upper left arm, Morrie confidently controls several horses weighing up to 2,500 pounds apiece as he drives hitches that pull wagons in parades, move trees downed by Hurricane Katrina in Mississippi and plow fields on his 90-acre farm in Long Grove, Illinois.

Morrie was born Morrison Waud Jr. to a Chicago family with a history of generosity, but Morrie didn't find his philanthropic passion until he and his horses began a relationship with the University of Wisconsin-Madison. Morrie had a handful of contacts with the School of Veterinary Medicine's Veterinary Medical Teaching Hospital over the years, and when his primary veterinarian retired in the late 1990s, he became a frequent client of Dr. Ryland Edwards, a former veterinary surgeon at the school. Morrie was grateful for the exceptional care shown to his horses in medicine, surgery and reproductive services.

"I decided that when I turned 60 I'd make a gift to the University of whatever Dr. Edwards needed," said Morrie. Dr. Edwards and members of the UW



# Taking ca

*Morrie established the Fund for Excellence in Equine Health, which has since provided support for ultrasound equipment that will benefit large animals. Morrie and his wife, Tracey, encourage other horse owners and lovers to support the fund because of the outstanding care they can depend on at the hospital.*

Foundation staff helped Morrie establish the Fund for Excellence in Equine Health, which has since provided support for ultrasound equipment for large animals. Morrie and his wife, Tracey, encourage other horse owners and lovers to support the fund because of the outstanding care they can depend on at the hospital. "When I have a problem, I don't just have one vet in the field," said Morrie. "I come to the teaching hospital and



# re of friends

MORRIE WAUD AND FRIENDS, TAKEN BY MORRISON WAUD III.

have up to four people, from students to clinical faculty, thinking about it, which is everything to me.”

Morrie also serves on the school’s board of visitors, has contributed support and insight on large animal hospital marketing materials, and is assisting with plans for an affiliated equine clinic in southern Wisconsin.

“We have over 20,000 patient visits to our hospital each year,” said School of Veterinary Medicine Dean Daryl Buss. “Each of those visits involves a connection with a concerned client. Morrie illustrates the qualities of respect, care and love that people have for animals, and he has translated those qualities into action. He is an example of how one person’s commitment and philanthropy can make a tremendous difference.”

# A family affair

What does a parent do when a child is ill or is struggling with a long-term or ongoing ailment? Most likely you would learn all you could to help them recover or cope with the challenges that they face. This is exactly what William (Bill) and Doris Willis of Bradenton, Florida, did.

The couple, who met while attending the University of Wisconsin-Madison and later married, raised five children. The family had its challenges with Asperger syndrome (AS), autism and attention deficit hyperactivity disorder (ADHD), all genetic conditions passed down through the family.

Asperger syndrome is a neurobiological disorder that can range from mild to severe. Individuals with AS have normal intelligence and language development, but they exhibit autistic-like behaviors and have marked deficiencies in social and communication skills. Doris, some of her children and some of their grandchildren have been affected by either Asperger syndrome or a combination of neurological disorders.

A few years ago, Bill and Doris attended a UW Foundation-sponsored faculty showcase in Florida, where they heard Marsha Seltzer, director of the Waisman Center and Vaughan Bascom Professor of Social Work and Pediatrics. It was the first time they had heard about the work being done at the Waisman Center. They were fascinated because they were looking for answers for some of the medical issues their family was facing. It was the beginning of a long and meaningful relationship.

In 2004, they created the Bill and Doris Willis Fund for the Waisman Center-Autism and Related Development Disabilities. This will provide needed funding for preliminary investigations by Waisman Center researchers for new initiatives on autism and to support the work related to autism, fragile x syndrome and ADHD.

More recently the couple pledged \$350,000 to create a lab to be used by a Waisman Center scientist to study autism or a related disorder. Bill and Doris also are supporting the Center's Laboratory Renovation Project. The



SUBMITTED PHOTO

**Bill and Doris Willis are shown in the second row with their grandchildren at one of their annual summer "camps."**

project, launched in 2005, will upgrade approximately 20,000 square feet of outdated laboratory facilities in the south tower, which was constructed in 1973. The state-of-the-art laboratory space will support biomedical research on human development, developmental disabilities and neuro-degenerative diseases.

“We’re interested in everything the Waisman Center does,” said Bill.

“We also believe that we should give back to our alma mater.”

Their gifts to the Waisman Center come from their heart. Their connection to the Waisman Center is very personal. Each year they hold a “camp” for

their grandchildren at their summer home near Wautoma, Wisconsin. They take them to cultural events, historic landmarks and other places where they can grow intellectually. A visit to the Waisman Center was included in one such camp.

