

A REPORT FROM
THE UNIVERSITY
OF WISCONSIN
FOUNDATION

SUMMER 2010

W I S C O N S I N

insights

Family gives
to help future
hockey Badgers

Tongue unlocks
part of the
amazing brain

Raising the bar:
L&S Honors
turns 50





Biddy Martin

Remarkable

Camp Randall in February filled with cheering fans for Badger hockey—*remarkable*.

Inventive minds and their inventions at the College of Engineering's Innovation Days—*remarkable*.

Students organizing events to help the people of Haiti—*remarkable*.

The daily activity and energy everywhere at the University of Wisconsin-Madison—*doubly remarkable*.

I could go on, but you get my point. This is a remarkable place. The campus is beautiful in any season, but especially now, as I write this message. Our world-class faculty motivates and urges students to aim boldly and think deeply. We are guided by experienced and devoted staff and administrators. In research, we are consistently among the top three nationally.

I especially want to single out our students. While projected higher tuition costs at many colleges and universities bring angry demonstrations, our students actually voted in favor of a tuition increase in 2009 via the Madison Initiative for Undergraduates. The Madison Initiative is already providing need-based financial aid, additional faculty for in-demand courses and enhanced student services.

A year ago, students traveled to a Board of Regents meeting to voice their support for this plan. Now, students are participating in making decisions with regard to allocation of Madison Initiative funds earmarked for student services. I am proud of these remarkable Badgers.

Mixed with this pride is a sense of responsibility to the talented, ambitious, hard-working young people who have earned the opportunity to attend the UW-Madison, who have been accepted but who do not have the financial means to attend. Our future as one of the world's outstanding institutions and as a training ground for tomorrow's leaders depends on our ability to make a top-quality education accessible and affordable for scholars from diverse racial, cultural, gender and socioeconomic backgrounds.

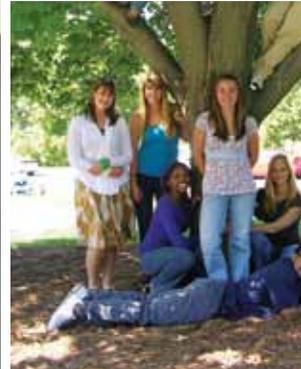
This winter, I had the pleasure of meeting many alumni and friends around the country to talk about affordability, why it is important and what we can do, together, to address this issue. Your questions, ideas and support are invaluable in helping us shape the future of this great university. You are, quite frankly, remarkable. Thank you.



The University of Wisconsin-Madison played host to 55,031 fans for the Culver's Camp Randall Hockey Classic on Feb. 6, 2010, at Camp Randall Stadium. The Badger women beat Bemidji State, and the men defeated Michigan. The Badger men would win one more game at a football stadium – defeating Rochester Institute of Technology in the Frozen Four NCAA semifinal at Ford Field in Detroit – before losing to Boston College in the national championship game.

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In Memoriam**

“Philanthropy will mean the difference between the maintenance of a great university and the evolution of an extraordinary one.”



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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. Please use the identification number located above your name on the *insights* mailing label to log in to the website. 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*

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On the cover

Bucky Badger enjoys a mild day on Bascom Hill while reading Michael Pollan's "In Defense of Food," the first entry in Chancellor Biddy Martin's "Go Big Read" effort, which debuted on campus in 2009. The chancellor has selected "The Immortal Life of Henrietta Lacks" by Rebecca Skloot for the program's second year. To learn more about Go Big Read, visit www.gobigread.wisc.edu. Cover photo by Jeff Miller, UW-Madison University Communications

Artist brings his work home

The University of Wisconsin-Madison offers students much more than an education; it offers the opportunity to participate in the Wisconsin experience. What exactly is the Wisconsin experience? It is the learning that happens outside the classroom, lab or studio. It is the pursuit of an interest simply because it is interesting. It is the evolving of an individual's skills and talents through involvement in campus organizations. And, it is the memories that endure long after graduation.

As a student, Robert Burkert ('52 BS, '55 MA EDU) embraced the Wisconsin experience. Today, the UW-Madison is the beneficiary of this renowned artist's talent and generosity.

Last summer, Burkert and his wife, Nancy ('54 BS, '55 MA EDU), returned to the UW-Madison campus for the opening of a retrospective exhibition of Burkert's art in the Memorial Union's Porter Butts Gallery and to celebrate his gift of 24 pieces to the Union. He also has donated six works to Chazen Museum of Art.

