

A REPORT FROM  
THE UNIVERSITY  
OF WISCONSIN  
FOUNDATION

FALL 2009

W I S C O N S I N

# insights

**Police rally to  
Great People call**

**Exploring Grand  
Strategy**

**Nursing benefits from  
author's gift**



**Sandy Wilcox**

# Impact, not amount

You may have noticed that in this, and in all of our UW Foundation publications, we rarely, if ever, mention the dollar amount of a gift.

This is intentional. Every gift is valuable. Every gift makes an impact. And every gift reflects what is meaningful to you, the donor. Honoring your intent, not the amount, is one of our responsibilities.

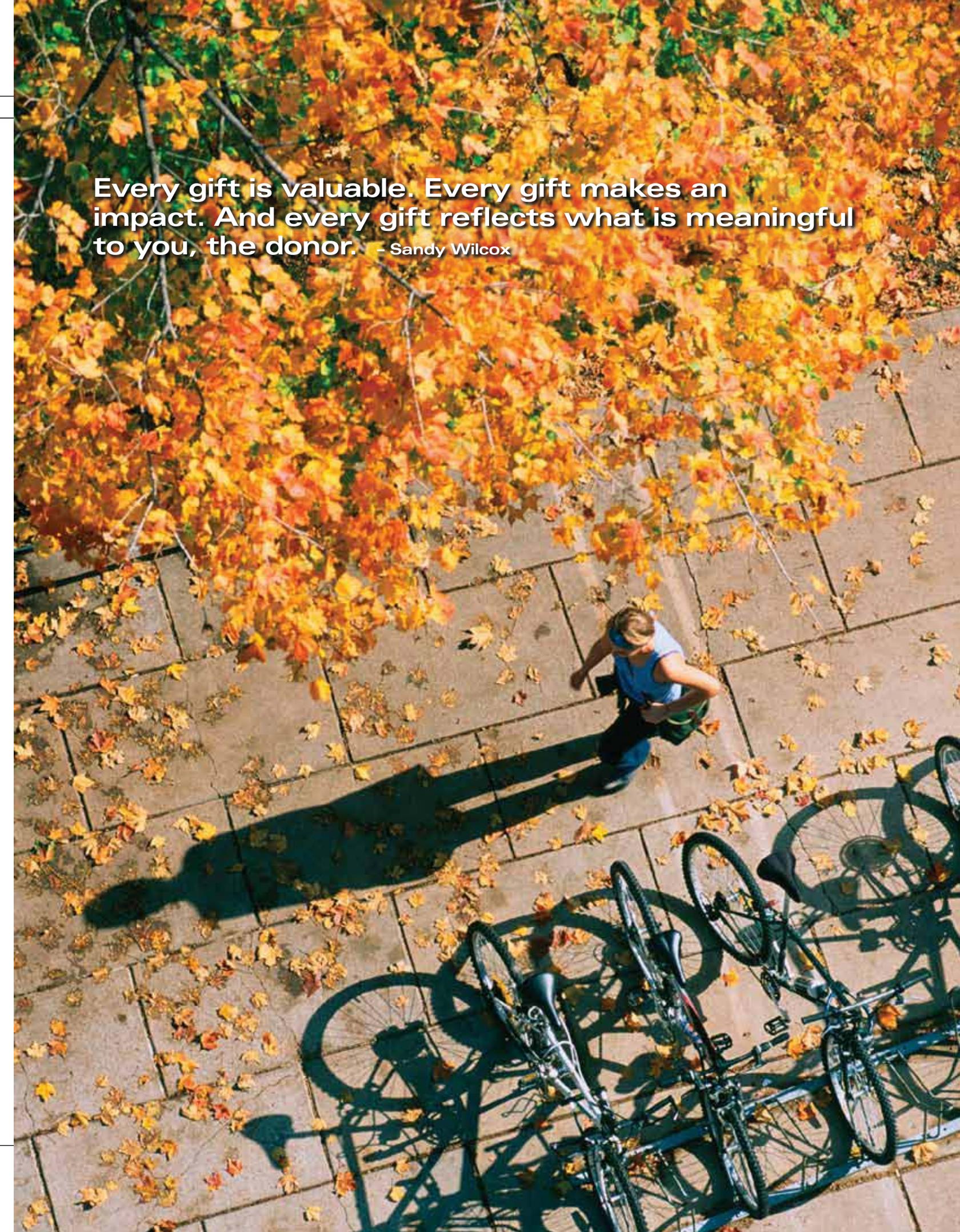
We always ask donors for permission to tell their stories in these pages and on our Web site. It is surprising to hear that some people believe their gifts are too small or too insignificant to be featured.

To an art student struggling to pay for supplies, or to an engineering or nursing student staring at the hefty price of an even heftier textbook, a \$500 scholarship can mean the world. To a graduate student, an award for research, conference attendance or even child care assistance can mean the difference between taking the next step in a promising academic career or changing life goals. Every department, program or initiative operates within a budget. Many of these budgets are quite modest relative to the overall University budget. A gift of any size to these areas is a cause for celebration and gratitude.

Of course, we cannot dismiss the strength of numbers. Collectively, your gifts are significant and powerful. Thirty years ago, in 1979, the average gift was \$420.28, but all gifts to the Foundation that year totaled more than \$10 million. Ten years later, in 1989, the average gift was less than double at \$784.98, but your gifts totaled \$52,797,210, more than five times the 1979 total. When Badgers get together and work together, amazing things happen.

During these difficult economic times, we want to assure you that your gifts—of every size, given consistently each year or at one time, allocated to an area of interest to you or unrestricted—do matter. We are sincerely grateful that you have included the University of Wisconsin-Madison as a beneficiary of your generosity. It is my privilege to renew our commitment to managing every gift wisely. Thank you.

**Every gift is valuable. Every gift makes an impact. And every gift reflects what is meaningful to you, the donor.** - Sandy Wilcox



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## **UW**FYI

### FOR YOUR INFORMATION

The University of Wisconsin-Madison wants to stay in touch with you. As primary manager of the University's alumni and friends database, the UW Foundation continually seeks up-to-date contact information. You can update your information online by visiting [www.uwfoundation.wisc.edu/update](http://www.uwfoundation.wisc.edu/update). Please use the identification number located above your name on the *insights* mailing label to log in to the Web site. You will help us to maintain accurate information that is shared selectively with the Wisconsin Alumni Association and any other campus departments and programs with which you may be involved as an alumnus, volunteer, faculty member or donor. Thank you!

W I S C O N S I N

# insights

#### **Editorial Director**

Lynne Johnson

#### **Managing Editor**

Chris DuPré

#### **Contributing Writers**

Merry Anderson  
Dennis Chaptman  
Chris DuPré  
Ann Grauvogl  
Sue Zyhowski

#### **Publications Production Manager**

Debbi Peterson

#### **Design and Layout**

Sue Ellibee, Ellibee + Ellibee

#### **Photography**

Mike Clarke, James Figlar, James Gill, Aaron Mayes, Jeff Miller, Terry Patton, Bryce Richter, Michael Forster Rothbart, Jeff Strobel

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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)

#### **Visit our Web site at:**

[www.uwfoundation.wisc.edu](http://www.uwfoundation.wisc.edu)

**On the cover**  
Students are on the move across the University of Wisconsin-Madison campus as the fall semester hits full swing.