*“We like to take our family to all the places where we are philanthropic and show them how the money is being used,” said Doris.*

*“We loaded the 18 grandkids in a bus and headed to Madison. When we arrived at the Waisman Center, we toured the facilities, and then Dr. Richard Davidson, a world-renowned UW researcher and a pioneer in the exciting frontier of mind-body medicine, gave our family a personal lecture. This trip emphasized to the kids that we are giving to the Waisman Center because we want to make their future better.”*

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Bill served in the U.S. Navy during World War II, after which he enrolled at the UW-Madison on the GI Bill. He and Doris met the first week of their freshman year at an open house sponsored by their church. They were serious students and wanted to get the most from their educations so they could make a difference. Doris ('50 BS L&S) and Bill ('50 BA L&S, '52 LLB LAW) married, and Doris became the breadwinner while Bill went to UW Law School. When Bill went to work as an attorney, Doris focused on raising a family. She was an active volunteer in church

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Waisman Center



JEFF MILLER, UW COMMUNICATIONS

## A family affair

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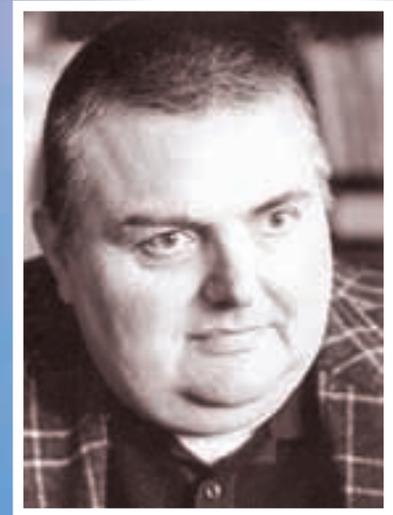
groups, Girl Scouts and any other organization in which the Willis' kids were associated. "I loved working in groups and had extensive training in all of the volunteer organizations," said Doris.

Bill, who spent his entire career as an attorney, retired as a partner with the Foley and Lardner law firm in 1987. He was active with Planned Parenthood and was on the state board of directors when the first Planned Parenthood center was built in Madison. He also was on the organization's national board of directors.

Today, the couple is active in the alumni club in Sarasota, Florida. Bill served as president and continues to serve on the board of directors. The couple's generosity and areas of support to UW-Madison also include the Kemp Natural Resources State Enhancement Fund, the A.R. Albert Horticultural Garden Endowment, the William and Doris Willis Rhinelander Fund, the Gene Therapy Building Fund, the Law School Building Fund, the general Law School Fund, the Nelson Institute for Environmental Studies Fund and the Memorial Union.

"Bill and Doris Willis are remarkable people. Their generous gifts to the Waisman Center are a wonderful way to honor their family with a legacy for the future. The Willis family gives life to our work," said Marsha Seltzer.

# Real estate campaign looks bright



SUBMITTED PHOTO

**R**eal estate professionals will tell you that two keys to the business are location and timing. When it comes to stepping up to support their program and honor one of the all-time beloved University of Wisconsin-Madison professors, real estate alumni have been in the right place at the right time.

*(continued on next page)*

*“I have been impressed with the way that real estate alumni have stepped up to take this outstanding program to even higher levels.”*

Dean Michael Knetter

The UW-Madison real estate program consistently ranks as one of the top three such programs nationwide, widely recognized for its rigorous curriculum, top students, outstanding faculty and extensive alumni network. In December 2005, the Wisconsin Real Estate Alumni Association launched a bold effort to raise \$20 million over the next three to five years, including \$10 million by the end of December 2006, to further enhance the program.

Realizing that success would require broad participation from real estate alumni and friends, two School of Business alumni, Bryant Wangard ('77 BBA Bus, '79 MS Bus) and Mike Arneson ('79 BS Egr, '81 MS Bus), and other principals of TOLD Development offered a generous challenge to rename the Center for Real Estate in honor of the late Professor James A. Graaskamp. Their gift of \$1.7 million has spurred an unprecedented level of support from alumni and friends.

Combined with an anonymous gift of \$1 million and a \$1 million gift from Chuck ('81 BBA Bus, '83 MS Bus) and Kathleen Heath, \$10.7 million has been raised so far for the Create the Future Real Estate Campaign, including the \$6 million needed to rename the center.

“I have been impressed with the way that real estate alumni have stepped up to take this outstanding program to even higher levels,” said Dean Michael Knetter.

Professor Timothy Riddiough, academic director of the Center for Real Estate, explained the many ways in which outside support makes a difference. “External support provides critical resources we need to remain competitive. It allows us to provide unique and essential educational opportunities for our students, such as interna-

**James Graaskamp, center, receives a check at a historic reception. His legacy lives on through the UW-Madison real estate program.**



SUBMITTED PHOTO

tional study tours, resources to undertake feasibility and development project analysis, and management of a \$1 million portfolio of REIT stocks as part of the Applied Security Analysis Program. It allows us to provide cutting-edge professional and continuing education programs—an increasingly important component of what we do in this fast changing business world—for center members, alumni or other friends. These resources also allow us to build a professional staff to provide advising services to students and marketing/outreach to enhance the University of Wisconsin-Madison brand.”

Four committed alumni leaders, known fondly among the group as “the tribal elders,” are ably leading the Create the Future Real Estate Campaign. They are Jim Curtis (’76 MS Bus), Jim Smith (’75 BBA Bus, ’77 MS L&S), Craig Manske (’79 BBA Bus, ’81 MS Bus) and Jim Haft (’80 BBA, ’82 MS). “The goal is challenging, but achievable,” said Haft.

“I would not be where I am today without the influence of Jim Graaskamp in my life,” said Chuck Heath. “Now is the time to formally connect his name with the UW real estate program forever.”

Alumni also are involved in a new Real Estate Program Advisory Council. The small, rotating group of experienced alumni and industry leaders will be on call to advise the program on “big picture” strategy on a regular basis.