Surrounded by friends and former colleagues for a luncheon in his honor, Burkert credited much of his inspiration and success to the creative tutelage of John Wilde ('42 BS, '48 MS EDU), Alfred Sessler, Dean Meeker, Santos Zingale ('43 MA EDU) and James Watrous ('31 BS EDU, '33 MA, '39 PhD L&S). Because of his connection to the Union, he said, he had sometimes serendipitous opportunities to connect with other artists, most notably, Frank Lloyd Wright, and to showcase his early efforts.

Burkert, a native of Racine, Wisconsin, was already a developing artist when he arrived at the UW-Madison. He studied painting, drawing and printmaking. On Sunday nights, he and Nancy attended concerts by the Pro Arte Quartet in Music Hall. He also edited *The Octopus*, the campus humor magazine. But his favorite place was the Union.

"I lived in the Union," he said. "The Rathskeller, theater and crafts workshop." Burkert served on the Union Gallery Committee, the student group that selects, curates, installs and maintains exhibits in the Union's various galleries. As Burkert acknowledged the fine work of the students who curated his exhibit, he noted that he felt he had come full circle.

Burkert retired from the UW-Milwaukee, where he was professor and head of the graphics department. He experimented with and pioneered new media and techniques in painting and printmaking and continues to create at his home in Massachusetts. His work is featured in galleries around the world, including the Tate Collection in London, the Metropolitan Museum of Art in New York and the Milwaukee Art Museum.

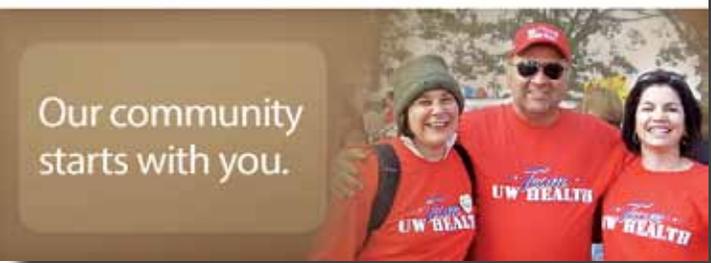
An accomplished artist in her own right, Nancy Burkert is an award-winning children's book illustrator. She

provided the original illustrations for "James and the Giant Peach" and received a Caldecott Honor Medal for her work in "Snow White and the Seven Dwarfs," as well as the Horn Book Special Award for Excellence for "Valentine and Orson."

At the luncheon, one of Nancy's prints, also part of the permanent collection, was on display making the day, and the picture, complete.

- Merry Anderson





Our UW Health

With the help of Blue State Digital, an Internet strategy and technology company, UW Health has inaugurated Our UW Health, a new online community of patients, family and friends of the University of Wisconsin School of Medicine and Public Health and University Hospitals and Clinics. Blue State Digital managed fundraising, advocacy and networking for then-Senator Barack Obama in his run for the presidency.

Our UW Health is an interactive website for people who want to know about health breakthroughs, to share their experiences, connect with others, learn about events, volunteer, raise funds, advance a special goal or make a gift. The site, currently focused on the UW Carbone Cancer Center and the American Family Children's Hospital, is expected to expand to other specialties. The fundraising efforts dovetail with those at the UW Foundation.

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FOR YOUR INFORMATION

To learn more, visit UWHealth.org.

Alumna wins drawing in Great People effort

Erin Roberts ('04 BS L&S) won a Madison weekend in a program that promotes the Great People Scholarship.

In the program, selected alumni received an e-mail survey relating to their University of Wisconsin-Madison experiences.

Those who completed the questionnaire were entered in the drawing. The second phase of the campaign is under way, and another drawing will be held at its end.

Roberts was born in Stevens Point, Wisconsin, grew up outside Detroit and now resides in Chicago. She transferred to the UW-Madison for her junior year after attending two other colleges.

"I loved everything about UW-Madison — the diversity, the student body and all that Madison has to offer," she said.

She received her degree in communication arts and earned a certificate in environmental studies. After graduation, she worked for the Civilian Community Corps (part of Americorps). She is working on research at the University of Illinois-Chicago. For more on the Great People Scholarship, visit uwgreatpeople.org.

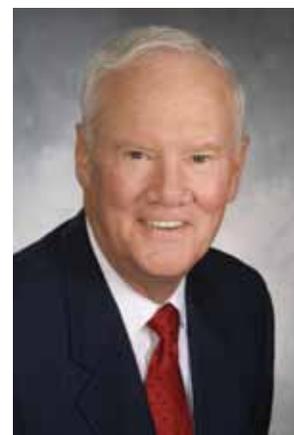
Wilcox wins CASE award

Andrew A. "Sandy" Wilcox, president of the University of Wisconsin Foundation, is one of two widely respected professionals who have made valuable contributions to the educational foundation field who are this year's recipients of the Council for Advancement and Support of Education (CASE) Commonfund Institutionally Related Foundation awards.