## On the green

Two-time U.S. Open Champion and ESPN golf commentator Andy North successfully led a June effort to raise more than \$300,000 for the University of Wisconsin Carbone Cancer Center. The inaugural Andy North and Friends event in Wisconsin Dells, Wisconsin, welcomed 500 dinner guests to Kalahari Resort with, from left, North, golf legend Tom Watson and Green Bay Packers quarterback Aaron Rodgers. The celebrities also joined 100 golfers for two rounds of golf at Trappers Turn. "We are excited to make this an annual event and are extremely proud that we were so successful in the event's first year," North said.

"Not only has the event been a memorable experience for all involved, it will have a lasting impact on cancer research in Wisconsin and beyond." Information about next year's event will be available in November at [www.andynorthandfriends.com](http://www.andynorthandfriends.com).

## Stricker marks PGA funds for golf

Professional golfer Steve Stricker is giving a boost to student golf instruction at the University of Wisconsin-Madison by designating the University as the recipient of \$45,000 through the 2008 Ryder Cup Outreach Program.

Stricker, a native of Edgerton, Wisconsin, and a Madison resident, was a member of last year's victorious U.S. Ryder Cup Team.

Through the 2008 Ryder Cup Outreach Program, Stricker and other members of the U.S. Ryder Cup Team selected universities and colleges to receive Play Golf America University funding from the Professional Golfers' Association (PGA) of America.

The funds, distributed through the Play Golf America University Program, will enable the

Physical Education Activity Program in the Department of Kinesiology and the Division of Recreational Sports to expand golf programs at UW-Madison. This includes adding eight more sections of the golf activity course over the next two years, led by two instructors certified by the PGA of America.

The funding also will help support the Division of Recreational Sports' fifth annual "Scramble 2 Vegas" golf tournament this year. The tournament serves as a local qualifier for the National Collegiate Golf Championship, held in Las Vegas in November, according to Nick Lumpkin, the intramural and club sport coordinator for Recreational Sports.





## Correction

*In the Spring 2009 issue of insights, an incorrect Web address was listed for Lily's Fund for Epilepsy Research. The correct address is [lilysfund.org](http://lilysfund.org).*

## Update: Ward starts second year as chair

In the fall 2005 issue of *insights*, we shared the story of James E. Burgess endowing a professorship in the School of Journalism and Mass Communication.

Stephen J. A. Ward is in his second academic year as the James E. Burgess Professor of Journalism Ethics. He also is the director of the Center for Journalism Ethics. Previously, he was director of the Graduate School of Journalism at the University of British Columbia in Vancouver, Canada.

"The chair gives me the incredible opportunity to create a center for ethics that can have substantial impact on the survival and enhancement of ethical journalism at a crucial time," Ward said. "The center will be an incubator for new ideas, a public forum for ethical discussions, a center of excellence in research and a leader in ethics education. This work brings together my lifelong interest in bringing theory and practice together."

Ward is the author of the award-winning "The Invention of Journalism Ethics: The Path to Objectivity and Beyond." He also is co-editor of "Media Ethics Beyond Borders: A Global Perspective," published by Heinemann Publications of South Africa in June 2008.



**Stephen J. A. Ward**

## Christensen gift funds economics chair

Recruitment and retention of top-flight professors motivated Laurits (Lau) Christensen, chairman of the economic and engineering consulting firm Christensen Associates of Madison, to establish a named faculty chair in the University of Wisconsin-Madison Department of Economics.

"I have a desire to help the department maintain the excellence it has achieved," said Christensen, who taught economics at UW-Madison from 1967-87. "I came to the University as a 26-year-old, newly minted PhD from Berkeley. Research support from the University was instrumental in my coming to Wisconsin and allowing me to rapidly develop my research program and my career. I am pleased that I am now able to give back to the University and the state of Wisconsin."

Chancellor Biddy Martin praised Christensen's contribution as both generous and strategically vital to the University's future. "Endowed faculty chairs of this kind are becoming increasingly important to the University in maintaining both the quality and breadth of our world-class faculty," she said.



**Lau Christensen**

"Lau has been very generous to our department by supporting some of our best graduate students to date," said Professor Ananth Seshadri, chair of the department. "This gift will greatly enhance our ability to compete for the very best economics faculty. It will be a great honor to hold the Christensen Professorship, a reflection of his extraordinary achievements."

Christensen, a Green Bay native who earned his undergraduate degree at Cornell University, earlier made gifts to establish the Christensen Award, given to a graduate student and a faculty member working together in the department.

# Frances S. Taylor



**Fran Taylor ('68 BS EDU)  
University of Wisconsin  
Foundation Board of Directors Vice Chair  
Retired Executive Vice President,  
Bank of America  
and CEO, BA Asia Ltd.**

**Q:** Most students who apply to the School of Education are not planning to become banking executives in Asia—what happened?

**A:** I had an aptitude for math and science and wanted to teach junior high school science. A first-year “boomer,” born in 1946, there simply weren’t enough teaching jobs to absorb the vast numbers of us who graduated in 1968. Brad and I had moved to New York City, and another UW-Madison alumna (Virginia Richards) at an executive search firm helped me evaluate my options. I landed a job at Smith Barney, an investment banking/brokerage firm, and applied my talents in a new direction. This experience made subsequent decisions to “break with tradition” much easier, and moves to Venezuela, back to New York City, to San Francisco and finally to Hong Kong added a richness of perspective to our lives.

The pace of change is accelerating, and this has implications for educational institutions. UW-Madison is adapting—you see this in the interesting ways. Facilities, grants, donations, accolades in scientific research, interdisciplinary and international collaborations and a re-invigoration of commitment to humanities—still a great basis for educating the people of Wisconsin and the world—in order to be the drivers of change.

**Q:** What do you think *insights* readers ought to know about the Foundation board?

**A:** First, that everyone on the board is a donor. These are talented individuals, successful in their own right, folks who have managed businesses or are in professions relevant to the work of a foundation. They also are passionate about the University and give their time and talent to ensure excellence in stewardship of donor gifts and management of the Foundation and the shaping of the practices that fulfill its mission.

While they retain fond memories of the University they attended, these also are people who believe in the possibilities for the University’s future. So they donate time, talent and dollars in support of those visions.

The board wants what all donors want—a Foundation that reflects and supports the excellence of the University—in its processes, its stewardship, its reputation.

**Q:** Do you have a favorite philosophy?

**A:** Acknowledge change, embrace change, create change.



**Crew is acknowledged as the University of Wisconsin-Madison's oldest sport, dating to 1874 for men's competition. Home courses for both men's and women's teams are on Lake Mendota and Lake Wingra.**

# Police hear siren call of Great People effort



Top brass within the University of Wisconsin-Madison Police Department had a problem. Luckily for Chief Susan Riseling and Assistant Chief Dale Burke, the dilemma wasn't crime related, but it was an issue nonetheless.