Professor Stephen Malpezzi, who chairs the Department of Real Estate and Urban Economics, explained the program’s ultimate goals this way: “We want to be a leader, not a follower, as the real estate industry and real estate education move forward.” Those involved in the Create the Future Real Estate Campaign are confident that real estate alumni will continue to give generously and make it possible for the program to reach those goals.



SUBMITTED PHOTO

**Graduate student Max Kummerow and James Graaskamp.**



# Fostering a broader view

Oliver Wendell Holmes famously said that a mind stretched by a new experience can never go back to its old dimensions.

That's just what Fernando and Carla Alvarado hope their recently established study-abroad scholarship will do for the engineering students who receive it.

Fernando, an emeritus professor of electrical and computer engineering, was born in Lima, Peru, and attended school in the United States (MS, Clarkson University; PhD, University of Michigan), as did his grandfather, mother, aunt and uncle. "My family has lived in two worlds," he said. "It's always given us a much broader perspective on what's happening outside country borders. I find that a lot of the current global problems related to the U.S. maybe exist because there's a lack of awareness that we live in a bigger world.

"The United States is so big, we almost don't need to see what is going on elsewhere," he said. "The first time you go outside, even to Canada or to Mexico, it's an eye opener for anybody who has never done that."

Carla ('89 MS Med, '03 PhD Eng), a research scientist emerita in the Center for Quality and Productivity Improvement, College of Engineering, said the opportunities provided through the scholarship will be life changing.

"We have very, very qualified people coming from across the state to attend school here," she said. "Sometimes, you can become parochial in your own setting and not realize what you are good at and what the rest of the world is good at and how it feels to be an outsider in a different culture.

"This study-abroad experience will give that to people," she said. "It will make them really appreciate the skills and talents they have at home and also see what's out there, the opportunity to appreciate that, to see a little bit more and bring those things back home."

Fernando spoke of their daughters' living abroad. "It was such a great experience for them," he said. "I think that in many cases it's a lack of opportunity to have such experiences that makes the U.S. a little insular. I would like to think that perhaps by encouraging people to go outside their comfort zones and see the big world out there, they will become better citizens, better engineers and better graduates when they return, better people in general."

Carla underlined that point. "These students will be in the minority wherever they go," she said. "What does it feel like not to speak the language well or know the local customs, to feel like a visitor wherever you go? That's something that changes how you see things."

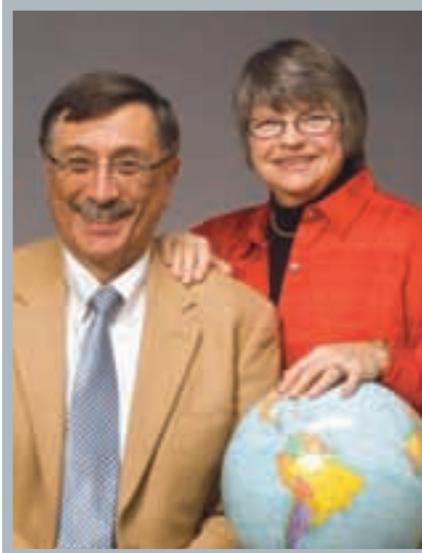
The Alvarados have made many gifts to support campus activities, especially in the College of Engineering. A big focus has been unrestricted student support, such as

through their Fernando and Carla Alvarado ECE Fund to support graduate students in electrical and computer engineering—and this Global Experience Fund.

The size of the scholarship award will perhaps be enough to fund a student's flight to and from a foreign destination, maybe a trip home during the holidays.

"The key sometimes for these students to get to go abroad to study is having the cash on hand to finance the physical part of the trip," Carla said. "They can get student loans to pay for tuition, but to actually have the money to buy that plane ticket, to have some startup cash in your pocket, to maybe do a little side travel, maybe a few extra meals, that's something else."

Fernando agreed. "We know that a lot of the other money students might get has strings attached to it," he said. "We are not putting restrictions on it, as long as the main use is for the benefit of the student. If it turns out the best thing is to give them some spending money so they can go to restaurants with new friends, to make the experience better, then so be it."



Fernando and Carla Alvarado

BOB RASHID

# Collaboration to benefit kids with cancer

*“We know there is an enormous need for this type of space, and we hope our gift will help attract the investigators, other researchers and additional funds we need to help kids with cancer,” said MACC Fund Board Chair Bill Steinberg (’68 BS L&S). “They’re the only ones who don’t have time to wait.”*

Midwest Athletes Against Childhood Cancer, Inc., commonly referred to as the MACC Fund, has made a \$3.5 million gift to advance children’s cancer research at the University of Wisconsin Paul P. Carbone Comprehensive Cancer Center. The funds will create the MACC Fund Childhood Cancer Research Wing, with facilities for six research teams devoted to pediatric oncology in the Interdisciplinary Research Complex near the American Family Children’s Hospital. This gift will expedite translation of research into patient care.

“We know there is an enormous need for this type of space, and we hope our gift will help attract the investigators, other researchers and additional funds we need to help kids with cancer,” said MACC Fund Board Chair Bill Steinberg (’68 BS L&S). “They’re the only ones who don’t have time to wait.”

Each year, close to 12,400 children under the age of 20 are diagnosed with some form of cancer. Cancer remains the most common cause of disease-related death in children.

The MACC Fund is well known in southeastern Wisconsin and has funded more than \$25 million for research at the Medical College of Wisconsin in Milwaukee through special events and fundraisers such as the TREK 100, the Milwaukee Bucks’ MACC Fund game, the Wisconsin Basketball Coaches Association annual high school all-star basketball games, Today’s TMJ4’s annual major broadcast productions, an annual MACC Star holiday ornament and grocery promotions.