Institutionally related foundations are private, nonprofit corporations that cultivate and manage private resources to support the missions of the colleges, universities and university systems with which they are affiliated. Wilcox was chosen for the honor along with Thomas J. Mitchell, president of the University of California-Irvine Foundation.

Wilcox has been president of the UW Foundation since 1988. Under his leadership, the Foundation has experienced steady growth. Assets have grown from \$190 million to more than \$2.7 billion, and the Foundation consistently ranks in the top 10 of all higher education fund development entities.

In addition, Wilcox was instrumental in the development of the Uniform Prudent Management of Institutional Funds Act, which provides guidance and authority to charitable organizations concerning the management and investment of funds held by those organizations. UPMIFA has been enacted in 43 states and the District of Columbia.



Sandy Wilcox

Jeffrey J. Diermeier

Jeff Diermeier retired in 2004 from UBS Global Asset Management as global chief investment officer, overseeing more than \$400 billion of assets. He then spent four years as president and chief executive officer of the CFA Institute, which confers the Chartered Financial Analyst Certificate to investment professionals. Having retired again in early 2009, he turned his attention to the University of Wisconsin Foundation and chairs the Investment Committee and Traditional Asset Subcommittee, and he serves on the Alternative Asset and the Compensation Subcommittees.



Jeff Diermeier ('74 BBA, '75 MBA), University of Wisconsin Foundation Board of Directors treasurer. Retired global chief investment officer, UBS Global Asset Management. Retired president and chief executive officer, CFA Institute.

Q: What are some of the highlights from your first year as chair of the Investment Committee?

A: The most important activity of the committee in the past year was to work with (Foundation President) Sandy Wilcox in the hiring of Tom Olson as the Foundation's new chief investment officer. We also worked to support a higher level of resource commitment to the investment function of the Foundation.

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

A: The Foundation board takes quite seriously its role as an overseer, on behalf of our many donors, of the funds entrusted and the myriad reporting requirements needed in today's endowment world. We can be looked upon to provide assurance that there is proper accountability within the Foundation.

Q: Do you have a favorite guiding principle?

A: Yes, let me put it in context: Some people think the not-for-profit world does not need to aspire to the same level of excellence as the for-profits. In my mind, excellence is something that should be pursued in all endeavors. My old boss, Gary Brinson (founder of Brinson Partners, Inc., and global investing expert), coined the phrase, "execution supersedes intention." The world is full of well-intentioned people, but results come from execution. And execution is what is needed to have a great Foundation and a great University.

The most recent gift from Jeff and his wife, Julie, established the Diermeier Family Foundation Great People Scholarship.



**GREAT PEOPLE
SCHOLARSHIP**
University of Wisconsin-Madison

UW FYI
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For more information about the Great People Scholarship Campaign, visit www.uwgreatpeople.org

Great Partnerships

Richard “Rick” A. Bachhuber, Jr. (’65 BS L&S) was born in Ohio and raised in the Chicago suburbs by parents who made it clear his first address after high school would be in Wisconsin, at the University of Wisconsin-Madison.

Rick’s father, Richard “Dick” Allan Bachhuber, earned a bachelor’s degree in electrical engineering at UW-Madison in 1936. Rick Bachhuber is a 1965 graduate of the School of Journalism and Mass Communication. While following family Badger tracks is common, Bachhuber is particularly mindful of the fact that not everyone who is accepted at UW-Madison can afford to attend. His mother, “Billie” Laura Willette Davidson Bachhuber, attended Muskingum College in Ohio for one year in the 1930s before exhausting her resources.

When he learned of the Great People Scholarship Campaign effort in 2008, Bachhuber established the Richard Allan Bachhuber Great People Scholarship to honor his late father and provide need-based financial aid for qualified students.

Bachhuber worked several jobs to help make ends meet while at the



Richard “Rick” Bachhuber and Bettye Beaumont

University in the 1960s. He secured a teaching assistantship while attending the J-School and benefitted from mentoring by Professor of Commerce and Journalism Harry Wolfe. It was Wolfe who encouraged him to pursue a position after graduation with The Procter & Gamble Company, a leader in marketing and public relations. Bachhuber got that first job with Procter & Gamble and several others over the course of his 34-year career with the company. He retired as vice president and trustee of The P&G Fund, the charitable giving arm of the company.

Bachhuber was selected by current School of Journalism and Mass Communication faculty as one of three alumni to receive the 2010 Distinguished Service Award. Winners were honored at the School’s alumni banquet on April 16.