The two had pledged to match up to \$1,000 in employee gifts to the Faculty Staff Great People Scholarship Initiative. Burke entered Riseling's office. "Chief, I have some good news and I have bad news," she recalled him saying. "The good news is an individual employee gave \$1,000. The bad news is one employee gave \$1,000." ►



**“You get tired of being the Band-Aid. You want to prevent the victimization in the first place. The way to do that is by investing in education.” – Susan Riseling**



Susan Riseling

Burke laughed at the memory. “The chief and I, in an effort to get people within the department excited about the campaign, announced our match,” he said. “I guess they got excited.”

That’s not an unusual occurrence for the University Police.

“The generosity they have is so diverse that I know they’re giving,” Riseling said. “For everyone here, it seems like there’s a different charity they champion, whether it’s the American Cancer Society, heart research, the Humane Society, you name it. That’s what’s so fascinating about this place. We have 122 employees, and I bet there are more than 60 different charities given to every year.

“We continue to excel at things like donating blood,” she said. “This is an exceptional group of people, and it’s hard to imagine what the fabric of this organization would be like without Dale.”

### **Making the rounds**

Burke is a co-chair of the UW Foundation’s From Within faculty-staff efforts, and he also is a co-chair for the Faculty Staff Great People Scholarship Initiative. Through the latter, he has been among faculty and staff members making peer-to-peer appeals across campus.

“It’s been absolutely an incredible amount of fun for me to be going around campus and giving these various presentations to different groups about the Great People campaign,” he said. “It’s rewarding, and it’s been fantastic to see the response from folks. It’s really amazing considering the economic times we’re in. I have gotten no negative feedback from anybody during any of these presentations. It’s been just the opposite. People have been enthusiastic and supportive.”

One of the tools Burke and other presenters have used is a bar graph showing that the UW-Madison trails the rest of the Big Ten universities in the amount of institutional financial aid it has been able to award.

“I’ve told people all along my goal was to make the little box on the graph bigger,” he said. “I have no doubt that at the end of the day, the box will be bigger. Anything we can do to help people realize their dream of coming to the UW-Madison will be fantastic. I will feel like I have done my part.”



**Members of the University Police Department have stepped forward to support the Great People Scholarship Campaign. Among the many members of the force to have made Great People gifts are, from left kneeling in front, Anita Kichefski and Dale Burke and, back row from left, Johnnie Diamante, Ken Kerl, Shane Driscoll, Karen Soley, Brian Bridges and, on the patrol horse Vegas, Kari Sasso.**

So far, faculty and staff have raised more than \$1.8 million for student aid scholarships, counting matches from the UW Credit Union and the UW Foundation.

“For a guy who’s in a uniform with a lot of stars and bars on it, for me to stand up and say I represent classified staff I think sends a whole different message to people,” he said. “It allows me to be viewed not as somebody apart from them, but someone who is like them. I hope that helped.” ➤

## Great People

### The way up

That notion of being a part of campus and caring for the fate of students is echoed by Riseling.

“In our official capacity, we usually encounter people on their worst days,” she said. “The lower socioeconomic status that you have, the more likely you are to have an encounter with a police officer in a negative way. The way out of that is through education.

“The better educated you are, the better the chances are you will earn more money, and the better the chances are you can lift your family out of poverty into a higher standard of living,” she said. “I think most cops get it, that a lack education is directly linked to issues and problems.

“You get tired of being the Band-Aid. You want to prevent the victimization in the first place. The way to do that is by investing in education,” she said. “Most of us in the profession understand that. We see the need for prisons, but I don’t think society is better served by putting more money into the prison system than into higher education.

“Education is the great equalizer in many ways, and higher education is the key to a brighter future and a better country.”

On that matter of matching department gifts to Great People, Burke and Riseling will figure out how much they can do.

“Dale and I will have to have another conversation,” the chief said. “It’s a great problem to have. I am so glad the check I will have to write is bigger than the check I thought I would be writing. It makes me proud of this department.” - *Chris DuPré*

### **UWFYI** FOR YOUR INFORMATION

For more information about the UW-Madison Police Department, visit [www.uwupd.wisc.edu](http://www.uwupd.wisc.edu).

For more on the Great People Scholarship Campaign, or to make a gift, visit [uwgreatpeople.org](http://uwgreatpeople.org).



## University Book Store

A gift from the University Book Store to support students demonstrates once again how it is more than just a book store.

In the spring, the book store contributed \$25,000, its second gift to the University Book Store Board of Trustees Great People Scholarship, which will provide financial aid for undergraduate students. The store has long been committed to ensuring that the doors remain open to all students who are

## WAA's shirt sales boost scholarships

For Badger alumni, students and fans looking for a fashionable way to give back, The Red Shirt™, Second Edition, has arrived.

Specially designed each year, The Red Shirt™ is a limited line of T-shirts developed by the Wisconsin Alumni Association (WAA) to help fund scholarships and programming. Proceeds from the sales of these shirts add to the more than \$550,000 already given by WAA every year through its scholarship programs.

A portion of the proceeds from The Red Shirt™, Second Edition, will support need-based financial aid through the UW Foundation's Great People Scholarship Campaign. This year, WAA is partnering with the UW Athletic Department, which will use The Red Shirt™ design as the season's stadium shirt.

"The need for financial aid has never been greater," said Paula Bonner, WAA president and CEO. "And The Red Shirt™ allows all Badgers to give back to the UW community in a fun showing of support, unity and Wisconsin spirit."

This year's collectible design celebrates a century of song as "On, Wisconsin" turns 100. In 1909, W.T. Purdy composed the melody and former UW-Madison student Carl Beck supplied the lyrics for what's now considered one of the country's most popular school songs.

The Red Shirt™, priced at \$15, is available online at [uwalumni.com/TheRedShirt](http://uwalumni.com/TheRedShirt).



## gives to Great People

academically prepared to excel at the University of Wisconsin-Madison.

"We are proud to partner with the UW-Madison's Faculty Staff Great People Initiative in investing in this great institution's future," said Patrick McGowan, president of the University Book Store Board of Trustees.

Local businesses like the book store are stepping up to champion

Chancellor Biddy Martin's commitment to increasing the availability of student support through Great People scholarships, which will help undergird the Madison Initiative for Undergraduates. The book store's gifts over the last two years total \$85,000, all of which will be matched by the UW Foundation, ultimately bringing its fund to \$170,000.



## Great People Scholar looks to the future

In Stephanie Lind's neighborhood, kids left high school to get married or to work, but Stephanie's mom believed college was important.

"I never thought of any other option," Lind said. "I knew I didn't want to live paycheck to paycheck."

The recipient of the John Gould Great People Scholarship is a sophomore majoring in biology and Spanish. She plans to go to medical school to become a pediatrician to help children like her sister, who has asthma. "I know it's a job that at the end of the day you'll feel good about yourself," she said.

Lind's dad, a carpenter, helps with some school expenses. Her mom, a school teacher, has little to spare after family medical bills. "Without scholarships, I would not be at University of Wisconsin-Madison," said Lind, who grew up in Freeport, Illinois.

Lind works in a University deli and also volunteers for Big Brothers, Big Sisters and for the Children's Learning Center, an after school program. "I'm very, very busy," she said. "But I'm happy to be here."

*Lessons in leadership:*

# FUTURE LEADERS LOOK TO THE PAST

What do American soldiers stationed in Iraq and Afghanistan do in their “*spare*” time? This summer, 22 Army, Navy and Air Force officers took an online course through the University of Wisconsin-Madison.