The MACC Fund board has increasingly included the University of Wisconsin-Madison in its philanthropy and sees the new research wing as a strategic investment in fighting childhood cancer.

“The MACC Fund Childhood Cancer Research Wing provides us with a tremendous opportunity to bring outstanding scientists together to share ideas synergistically,” said Dr. George Wilding, director of the Paul P. Carbone Comprehensive Cancer Center. “These scientists will be in close proximity to other outstanding research groups who can scientifically cross-fertilize experience and successes in other areas of oncology.”

*(continued on page 24)*



JEFF MILLER, UW COMMUNICATIONS



## What is the MACC fund?

*The MACC Fund was inspired when Brett Doucette, the son of Milwaukee Bucks basketball announcer Eddie Doucette, was diagnosed with cancer at the age of 2. Eddie, along with Jon McGlocklin, former Bucks star and current team broadcaster, formed the MACC Fund in 1976. Brett survived cancer and now lives in California with his wife. Eddie serves as the fund's honorary vice president from his home in California and Jon continues his long-time tenure as president of the fund.*

## kids with cancer

continued from page 22

Overall childhood cancer survival rates have increased from 20 percent to 80 percent during the past 30 years. Yet, for children diagnosed with certain kinds of cancers, such as metastatic neuroblastoma, the cure rate is approximately 30 percent, according to



Dr. Paul Sondel ('71 BS CALS, '75 PhD L&S), head of the Pediatric Hematology/Oncology Division at the American Family Children's Hospital and Walker Professor of Pediatric Oncology at the UW.

"We now know that certain biological features occasionally found in the tumors in some children can identify a child as requiring more intensive therapy and having a substantially worse prognosis than the average child with the same disease," said Dr. Sondel. "Identifying such features is very important research. It helps us to better individualize our therapy."

The MACC Fund was created to provide research support for the fight against childhood cancer with the goal of "life for kids." Previous gifts have included \$2 million for pediatric oncology research at the University. Board chair Bill Steinberg sees this latest gift as just another step toward that goal, simply stating, "It's what we do."

**Red outline denotes the construction site of The MACC Fund Childhood Cancer Research Wing.**



BOB RASHID

# Grateful for soldiers' sacrifices

*Thomas (Tom) Olson, left, and  
Charles (Charlie) Heike are the current recipients  
of the David and Miriam Sanders  
Military Service Scholarship.*

*(continued on next page)*



David Sanders ('52 BS Pharm, '56 MBA Bus) is a patriot who loves America. For this reason, he and his wife, Miriam, have established the David and Miriam Sanders Military Service Scholarship Fund for PharmD students at the University of Wisconsin School of Pharmacy. Because of their military service, David believes they "deserve help for going the extra mile."

Because of his own military experience, Dave understands what it means to serve one's country and then return home and resume a college education. After serving in the Army in Korea in the 45th infantry division, Dave returned to UW-Madison and was one of the first two students to receive graduate degrees under Professor William S. Apple, a national figure in pharmacy administration. By creating this scholarship, he has combined the two important events in his life that have made him who he is today.

There currently are two recipients of the David and Miriam Sanders Military Service Scholarship, Thomas (Tom) Olson and Charles (Charlie) Heike.

"I am delighted that Tom and Charlie can take advantage of this opportunity to continue their education," said Dave, who's president and chairman of Medimark in Waukegan, Illinois.

Tom is honored to receive this scholarship. "The David and Miriam Sanders Scholarship has been a great financial boost in a year when I needed it most," he said. "I'm a fourth-year pharmacy student currently doing my clinical rotations. Due to my hours, I'm unable to work as I have over the previous semesters and additional funds are appreciated. Being a single parent, making ends meet without a part-time job is extremely difficult.

"The scholarship is important to me because it is a recognition of my service in the Marine Corps. I think that public service of any kind is an important part of the civic duty of young adults.

"Although I am deeply grateful for the financial contribution, the Sanders' scholarship itself is more important to me than the monetary value," Tom said. "It exemplifies their appreciation for my service to our

country. My service in the Marine Corps was one of the most positive experiences that I've had. I learned many valuable life lessons that have served me well as a civilian. The Marines helped me learn that there are things worth striving for

*Because of his own military experience, Dave understands what it means to serve one's country and then return home and resume a college education. After serving in the Army in Korea in the 45th infantry division, Dave returned to UW-Madison and was one of the first two students to receive graduate degrees under Professor William S. Apple, a national figure in pharmacy administration.*

beyond my personal desires and engendered personal character building. I was able to develop personality traits that benefit me in all aspects of my personal and professional life."

The second recipient, Charlie Heike, grew up in Durand, Wisconsin, a small rural community near Eau Claire. After completing high school he went on to the University of Wisconsin-River Falls, but after a year he realized that college wasn't the place for him so he joined the U.S. Navy.

Charlie spent three years stationed in Japan, loading bombs on airplanes. Upon completion of his enlistment he returned to school at the University of Minnesota-





MICHAEL FORSTER ROTHBART, UW COMMUNICATIONS

**This view from the pedestrian bridge connecting Rennebohm Hall and the Health Sciences Learning Center shows, from left, the Nielsen Tennis Stadium, the Lot 76 parking ramp under construction and Rennebohm Hall of Pharmacy, as well as a stormwater detention pond.**

Duluth for three years. Then, he was accepted into pharmacy school at UW-Madison and currently is in his first year of the PharmD program.