“I’m forever grateful to my dad,” he said. “He made it possible for me to attend college. I want to honor him by helping someone else.”

- Sue Zyhowski



Richard “Dick” Bachhuber and “Billie” Laura Willette Davidson married in 1940. Dick rowed with the crew in his freshman year, earning the numerals on his Wisconsin sweater.



Chueh Ying Shih earned her PhD from the University of Wisconsin-Madison in 1952.

An inspiring life

She was a woman who made a perilous journey to freedom and eventually earned a PhD. She valued higher education as the key to a better life, and she encouraged her children to earn their own professional degrees.

She sponsored more than 20 relatives in their quest to come to the United States for graduate university educations. At the end of her life, her story so inspired MBA students at the Harvard Business School that they made an unexpected collective gift to the institution at which she earned her PhD, the Wisconsin School of Business.

By just about any measure, Chueh Ying Shih (PhD '52 BUS) was a remarkable woman. That her tale would provoke spontaneous philanthropy on the part of his graduate students pleasantly surprised her son, Willy C. Shih, professor of management practice at the Harvard Business School.

"Every once in a while, young people do something that restores your faith," he said. "It's touching."

Chueh Ying Shih left Nanjing, China, shortly before the Japanese invasion at the start of World War II. "She told me that the blood was running deep in the streets," Willy Shih said in a letter that accompanied the \$515 check from his students. "Traveling inland with many other refugees, she spent much of the war years in the wartime capital, Chongqing."

As the war wound down, she traveled over the Himalayas to India, then to Australia. She reached Los Angeles months later. "She had to travel separately from my father, but they met up again in America," Willy Shih said. "She used to tell me about her father. He always told her to better herself, so she would not have to depend on anyone for her well-being. This is when she was a teenager in the '30s in China. Even today, that is not the message most young women in China get. Her father was well ahead of his time in that way."

She eventually enrolled at the University of Wisconsin-Madison, "which was gracious and generous to both my parents," he said. Her dissertation in what was then the College of Commerce entailed "An Actuarial Analysis of the American Old Age and Survivors Insurance System," which would eventually become Social Security.

Willy Shih and his sister were born at University Hospital in Madison and lived in Badger Village. "We were the reasons my parents stayed in the United States," he said. The family eventually moved to Milwaukee and then Chicago. He did his undergraduate work at the Massachusetts Institute of Technology and earned his PhD from the University of California, Berkeley. ►

Gifts in Action



Chueh Ying Shih is seen here on her commencement day at the UW-Madison.

“My mother was always telling me that I needed to get my PhD,” he said. “There was never much doubt that I would go on to graduate education.”

When China opened after Richard Nixon’s diplomatic visit in the 1970s, Shih’s mother, father Ko Ching and sister returned to the mainland. “My mother started sponsoring other relatives to come to the United States to study,” Willy Shih said. She had conditions they had to meet: They had to have their undergraduate degrees; they had to be able to manage English, and they had to be accepted into graduate programs.

“She would help them with the paperwork and get them sponsors, those sorts of things,” he said. “She must have helped 20 to 25 people over the years,” and

they attended predominantly state universities in places such as Idaho, Iowa and Texas.

After earning his PhD, Willy Shih worked in private industry for 28 years before entering academia. He spent 14 years at IBM, and, while running Kodak’s consumer digital division, he headed the team that introduced the first 1-megapixel digital camera.

He took his position at the Harvard Business School three years ago. “If I had made a plan to be here, I would not have been able to do it the way I did,” he said. “My mother always dreamed of me having a faculty position. Doing that at a major university was never in my plans. When I finally did it, her health would not allow her to appreciate it.”

On the Friday before his mother died, doctors removed her life support just as his class was beginning. Willy Shih flew to California after class and spent the weekend at her deathbed. “I was at least able to say goodbye while she was still conscious,” he said.

She died that Sunday, and he was back in class on Monday. He told his students about his mother’s journey and how she would approve of their getting as much education as possible. “I particularly spoke to the young women in my class and passed along her counsel,” he said.

He was overcome with notes, letters and prayers of support, and Section B of the Harvard Business School Class of 2011 took up a collection. “They told me, ‘We really believe in what your mother said.’” Two days later, they handed him an envelope of money and told him to use it where it would do the most good, so he sent it, along with the story, to the UW-Madison.

“Especially today, when so many things seem to have gone wrong with the world,” he said, “I found this selflessness from what I hope will be future leaders of business and society truly inspiring.” - *Chris DuPré*

Warm weather suits students making their way across campus.





Letters and Science Honors:
**50 YEARS OF
 RAISING THE BAR**

Students protesting that their course work is too easy might not rise to the level of “human bites dog” on the scale of incredulous acts. But it’s not something one hears every day.