The course, part of the Grand Strategy Program, was taught by history Professor Jeremi Suri, who also directs the program. The course was made possible by a gift from the Hertog Foundation.

Roger Hertog, president of the Hertog Foundation and 2007 National Humanities Medal recipient, is a founder of Sanford C. Bernstein & Co. and vice chairman emeritus of the AllianceBernstein investment-management firm. He is chair of the New York Historical Society, chair emeritus of the Manhattan Institute, a trustee of the American Enterprise Institute for Public Policy Research, the New York Public Library, the New York Philharmonic and the Thomas Jefferson Foundation.

What brought the professor and the philanthropist together is a passion for history, for political thought and dialog, for applying the lessons of the past to the issues of today and for advancing a core understanding of history among students and young people.

The Grand Strategy Program is a new multi-course curriculum that traces U.S. foreign policy since 1901 to provide a foundation for interdisciplinary study, strategic problem-solving and leadership in a changing global landscape.

The eight-week summer graduate-level Grand Strategy course was targeted to active duty military officers and graduate students from different backgrounds. The students brought a range of experiences, perspectives ►

Right. President Franklin Roosevelt met Prime Minister Winston Churchill in a 1941 wartime conference before the United States entered World War II.



## Gifts in Action

and opinions that encouraged the debate and exchange of ideas Hertog envisioned.

“What appeals to me about Grand Strategy,” said Hertog at a Yale University conference in September 2008, “is that these programs build a certain intellectual discipline rather than create an ideological partnership.”

This fall, the Grand Strategy course is a senior undergraduate seminar. In November, students from the summer and fall courses will participate in a weekend-long session of discussion and policy-making simulation.

The ultimate objective of the Grand Strategy Program, Suri said, is to serve as a model for the education of future leaders.

“We need to better train effective leaders regardless of where they lead,” said Suri, E. Gordon Fox Professor of History and director of the European Union Center of Excellence.

“The idea of the course this summer was to give military officers a firmer historical grounding in the kinds of issues they are confronting every day—cultural differences, counterinsurgency, nation-building.

“I discovered that the closer a student was to real combat, the more involved he or she was in this course and to applying historical knowledge to an immediate situation. We want to continue expanding our Grand Strategy Program with the support and counsel of people like Roger Hertog from across the political spectrum. We expect students to draw on lessons in policy successes and failures whether their challenges are on the battlefield, at the ballot box or in the boardroom.” ➤



Above. South Vietnam President Nguyen Van Thieu shares an informal moment with President Lyndon Johnson in 1968.

Below. President Truman hosted a White House meeting with Israeli Prime Minister David Ben Gurion and Ambassador Abba Eben in 1951.





From top left, clockwise. President Kennedy met Soviet Premier Khrushchev in 1961, 15 months before the Cuban Missile Crisis.

President Reagan challenged the Soviet Union to tear down the Berlin Wall in 1987.

General George Marshall received the Nobel Peace Prize in 1953 for his efforts to rebuild Europe after World War II.

Center. The first meeting of the General Assembly of the League of Nations took place in Geneva, Switzerland, in 1920.



## Gifts in Action



Left. President Bush meets with Gulf War advisors in the Oval Office in 1991. Right. Sailors and Marines on the rails of the amphibious dock landing ship USS Rushmore (LSD 47) as they depart Naval Base San Diego for deployment in the western Pacific Ocean.



Chancellor Biddy Martin ('85 PhD L&S) said the course helped teach students to think critically and integrate different kinds of knowledge.

"We are grateful to Roger Hertog for his support in this exciting course and to Professor Suri for expanding the audience for his expertise," Martin said.

The course offered real-world application. When post-election demonstrations broke out in Iran, Suri asked his students to prepare a briefing paper suitable for submission to the White House.

"The quality of these papers was equal to that of professional national foreign policy advisors," he said.

Scott Mobley, course coordinator and graduate assistant, helped design the course and recruit military personnel.

He commanded a Navy ship in the Persian Gulf during the opening days of Operation Iraqi Freedom in 2003. As a retired U.S. Navy captain and surface warfare officer, Mobley saw the course as a complement to traditional military education.

"These students are being asked to think about things they probably never thought about before," he said.

Mobley explained that continuing education is a requirement for all military officers. To date, the UW-Madison has not been able to provide the courses officers need and for which officers would receive federal financial assistance. This pilot program will help gauge interest in an expanded program that will meet professional military standards.

"Without Roger Hertog's support, we would not have been able to bring in these



military officers," Mobley said.

"We have an opportunity at the UW-Madison to be the center of a coming together of worlds that may have not communicated very well before," said Gary Sandefur, dean of the College of Letters and Science. "At the same time, we are erasing boundaries among our department disciplines in order to give students a 'big picture' view of actions, interactions and reactions. If anyone has demonstrated leadership in this greater collaboration, it is Roger Hertog and we are truly grateful."

- Merry Anderson

**UW**FYI  
FOR YOUR INFORMATION

For more information about the Grand Strategy Program, visit [iss.jasons.wisc.edu](http://iss.jasons.wisc.edu).

## HISTORIAN, ARMY OFFICER NAMED TO CHAIR

John Hall, a gifted historian and former U.S. Army officer, has been named the Ambrose-Hesseltine Professor in U.S. Military History at the University of Wisconsin-Madison.

A Wisconsin native, Hall recently worked in the Future Warfare Division of the Army's Training and Doctrine Command in Virginia. He received his doctorate from the University of North Carolina in 2007.

"It's very difficult to express how honored I am by this appointment," Hall said. "The opportunity to contribute to the growth of military history in one of the nation's premier programs is truly incredible. As I've said before, this is my dream job. I am humbled to call the members of the History Department my colleagues, and I am tremendously grateful to the Ambrose family and the other donors to this important chair. They have made a commitment to the serious study of American military history, and it's a privilege to further their vision."

David McDonald, professor and chair of the Department of History, said Hall's academic and professional qualifications provide the department with an important new dimension.

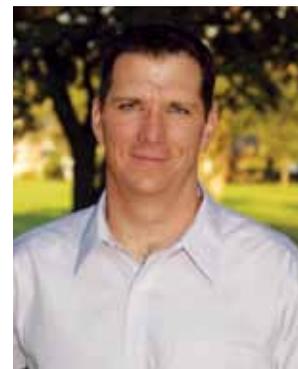
"The first holder of a chair in military history named for two scholars with strong Wisconsin ties will be a Wisconsin native who has made a distinguished military career and whose first book addresses a seminal moment in the state's history," McDonald said.

In September, Harvard University Press published Hall's first book, "Uncommon Defense: Indian Allies in the Black Hawk War," which presents a groundbreaking new interpretation of the war, the development of the American military and relations with Native Americans in the first half of the 19th century.

Hall, who grew up near Whitewater, spent four years as a cadet at West Point and returned there to teach from 2003-06, earning an Excellence in Teaching Award from the history department. He's looking forward to re-entering the classroom as an assistant professor at UW-Madison.

James Kurtz, commander of the Middleton Veterans of Foreign Wars post, was a member of a group of veterans and veterans affairs officials who provided advice on the search. "I'm a strong believer that the University needs a great military historian, and John Hall brings an interesting palette of qualifications. He's a Wisconsin guy, he did great academic research and walked the walk at West Point and in the Army," Kurtz said.