"My parents own a pharmacy in my hometown and 'wanting to be just like Dad' I knew at a young age that I wanted to be a pharmacist. Upon completion of pharmacy school, I would like to return to small-town, rural pharmacy," Charlie said.

"Receiving this scholarship has been very beneficial. In pharmacy school, tuition doubles, making hard times even harder. As a poor college student strapped for

fun, the scholarship really relieves a lot of financial stress. Pharmacy has a very demanding and fast-paced curriculum and this scholarship allows me to focus on my studies instead of worrying about working to stay afloat financially. It also means that I don't have to take out any loans this year. The scholarship allows me to focus on what is important—my studies and not the next meal."

"Every day men and women in uniform place themselves in harm's way in locations like Iraq and Afghanistan, fighting our enemies and protecting our nation," Dave said. "Miriam and I are proud of our soldiers and grateful for their service and sacrifice, and this scholarship is one expression of our thanks."

## Footsteps of remembrance

*Graduate student recipients of the Shimon Weisz Fellowship in Latin American and Caribbean History will never meet the namesake of their award, but they can be inspired by his values of social action, intelligence and solidarity.*

In 1944, the Nazis invaded Hungary. Of the 10 children of Israel and Judy Weisz, only three survived the war's devastation. Shimon Weisz was one of them.

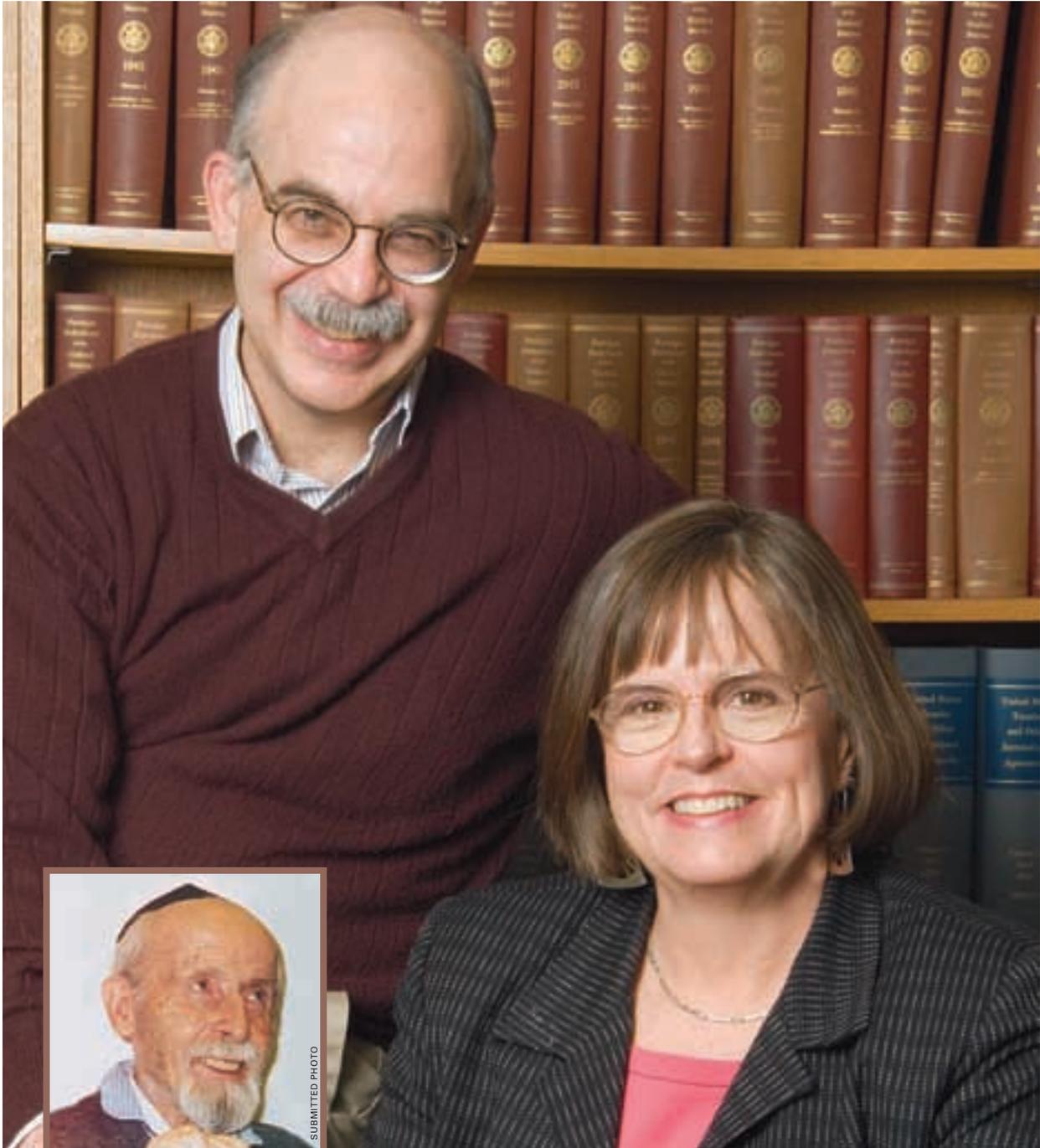
Graduate student recipients of the Shimon Weisz Fellowship in Latin American and Caribbean History will never meet the namesake of their award, but they can be inspired by his values of social action, intelligence and solidarity. If the recipients are lucky, Shimon's nephew, Steve J. Stern, and his wife, Florencia Mallon, both professors of history in the University of Wisconsin-Madison's College of Letters and Science, will share the story of Shimon's love and resolve during the darkest of times. If they are wise, they will honor Shimon's memory by going on to study and teach the meaningful and important lessons of history.