When University of Wisconsin-Madison administrators in 1958 received a petition signed by hundreds of students demanding more rigorous academics, that confirmed undergraduate interest in an elevated course of study. The Honors Program in the College of Letters and Science was created in April 1960 as the official response, and it was launched in the fall semester of 1960.

Fifty years later, the program is thriving, and its students are leaders on campus and in the community. From November 4-6, a 50th anniversary celebration will feature presentations from graduates of different

generations and honor the petition signers, most of whom are still alive.

“Back in the late 1950s, the University had a much more open admissions policy,” said Joyce Bromley (’94 BA, ’97 MA L&S), who is writing a history of the College’s Honors Program.

“As a result, some of the students were more prepared than others for university classes. The students who were really well-prepared thought they should have a chance for more challenging courses. They did not feel that the other students should not be here.”

Fast forward 50 years, and the UW-Madison is a very different place. “Instead of admitting tons of people – some very qualified, some less so – today, the admissions standards have changed quite a bit,” program Director Chuck Snowdon said. “Everyone admitted to the University now is well above average – not just above average, but well above – when you ➤

These College of Letters and Science Honors Fellows have been facilitators in a new course on social justice issues called “Diversity Dialogues.” The students worked with a group of first-year Honors students in small class settings exploring a variety of aspects of diversity going well beyond the traditional view of race, ethnicity and gender to consider rural-urban, religious, health and other forms of diversity. In the tree, from left, are Benjamin Beduhan, Caitlin Butte, Kelly Kuschel, Richard Qian and Keith Jackson. On the ground, from left, are Rori Costello, Sarah Kervin, Joseline Nyinawabera, Melissa Hudson, Katilyn Wortman, Emily Gordon and Adam Breihan. Robert Agnew Jr. is on the ground in front.

see that incoming freshmen on average are in the 90th percentile of their high school classes, with high test scores.”

The dilemma: When everyone is so stellar, how do you choose who is invited to enroll in the Letters and Science Honors Program?

“We decided that we should invite everyone enrolled in the College of Letters and Science to apply for admission,” Snowdon said. “Everybody admitted to L&S has the ability to be an Honors student, but not everyone has the motivation.”

Each incoming Letters and Science first-year student receives a letter of invitation and a chance to apply to the program. The entire body of work – high school activities, leadership initiatives, awards, volunteer service – is surveyed as a virtual portfolio. Applicants answer a few short essay questions, and Snowdon and Associate Director Jeff Shokler review the results.

“We wanted to make sure our students cared and weren’t just looking for a credential. This whole shift in our philosophy has done what we hoped it would,” Shokler said. In fact, the Honors Program has seen fewer applications of higher quality since opening prospective admission to all in the College. About 1,600 students are enrolled in the program. “Our desire is to serve our students well, not just serve them,” he said. “We’re finding that we have a greater retention rate in the program. The students who are enrolling are enthusiastic about being in Honors.”

Enrolled students may complete coursework for Honors in the Liberal Arts, Honors in the Major or both. “This is not just about grade-

point averages and getting in,” Bromley said. “Students must take certain types of Honors courses, do a senior Honors thesis and maintain a 3.3 grade-point average.”

As the program turns 50, “we find that we’re attracting students who are motivated much the same way the original petition signers were,” Snowdon said. “That lets us know we’re doing something right.”

Increased opportunities

The Letters and Science Honors Program has many tales of high student achievement. Daniel Lecoanet could be its poster child.

Lecoanet, a native of Madison, Wisconsin, started doing research in mathematics and physics at the University as a high school sophomore. He is working on a dual major with honors in math and physics, and this semester he was named the UW-Madison’s first Churchill Scholar in 30 years, and only its third ever. He will study mathematics in the 2010-11 academic year at the University of Cambridge – home to Isaac Newton, among others – and he has applied to several doctoral programs to advance his studies upon his return to the United States.

“I chose to do both Honors in the Liberal Arts and Honors in the Major,” Lecoanet said. “I have worked on several projects, and I’m heavily involved in my senior thesis with faculty advisor Ellen Zweibel in physics.” The first part of that thesis is slated for publication in *The Astrophysical Journal*.

“I believe the best thing you can do as an undergraduate is participate in research,” he said. “Doing research shows you the best of what UW-Madison has to offer. I am currently

being supported by an award that L&S Honors gives out. That is very helpful, and I am grateful that this opportunity was made available to me.”