The professorship was established with a gift from UW-Madison graduate and famed historian Stephen Ambrose, who died in 2002. Ambrose named the professorship in part for his mentor, former UW-Madison Professor William Hesseltine.



**John Hall**

# James Patterson's Badger spirit inspires nursing gift

The family surname is Patterson. The husband, James Patterson, is an internationally acclaimed author, but it is the wife, Susan Solie Patterson, who introduced him to a new culture.

James Patterson is, by any logical measure, an Easterner. Born there. Educated there. Lives there. Susan Patterson ('79 BS EDU, '82 MFA EDU), daughter of O.B. ('50 BS EDU, '51 MS EDU) and Lorraine ('43 ZC NUR, '46 BS

NUR) Solie, came from another world: Middle America. In this case, rabid Badger territory.

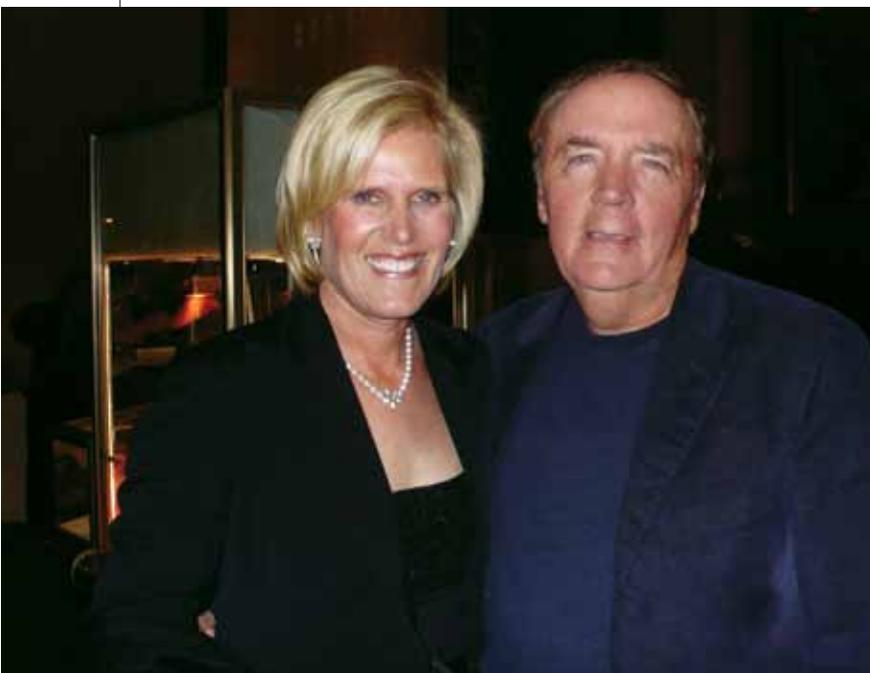
Surrounded, Patterson learned to appreciate University of Wisconsin-Madison academics, the spirit that travels with students, parents and alumni, the sports. He follows Badger football and basketball closely even through tough seasons.

"I have become a massive Badger fan in all ways," he said.

This spring, the Pattersons made a deeper commitment. Their Lorraine and O.B. Solie Nursing Scholars Fund will provide \$10,000 a year to support students in the Early Entry PhD Option in Nursing.

Nursing student Uba Backonja ('05 BS L&S) cheered. Scholarships mean she can dive wholeheartedly into research instead of wondering how to pay the bills. She's 28, and a non-traditional student who didn't qualify for traditional financial aid. She earned a degree in biological anthropology on her way, she thought, to a medical degree. Volunteering for the Red Cross, she saw the power of nursing at work in New Orleans.

With early entry and scholarship support, Backonja is defining her research interests while finishing the requirement for her undergraduate degree. She wants to harness



Susan and James Patterson

the possibilities of smart phones to enhance health and health care.

Nurses usually earn their bachelor's degrees, work, earn their master's degrees, work some more, then earn their PhDs later in life. Early entry allows nurses to earn their PhDs and begin making research contributions sooner, said Gale Barber, School of Nursing assistant dean for academic programs. "These students will most likely be faculty in research intensive universities such as the UW-Madison."

"Nurses don't get the respect they deserve," Susan Patterson said. She knows. She grew up with a mother who was head nurse at Wisconsin General Hospital, the forerunner to UW Hospital, and taught in the School of Nursing. Lorraine Solie now lives in Rockford, Illinois. (O.B. Solie, who earned bachelor's and master's degrees in art and design from the University, died in 2006.)

James Patterson learned early respect for nurses from a childhood babysitter who became a dedicated emergency room nurse. "Nursing is not on people's radar the way it should be," he said. "A lot of men and women would find it very, very rewarding."

Alex Cross, "Along Came a Spider," "Kiss the Girls," "Women's Murder Club,"



Lorraine Solie and Uba Backonja

"Maximum Ride" are all Patterson creations. His Read Kiddo Read Web site encourages reading. His Page Turner Awards honored schools, libraries and bookstores for spreading the joy of reading. Manhattan College, his alma mater, benefits from a Patterson scholarship program.

The author has sold more than 150 million books worldwide, written a record 39 *New York Times* Best Sellers and believes in philanthropy. "You help out as much as you can," he said. "It's part of the makeup of my family and the Solie family as well." - Ann Grauvogl

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# Remembering *forward*

Debra Ann Beebe made sure every resident had a cake on his or her birthday. It was just one of the little things that made her special at the group home where she worked with people with serious mental illness.

An outstanding master's degree candidate in the University of Wisconsin-Madison School of Social Work, Debi was recognized with the Wally Bauman Distinguished Service Award for Social Services in 1988 for her dedication working with people with mental illness. In January 1989, she was tragically killed by a resident in the group home.

Knowing their daughter's commitment to people with major mental illness, Marilyn and Richard "Dick" Beebe created a scholarship in their daughter's name to assist other students following the same career path Debi had chosen. On the 20<sup>th</sup> anniversary of the fund, the University of Wisconsin Foundation contacted the recipients of the Debra Ann Beebe Memorial Scholarship to inform them of the milestone and offer an opportunity for scholars to send information to the Beebe family through the Foundation. The response was overwhelming.

Students who received the \$1,000 award during their days as graduate students wrote lengthy letters, sharing what this gift meant to them and the responsibility they felt privileged to carry as Beebe Scholars.

"Throughout my career in social work, my framed Debra Beebe award certificate has been displayed in my office, where people have

often asked me about it," said Lisa Hubbard, LCSW and Beebe Scholar 1995. "I always tell them what I know about Debra, her love and dedication for helping people with severe and persistent mental illness, and her amazing family's ability to see through their grief to offer something positive and hopeful to future social workers and the clients they serve."

"Of all the awards and recognitions I have received, I am most proud to say that I received the Beebe Scholarship," said Benita Walker, MSSW and Beebe Scholar 1998. Walker recently was appointed by Wisconsin Gov. James Doyle to serve on the Wisconsin Council on Mental Health to advise the governor, Legislature and state agencies on matters relating to mental health. "I feel that by volunteering, I am giving back to the community, as well as honoring Debi's memory. I feel it is my responsibility as a Beebe Scholar to keep her memory alive by carrying out her mission."