The story begins with youthful bravado and naiveté. Three of the Weisz brothers, Nosenlipe, Shimon and Joseph, all in their 20s and early 30s, vowed to join the resistance movement and stop the Nazi takeover of their country. Their plans were overheard by Nazi sympathizers, and shortly afterward, Joseph was abducted and murdered. Shaken but committed to taking action against injustice, Nosenlipe and Shimon joined the Underground.

Shimon was captured but his intelligence and quick wit saved his life. In the camp where he was being held, his skill in handling horses proved useful. The Nazi commander expressed some doubt that Shimon, a Jew, should be responsible for the horses, but Shimon assured him that it was all right. He had, he said, been talking to the horses for hours and they hadn't figured out he was Jewish. At that the two sworn enemies shared a hearty laugh. The next morning Shimon took a horse out for exercise and was gone for good.

The danger of the Underground forged bonds of loyalty and solidarity among comrades. During one clash with Nazis, Nosenlipe was fatally wounded. Shimon and his fellow fighters took Nosenlipe's body with them in retreat. For two exhausting days, Shimon carried his brother's lifeless body across his shoulders—tens of thousands of footsteps—until he could find a safe place to bury him honorably and recite Kaddish, the traditional Jewish prayer of affirmation.

At war's end, Shimon remained in Hungary. His father had been a farmer and cantor. Now Shimon also became a cantor in the remnants of the Jewish community. Five of his siblings had died in concentration camps and two others, Nosenlipe and Joseph, outside the camps. His sister, Adel, survived Auschwitz and Buchenwald and emigrated to the United States where her son, Steve Stern, learned about his Uncle Shimon.



**Steve J. Stern and his wife, Florencia Mallon, both professors in the College of Letters and Science, have established a fellowship to honor Steve's uncle, Shimon Weisz, inset, who was a quiet hero in the fight against Nazi tyranny.**

"I imagine," said Steve, "that he would have had a complicated reaction to learning of a fellowship in his name. On the one hand, he would not have considered himself worthy of such an honor compared to others. But he also might have been pleased to know that his sister's children wished to remember him."

Shimon Weisz died in the spring of 1996 in the homeland he fought for. Today, a long way from a small village in Hungary, graduate student dissertators in Latin American and Caribbean Studies will have some of their financial responsibility lifted thanks to the Weisz Fellowship. "As someone of Chilean descent who has strong feelings about human rights and social justice," said Florencia, "Shimon's story has always been a deep inspiration for me."

# Building bridges... one step at a time

*Increasing cultural understanding on campus was the objective Rudman and his fraternity brothers had in mind when they established the Pi Lambda Phi Omega Scholarship in 2004. Singh, the first recipient, not only is a deserving choice, he is an inspiring example of how difficult achieving such understanding can be and what persistence can accomplish.*

Mention Harpreet Singh to Jerry Rudman ('60 BA L&S) and he will tell you, with almost parental pride, that he, Larry Spungin ('60 BA L&S) and Howard Feldman ('60 BBA Bus, '64 LLB Law), his Pi Lambda Phi fraternity brothers, took Singh to his first Badger football game. Mention Badger football to Harpreet Singh, and his handsome face lights up. What makes this picture interesting is that Jerry, Larry and Howard are Jewish; Harpreet is a Sikh.

Increasing cultural understanding on campus was the objective Rudman and his fraternity brothers had in mind when they established the Pi Lambda Phi Omega Scholarship in 2004. Harpreet, the first recipient, not only is a deserving choice, he is an inspiring example of how difficult achieving such understanding can be and what persistence can accomplish.

Hostility toward Sikhs, a minority religious group in India, brought the Singh family from the Punjab region to the United States, where they eventually settled on Milwaukee's south side. Lacking formal education, Harpreet's parents have held low-paying, often unsteady jobs. Harpreet learned immediately that realizing his goals would be hard work.

As a student at Rufus King High School, he was charged with caring for the school's live animal menagerie, often skipping lunch to tend to them. He knew his calling was veterinary medicine and the UW-Madison was the place to learn. The TRIO program, through the School of Education, has helped him from the beginning.

Still, university life was not always easy. Harpreet, like all observant Sikh men, wears a full beard and a turban. This religious practice would attract attention in any American city; in post 9/11 Madison, some of this attention has been negative. Harpreet, however, viewed quizzical looks and outright taunts as an opportunity.

With several other Sikh students—there are about 20 currently on the UW-Madison campus—he co-organized the Sikh Student Association (SSA).