The power of giving

Lecoanet is not the only Letters and Science Honors student to receive such an award. “Donors and other sources have provided support for students to become involved in scholarship, study and research, as well as develop leadership skills,” Snowden said. “One of our goals is developing students who will use their considerable talents for the betterment of society, to bring about a better world, whether it’s through scholarship, research, public service, what have you. That’s the Wisconsin Idea in action, using what’s learned at the University to make a better world.”

The Trewartha Fund, for instance, is an endowment that has been a major catalyst for Senior Honors Thesis research. Established by Professor Glen T. (’21 BPH L&S, ’24 PhD) and Sarita (’29 BA L&S) Trewartha in 1969, awards from the fund have backed student work that fills volumes and occupies several shelves in the Honors Program’s new home in Washburn Observatory.

Leadership Trust Awards, established by Harry J. Rowe (’47 BPH L&S), cover two semesters of in-state tuition for up to two students a year working on initiatives to benefit the campus or broader Madison community. One of last year’s awards was for a student-driven emergency medical services program that trained students to be first-responders in dormitories, at sporting events and in other



The refurbished Washburn Observatory is the new home for the College of Letters and Science Honors Program. The building, itself a gift from then-Gov. C.C. Washburn in the 1870s, was renovated thanks to gifts from the Nancy Woodson Spire Foundation and the Oscar Rennebohm Foundation.

campus situations.

Another Leadership Trust grant trained Honors students to be literacy volunteers, and Snowden said that group was able to eliminate the entire backlog of clients for the Madison Literacy Council.

The Coddon Family Foundation is sustaining the *Journal of Undergraduate International Studies*, and the family of Mark Mensink, an Honors student killed by an intoxicated driver, has set up a named endowment to support Honors undergraduate research.

Current and former directors of the program have created an Honors Directors Fund Endowment as a way to get alumni involved, develop new programs and support existing efforts.

“Private support has meant so much to the Honors Program and its students over the years,” Snowden said. “We wouldn’t be who we are, and the students would not have as rich an experience, without that philanthropy.”

- Chris DuPré

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For more on the College of Letters and Science Honors Program, visit www.honors.ls.wisc.edu.

Money, behavior and safety

No matter how high or low your income, there will be times in your life when you are in a financially vulnerable situation. Have you signed a mortgage contract, applied for health insurance or made retirement plan elections without truly understanding the ramifications?

“You have one shot,” said Professor J. Michael Collins, “with long-term consequences.” Collins joined the University of Wisconsin-Madison faculty in 2008 as assistant professor of consumer science and UW Extension specialist. He studies consumer decision-making in the financial marketplace, teaches personal finance and is faculty director of the newly developing Center for Financial Security.

The Center is focused on understanding when people need specific information and what makes them most likely to act upon it. The Center was created within the School of Human Ecology precisely because the School is home to faculty and researchers in the department of consumer science with expertise in consumer behavior, personal finance and family economics. Much of the basic research gathered by the Center will become public domain and available to scholars, private industry and consumers. Currently, many individual financial service providers do their own, proprietary market research.

“The Center allows us to do interdisciplinary research that will examine the strong behavioral element involved in financial education,” Dean Robin Douthitt said. The dean uses nutrition education as an illustration. While information on good nutrition has never been more available, obesity rates have never been higher. “If consumers know the information, but don’t act on it, you need to examine why that’s the case.”

In 2009, the Center was selected by the Social Security Administration as one of three research groups to make up a Financial Literacy Research Consortium to develop programs and materials to help Americans plan for a secure retirement. Seven projects are under way for 2010, including a review of educational psychology for financial literacy and more than 20 focus groups with vulnerable populations.

Academics, financial experts and practitioners were invited in April to the first major event hosted by the Center, a symposium, “Family Financial Security: Implications for Policy and Practice,” sponsored by American Family Insurance with additional support from Summit Credit Union and CBM Credit Education Foundation, Inc.

“Advancements in counseling the public to safeguard their own financial security have tremendous implications for consumers,” said Lisa Bacus, American Family’s vice president of marketing. “American Family supports the



Client Carol Spoehr reviews her goals with Brian Herald, a student in the consumer science personal finance major who serves as her financial coach. Students are supervised by volunteer Certified Financial Planners and assist clients in budgeting, setting and attaining financial goals.

Center's efforts to share key research points in a format that is readily understood and applicable to the work of practitioners in the financial services realm."

One of the four panels convened at the symposium focused on credit selection and use and how consumers form expectations and perceptions of risk, cost and consequence of credit use. Presenters included representatives from the Federal Reserve Banks of Chicago and San Francisco and Columbia University. The panel was chaired by John Hoffmire, director of the Center for Business and Poverty at UW-Madison. The symposium was an opportunity to introduce the Center and its platform for applied research to the financial and academic community outside Madison.