"I felt like I had been entrusted to carry a small piece of Debra forward with me into the work I was preparing for," said Dawn Kaiser, LCSW and Beebe Scholar 1993. Kaiser works in the University of California, San Francisco Department of Psychiatry as part of a research team that focuses on improving the quality of

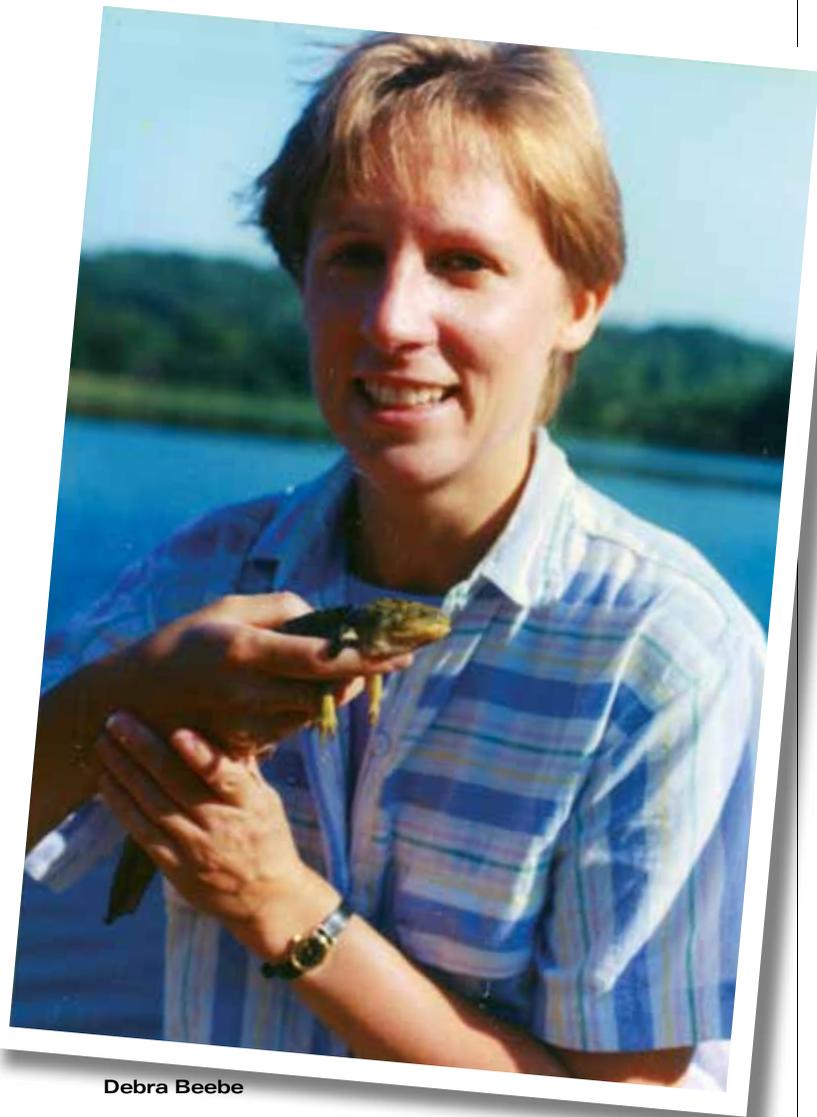
care for clients with psychiatric disorders. "I have thought of your daughter Debra many times through the years," she wrote. "I have thought about her choice to work with this difficult and rewarding population. I have thought of her sacrifice, and of yours. Your ability to transform your suffering and grief into a positive tribute to your daughter has my utmost respect. To the extent that I make a positive impact on the world, I do so partially through your resilience, your courage and generosity, and that of your daughter."

"We wanted the Foundation to do what they thought was best to help these wonderful students and ease some of their financial worries," Marilyn Beebe said. "We are pleased with the results that have taken place over the past 20 years. We are in awe of what our original contribution has accomplished."

"We thank the Beebe family for providing a model of how to turn a great tragedy into a great tribute," said William "Bill" Heiss, MSW, who was hired in 1988 and is now assistant director of the School of Social Work. - Sue Zyhowski

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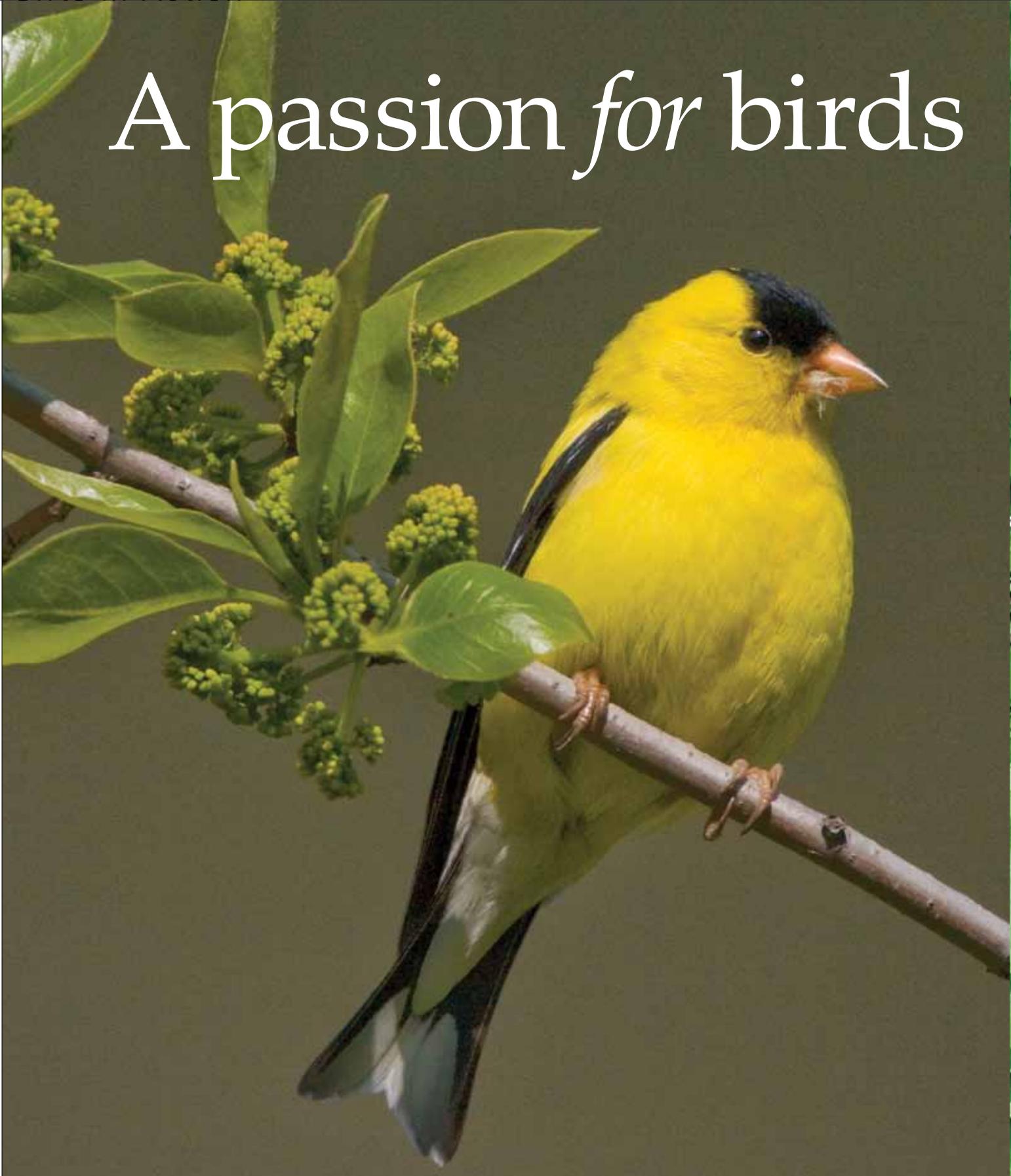
To learn more about the School of Social Work, visit [socwork.wisc.edu](http://socwork.wisc.edu).