*(continued on page 32)*

## What is the TRIO program?

*TRIO Student Support Services is a federally funded program that provides academic and ancillary support to students from low-income families, first-generation college students and students with disabilities. Services are available to students from their first day on campus to graduation. These services include tutoring and academic support, financial aid and housing assistance, career advising and social activities.*





JAMES GILL

**Singh has logged more than 100 volunteer hours at the Dane County Humane Society. Here he gets hands-on experience in the recovery room after spaying and neutering procedures.**

## one step at a time

continued from page 30

At dormitory meetings and other campus venues, SSA members explain the Sikh beliefs of peace, equality and acceptance. Throughout his nearly four years on campus, Harpreet has lived in the dorms and worked with various multicultural initiatives to help build cultural bridges. Currently, he works for University Housing as a multicultural resident consultant in the residence halls.

It was the TRIO program that brought Jerry Rudman, the Pi Lambda Phi Class of 1960 and Harpreet Singh together. Assistant Dean and TRIO Director Walter Lane told Harpreet of the scholarship. Harpreet's impressive academic performance and volunteer activities earned him consideration for the award. When the fraternity members met Harpreet, they recognized special qualities that can't be recorded on paper.

"He's diligent, smart and interesting," said Howard. "I also love people who adhere to their beliefs and do it with dignity while still adapting to their environment."

"The Pi Lambda Phi class of 1960 has an annual reunion," explained Jerry. "We never miss a year. In 2004, nearly 300 people in classes from 1927 to 1967 came for a special reunion. We wanted to remember and commemorate this event by creating a scholarship that would fund the dreams of a minority student. Harpreet is the kind of young person we wanted to help. He has a quality of persistence and doesn't get discouraged. We have learned a lot from Harpreet. Americans are a community of immigrants connected by a shared vision of a better life. When you lack understanding of another culture, you become judgmental."

Larry heartily agrees. "There is a significant Sikh community in Los Angeles, where I live, so I was curious to learn more. Diversity was not a priority when I was a student. I did not realize then what a hard time minority students had adjusting. I also felt it was important to find someone we could continue with so the student would know he or she could rely on our support. I am proud to be part of this."

"Let's be honest," added Howard. "Pi Lambda Phi was very social. We had a good time. But what Wisconsin did for me was provide a foundation, a basis to move on, to convert dreams to reality and do things I never dreamed I could do. For Harpreet this is important because now he, too, can do the things he dreams about doing."

The path Harpreet has chosen is a long one. After completing his undergraduate degree this May, he has several years of veterinary training ahead. A passionate conservationist, he hopes to work as veterinary cardiac surgeon and possibly treat endangered tigers and large cats. He is deeply grateful for the scholarship and the friendship the Pi Lambda Phi's have offered to him. "I want them to know that for a low-income, first-generation college student, this scholarship means a great deal."

Jerry understands and also sees a bit of himself in the intense young Harpreet. "I spent the first half of my life chasing success," said Jerry. "I am spending the second half chasing significance." If Harpreet Singh's smile is any indication, Jerry has captured both.



SUBMITTED PHOTO

## “THE *LAND* REMEMBERS”

*F*riday, October 13, 1972 was a sunny 65 degrees; perfect for a stroll to Picnic Point and a wedding. Thirty friends and family of Terry ('71 BS L&S) and Mary ('76 BS Edu) Kelly walked through the iron gate in the stone fence, up the leaf-strewn path to the old apple orchard.

As a flutist played classical music, they watched Terry and Mary exchange vows they had written themselves in what Terry calls a typical “hippie wedding.” The group then gathered at Porta Bella, where the wedding feast—costing a staggering \$4.95 per person—featured, according to Mary, “really bad pink champagne.”

*(continued on next page)*

## The land remembers

continued from page 33

Thirty-four years later, Picnic Point and the entire Lakeshore Nature Preserve remain important in the lives of the Kellys. “When we were students we would pack a picnic lunch and sit in the apple orchard,” said Terry. “Generations of students like us met there, dreamed there, fell in love there. I suppose we thought it was always there and always would be the same.”

The future the Kellys began that Friday the 13th now includes three accomplished sons and several successful businesses. Terry, a former Madison TV weathercaster, is chairman and CEO of Weather Central, Inc., and president and founder of Rhythm & Booms, Madison’s famous July 4th event. The Kellys also are founding investors in progressive talk radio’s “Air America.”

A family friendship with William Cronon (’76 BA L&S), professor of history, environmental studies and geology in the College of Letters and Science and chair of the Lakeshore Nature Preserve Committee, and the Kellys’ own intellectual curiosity and commitment to the environment has deepened their appreciation for the natural areas around Madison.

“I used to think that benign neglect, when it came to natural spaces, was a good thing,” said Mary. “Now I realize that there needs to be a balance in nature. Invasive plant species, like those allowed to flourish on Picnic Point over the past several decades, have created problems for the Picnic Point lakeshore ecosystem.”