The activities of the Center also include

training students to work as financial coaches with clients recruited through south Madison's tax preparation clinic, exploring how children form concepts of saving, ownership and money, and tracking a sample of employees at 40 credit unions in Wisconsin who participated in online financial education sessions. In addition, Professor Collins meets with UW Extension educators via monthly teleconferences to distribute applied knowledge and best practices for family financial security across Wisconsin's 72 counties. - Sue Zyhowski

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Learn more about the Center for Financial Security at www.sohe.wisc.edu/new/centers/centerfinancialsecurity.html.

A family on ice

Mark Burish remembers the day his wife, Helen, called him to say that a neighbor had encouraged her to take their two young children down to the rink and try skating for the first time. They would wear helmets and push chairs around the ice.

The notion caused him mild alarm. "I remember saying, 'That's hockey. I will not be a hockey parent.'" Suffice it to say he made peace with the notion, and the men's and women's hockey programs at the University of Wisconsin-Madison became the beneficiaries in more ways than one.

Those two Burish youngsters – Adam and Nikki – grew into team leaders on NCAA Championship squads. Adam has gone on to a National Hockey League (NHL) career as a right wing for the Chicago Blackhawks. Nikki, who played forward for the Badgers, is in her first year of medical school at the UW School of Medicine and Public Health. And the family has established the Adam and Nikki Burish Family Scholarship to support Badger student-athletes for generations to come.

"Scholarship endowments like the Burishes have established are incredibly meaningful and critical to our department's success. Generosity like they have demonstrated has a direct effect on our ability to make available the best possible experience to our student-athletes," Athletic Director Barry Alvarez said. "It shows how strong the bond between school and student-athlete can be. The academic and athletic success of our student-athletes is our top priority, and it is special when they feel moved to help the next generation of Badgers."

Mark Burish recalled Adam and Nikki's early days on ice. "Our kids loved playing hockey from the very beginning," he said. "The thing with hockey is, the skills are so difficult to master that the kids get a little better every time they are out there on the ice. That lets them see their progress."

Adam is a year older than Nikki, so every other year when they were young the Burish children had a chance to play together. As for Dad's early misgivings about being a hockey parent – with its many odd hours spent in chilly ice rinks – "I got over it," he said. "In fact, we were part of ►

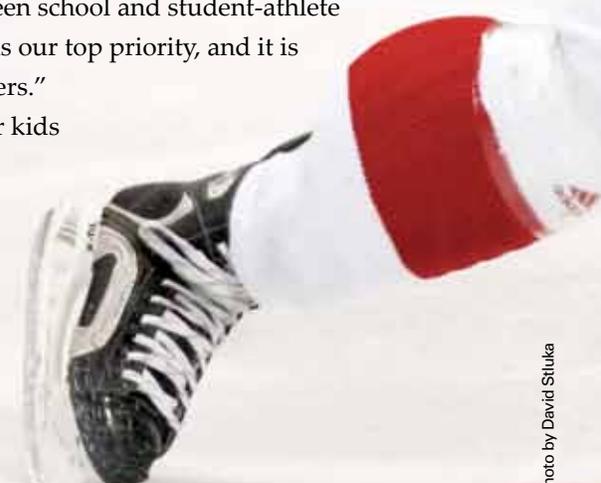


Photo by David Stuka



Forward Adam Burish was a captain on the Badgers' 2006 NCAA Championship hockey team and now plays for the Chicago Blackhawks of the NHL.

“We’re the kind of family that if someone does something good for you, it’s your part to give back and make it possible for someone else to benefit.” – Adam Burish

the effort that helped start the Verona Ice Arena, now the Eagle’s Nest. Our hockey time was our family time together.”

Few of those times can match 2006, when both the Badger men’s and women’s teams won NCAA Championships. Adam had taken a year off from school to play a year of junior hockey for the Green Bay Gamblers, so he and Nikki were seniors that season.

“They were both captains, so they had some good-natured competition going back and forth,” Mark Burish said. “Helen and I joked that we would go to see whoever had the higher-ranked team at the time.”

In actuality, the location of the game made a big difference. If the Badger men were in Denver, the parents traveled to Colorado. If the women were at Dartmouth, it was hello, New Hampshire.

Dual championships

The 2006 women’s team was the first to win its title. Mark Burish remembered what Nikki said at the time: “Adam’s team will win, because otherwise I would torture him for the rest of his life.”

Adam Burish recalled that night clearly. “I was so happy for Nikki when they won the national championship,” he said. “I remember we played that really intense three-overtime game in Green Bay to go to the Frozen Four, and she was playing for the title at the same time. It was the longest night I’d ever spent on the ice, and the first thing I did was check out how they had done.