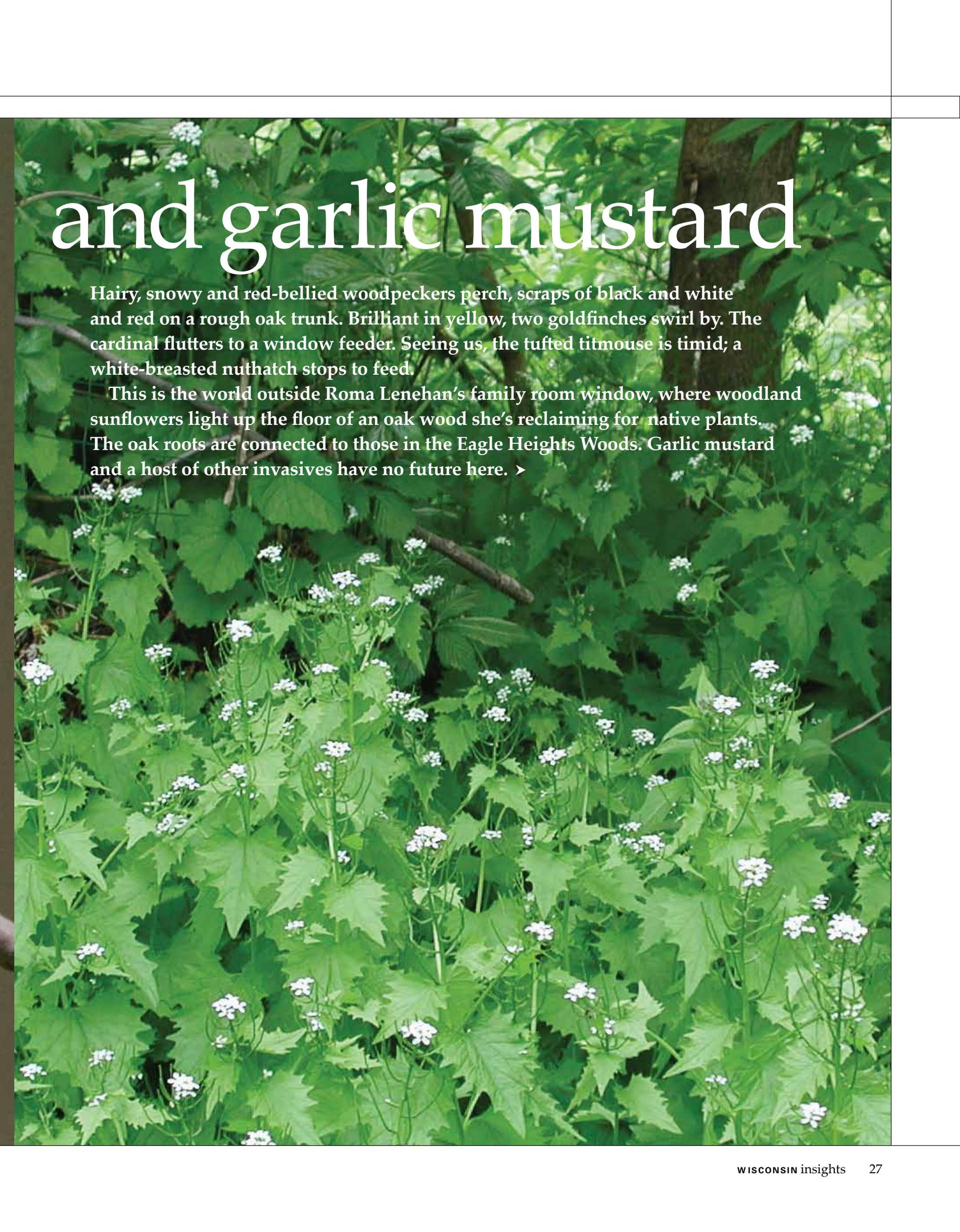


Debra Beebe

**We are in awe  
of what our original  
contribution has  
accomplished. - Marilyn Beebe**

# A passion *for* birds





# and garlic mustard

Hairy, snowy and red-bellied woodpeckers perch, scraps of black and white and red on a rough oak trunk. Brilliant in yellow, two goldfinches swirl by. The cardinal flutters to a window feeder. Seeing us, the tufted titmouse is timid; a white-breasted nuthatch stops to feed.

This is the world outside Roma Lenehan's family room window, where woodland sunflowers light up the floor of an oak wood she's reclaiming for native plants. The oak roots are connected to those in the Eagle Heights Woods. Garlic mustard and a host of other invasives have no future here. >



Roma Lenehan

“My passion is birding,” said Lenehan (’94 MS CALS, ’99 MBA), a volunteer and donor to the Lakeshore Nature Preserve. “My compulsion is probably garlic mustard.” Passionately motivated, Lenehan, often in cahoots with her neighbor Glenda Denniston (’66 MA L&S, ’73 PhD L&S), has eliminated hundreds of bags of garlic mustard from the Lakeshore Nature Preserve and provided evidence to name the Lakeshore Nature Preserve one of Wisconsin’s Important Bird Areas. Friends of the Lakeshore Nature Preserve began in Lenehan’s living room.

“If Roma’s going to do something, she’s going to do it well,” said Cathie Bruner, Preserve field manager. “And she gets other people involved.” Lenehan has taken the lead on outreach, garlic mustard and birds, Bruner added. “Her ability to analyze a situation and act systematically has

let us depend on her for those things.”

Lenehan began exploring what would become the Preserve’s woods in 1977, when her family moved in a block away. She chose birds for a seventh-grade science project, and, in only a few months, could identify the fall warblers. Now, just songs and call notes

are enough for her to recognize a bird. “She’s fantastic,” Denniston said.

Lenehan saw a challenge when land planners suggested there were no birds in the Preserve. She spent four years creating a checklist of more than 250 species and identifying 69 nesting birds. The Lakeshore Nature Preserve became one of the smallest and most urban of the Wisconsin Important Bird Areas.

Lenehan strides into the woods like a woman who could find her way even in the dark. “I know where the garlic mustard is,” she said with the confidence of 12 years’ pulling experience. “I wouldn’t do it if I didn’t think I was making progress.”