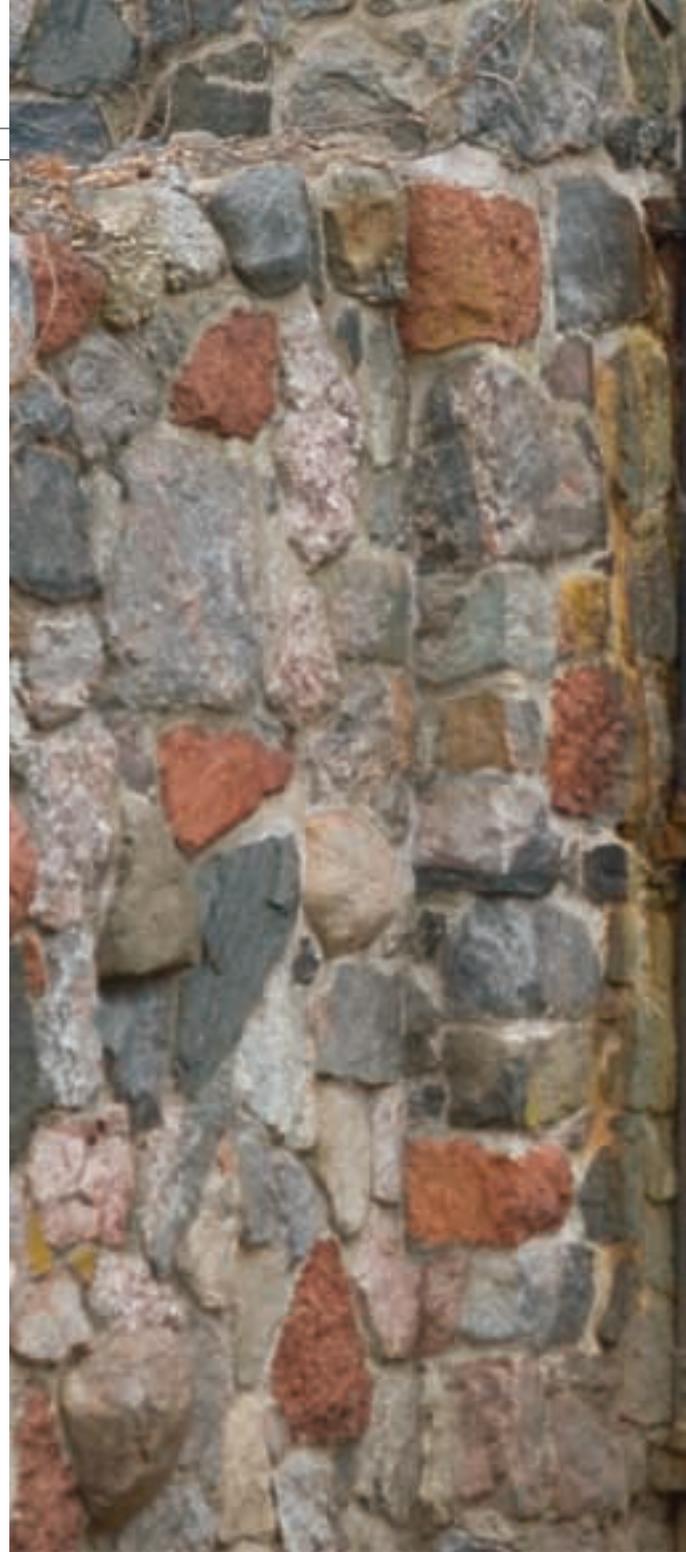
“Picnic Point is surely one of the most beloved University of Wisconsin landmarks, for both alumni and the current student population,” added Mary. Terry agrees that it is one of the University’s major identifying places and deserves to be treated as such. “It’s astonishing to look at some of the photos over time,” observed Terry. “This area is like a beautiful old house that needs both preservation and loving renewal, including managing the vegetation so you can see both its natural beauty and the views from it.”

Explaining that two other major threats to the Lakeshore Nature Preserve are storm water runoff into University Bay and encroaching urban development, Terry added, “It is rare to have such a place on this, or any, urban campus. We need to work to resolve these issues to make it [the Lakeshore Nature Preserve] the maximum jewel it can be.”

Like Professor Cronon and others actively involved with the Lakeshore Nature Preserve, the Kellys want to help preserve these areas so the next generations can experience the excitement of exploration and discovery, and create memories of their own in these special places.

Through their Kelly Family Foundation, the Kellys are making a lead gift to endow grants to be used for future undergraduate student efforts on educational outreach that will teach people of all ages about the history, the importance and the preservation needs of this natural area on campus.

Terry and Mary have witnessed in their own family how education can raise awareness and interest in places like Picnic Point. “After our youngest son,





BOB RASHID

along with the rest of our family, viewed Professor Cronon's slide presentation at our home, he spent a good portion of the following day exploring the Lakeshore area along with several friends," recalled Mary. "He thought it was amazing."

The Kellys take environmental education seriously. Terry helped create, and is chairman of, the Aldo Leopold Nature Center, the primary source for outreach environmental education in southern Wisconsin. "Fewer than one-third of area school children get any kind of formal environmental education or direct exposure to nature," he said. "Kids feel disconnected from the outside world because there is now such emphasis on indoor activities. We have all these natural gems in Wisconsin and we all hope to be environmentally sensitive adults, but there is a need for cooperative programming for students to help them become aware of, and sensitive to, our environment."

# Their futures are a little brighter

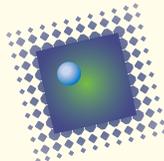


Thanks to you, *Create the Future: The Wisconsin Campaign* was a record-setting success and the future is ever brighter for these prospective Badgers. The conversations inspired by the campaign will continue, as will the challenge and joy of helping this great university evolve into an extraordinary university. These conversations, which are bringing

people together to find a common ground, will lead to new opportunities for the University of Wisconsin-Madison to shape and to lead the century of discovery.

Thanks to you, the future is in good hands.

For further information please  
call 608-263-4545 or e-mail  
[uwf@uwfoundation.wisc.edu](mailto:uwf@uwfoundation.wisc.edu).



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