Thanks to Lenehan’s work, native plants are returning in some areas, and volunteers must search to find garlic mustard. “Roma’s time,

dedication and ability to observe and teach kept us from sliding backward on garlic mustard," Bruner said.

"Roma is brilliant, and she's effective," said Denniston, who's known as the wood fairy for her work in the Preserve. "She's full of passion, very focused and loves to work to benefit the things she feels strongly about. ... She bugs me and bugs me and bugs me until I do what she wants."

In early August, Lenehan, finally, had time to devote to the wildflower barrier she's creating between the University Houses Garden and Eagle Heights Woods. Although she hasn't done it alone, her three years of work to keep weeds out of the woods boggles the mind: recutting sprouting trees, cutting and digging invasives, transplanting woodland natives from her yard, keeping a constant, vigilant eye for invading species.

"It's time to get back to birding as well," she said. Migration would begin by August 15 and be in full swing a week later. By early October, Lenehan would be back in the woods – pulling more garlic mustard.

"I guess I care," Lenehan said. "If one starts, one has to do a good job." - *Ann Grauvogl*

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To learn more about the Lakeshore Nature Preserve, visit [lakeshorepreserve.wisc.edu](http://lakeshorepreserve.wisc.edu).

## THE ROMA LENEHAN FILE

**Who:** Roma Lenehan

**Passion:** Birds, Lakeshore Nature Preserve

**Position:** Volunteer, donor

**First garlic mustard pull this year:** March 30  
"That's when the snow melted."

**Last pull:** July 16

**Garlic mustard eliminated this spring by Lenehan, friends and work parties she organized:** 230 30-gallon bags

**Lakeshore Garlic Mustard Pull-A-Thon four-year total:** 256 bags

### **How does she make a difference?**

Garlic mustard education and removal, 1997-present, three Shorewood Parks and the western half of the Lakeshore Nature Preserve  
Organized the annual Lakeshore Nature Preserve Garlic Mustard Pull-A-Thon, 2005-present, to remove Garlic Mustard and raise funds for invasive species management

Organized garlic mustard pulling, informal work parties and Friends of the Preserve Garlic Mustard Work Parties, 2004-present

Organizer, secretary, board member, communications chair, outreach chair, newsletter editor, Web master, Friends of the Lakeshore Nature Preserve (formerly Friends of the Campus Natural Areas), 2001-present

Created and updated Lakeshore Nature Preserve Bird Checklist (with Glenda Denniston), 1999-2007  
Lakeshore Natural Areas Breeding Bird Project (with Denniston), 2000-2002

Successfully nominated the Lakeshore Nature Preserve as a Wisconsin Important Bird Area, 2006-2007

Madison Audubon spring, fall bird walks, 1999-2007

Friends of the Preserve Warbler Walk, 2002-present

President-elect, University League Board

### **Awards (with Denniston):**

National Heritage Land Trust Stewardship Award, 2004

Wisconsin Council on Invasive Species Invader Crusader Award, 2009

## BHS membership levels changing

On January 1, 2010, the lifetime gift level for enrollment in the Bascom Hill Society (BHS) will change, the first time in 17 years.

The new levels for membership will be \$50,000 for lifetime gifts and pledges and \$100,000 for deferred gifts. All BHS members enrolled or qualified before January 2010 will be grandfathered. The level to become a BHS Associate member will increase to \$5,000 per household annually.

Currently, the BHS enrollment level stands at \$25,000 for pledges and lifetime gifts and \$50,000 for deferred gifts. In addition, annual gifts of \$2,500 or more qualify donors as BHS Associates, with the same benefits as lifetime BHS members.

Gifts for preferential athletic seating will no longer be counted toward BHS Associate membership. They will, however, continue to be counted toward cumulative gift totals for lifetime BHS enrollment.

## Bascom Hill Society events

### Showcase Luncheons

**Tuesday, November 10, 2009**

Memorial Union  
11:30 a.m.-1:00 p.m.

Joann Peck,  
*Wisconsin School of Business*

### Tuesday, December 8, 2009

Memorial Union  
11:30 a.m.-1:00 p.m.  
Performance featuring the  
*School of Music*

### Wisconsin Weekend Away

March 12-14, 2010

Bellasera Hotel  
Naples, Florida

### Featuring faculty presenters:

Wendy Crone, *College of Engineering*

Dr. Dennis Maki,  
*School of Medicine and  
Public Health*

Stephen J. A. Ward,  
*School of Journalism and  
Mass Communication*



## Bascom scholar hopes to improve women's confidence

The breadth of Bascom Scholar Shannon Chaplo's interests becomes clear in snapshots.

Here she is with her best friend and 20 children splattering paint a la Jackson Pollock during the summer art camp the women started to provide an affordable way for children to discover their creativity.

Now, she's answering the crisis line at Briarpatch, a community program for runaway and homeless teens. She's a little scared: It's her first day on the telephones, and a 19-year-old caller has no place to go.

Next picture: She's volunteering in a Boston homeless shelter, then spending another week on a West Virginia organic farm learning to be green. She'll help other students discover those experiences as the new Alternative Breaks director for the Memorial Union Directorate.

"I want to help others," Chaplo said. "I know a lot of people say that, but it's true. Even if I'm a psychologist for 40 years and help only one person, I'd be satisfied."

As the 2009 Bascom Hill Society Scholar, Chaplo, a University of Wisconsin-Madison senior, will receive full tuition, and room and board this year. To qualify, deserving students must show outstanding academic performance and also demonstrate leadership through volunteer and other extracurricular activities.

"She is one of the two most brilliant undergraduates I've had,"



Shannon Chaplo

said Janet Hyde, professor of psychology and women's studies. "She's so smart, she catches things very fast, and then she's off applying them and putting in whatever time is necessary to do the best she can."

As a junior, Chaplo mastered and posted an extensive online survey and began to develop a graduate-level research proposal, Hyde said. "I'm absolutely confident she'll be a huge success in psychology. We'll be hearing her name in 10 years."

Chaplo was on her way to being an art major until she took an advanced placement psychology class her senior year in high school. Now majoring in psychology and gender and women's studies, the little girl who didn't understand why she couldn't do everything her older brothers did is

determined to help other little girls find their way.

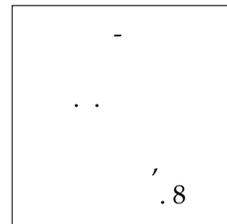
With her research, Chaplo would like to determine how to prevent eating disorders in girls and women. She begins data analysis this fall to look at the correlation between temperament and objectified body consciousness, or the tendency to evaluate the body as if you were an outside observer. Hyde calls it an original and elegant model.

"Women have made a lot of progress, but they're falling behind," said Chaplo, who embraces feminism and its push for equality. She sees body image and confidence as major problems for American girls and women.

Chaplo's 84-year-old grandmother, whom she describes as hard working, genuine and kind, has inspired Chaplo to excel. As her confidence has grown at the UW-Madison, she sees the truth of lessons her grandmother taught her and offered advice for teen-age girls who are struggling the way she did, "Boys are not everything," she said. "You can believe in yourself. It doesn't matter what anyone else thinks."

For Chaplo, the Bascom Scholarship showed the truth of one last piece of advice: "You can achieve anything if you put in enough effort."  
- Ann Grauvogel

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