“She called me, and I think I was more excited for her winning the title than I was for us,” he said. “To see your sibling be so passionate about something and succeed is really great. I got to see their trophy, but she said I couldn’t touch it until we had won one of our own.”

Mark Burish said the difference the UW-Madison made in all of their lives was a major factor when the family was considering endowing a scholarship. “We saw what the University and Badger hockey meant for our family,” he said. “School of course was very important, but sports were a big part of the equation. I think each parent, if a child is athletically involved, gets nervous about how sports might affect academics. In our family, the kids learned so many life lessons on the ice and in training.

“Adam says there are three ‘S’s’: school, sports and social life. You only have time for two of them,” Mark Burish said. “And our kids chose well. I think they got a richer education being athletes than they would have gotten otherwise.”

In fact, Nikki Burish came back to campus, took two years of science courses and started medical school in the fall of 2009. “Having a chance to play for your hometown university was always a dream

of mine,” she said. “I learned a lot about pride, teamwork, friendship and life in general.”

All about being a Badger

Adam Burish had one goal as a young hockey player. “For me, it wasn’t about getting to the National Hockey League,” he said. “I wanted to play for the Wisconsin Badgers. That’s what we did as a family. We’d be at the games every Friday and Saturday night, and I’d get the player’s autographs and collect sticks. I think my mom wanted to kill me because our garage was filled with broken sticks from the Badgers.

“The University will always be an important place for me,” he said. “I come back to Madison to train in the summer and skate with those guys, and I always keep track with what they’re doing.”

Nikki Burish doesn’t get to as many games as she’d like to, but she has kept up with the team. She’s done color commentary for Badger women’s games on the Big Ten Network, including the outdoor Culver’s Classic at Camp Randall Stadium in February, “so I get the inside scoop on line combinations, which is pretty cool.”

Both former Badgers are proud the scholarship bears their names. “The University and the hockey programs taught us so much,” Nikki Burish said. “It’s really meaningful for us to give back.

Adam Burish agreed. “I’m in the NHL now, and I’m in a position where I can do something like this,” he said. “We talked as a family, and for me it was a no-brainer. We decided it would be great to help out the program that gave my sister and me the opportunity to play hockey on scholarship. We’re the kind of family that if someone does something good for you, it’s your part to give back and make it possible for someone else to benefit.” - *Chris DuPré*



Helen, Nikki and Mark Burish celebrate Nikki’s Badger career on ice with a famous mascot friend.

Professor's 'down payment'

Klaus Berghahn, emeritus professor of German, College of Letters and Science, did not “make a gift” to the department he taught in for 40 years. Instead, he calls his fund to establish the Berghahn Prize in Literature “a small down payment” for the friendship, intellectual inspiration, leadership opportunities and pure joy he received. “I’m a happy, grateful old fellow,” he explained. “And the students need it.”

Berghahn Prize recipients in 2009, Anna Pendleton and Jack Davis ('03 BA, '07 MA L&S), enjoy a spring stroll near Observatory Hill.

Photo by James Gill

encourages students' thinking, writing

The Berghahn Prize in Literature is a monetary award given annually for an undergraduate and a graduate paper. Papers are submitted by German department faculty. A small committee makes the final decision.

"One of my German professors, Professor Jim Steakley, mentioned that he wanted to enter my paper into this competition," said Anna Pendleton, the 2009 undergraduate recipient. "I did not think any more of it until I received the letter saying that my essay had been selected for the award. Opening that letter was like walking in on a surprise birthday party."

Pendleton, a junior from Milwaukee, Wisconsin, is double majoring in biochemistry and German with plans to attend medical school and become a cardiac surgeon. In Pendleton's view, a humanities award is different from recognition in another area of study. "The judges are saying not only do 'we value your work,' but also 'we value your mind.' To be distinguished for the way one thinks is truly gratifying."

Berghahn, who still teaches part-time in Integrated Liberal Studies and the Center for Jewish Studies, calls Pendleton "one of my best students" and predicts that her intelligence and thoughtfulness will make her an excellent physician. The affection is mutual. "I have so much respect for the heart and mind of this professor," she said, referring to Berghahn.

For PhD candidate Jack Davis ('03 BA, '07 MA L&S), the 2009 prize money came just in time. "I was headed to Germany to do pre-

dissertation research," he said. "But beyond that, I was honored to be the recipient of a prize named after Professor Berghahn since he has been such an important teacher and mentor to me over the years. I took my first classes as a graduate student with Professor Berghahn and have fond memories of those courses, especially Professor Berghahn's infectious enthusiasm for Schiller and the conversations we had at the end of the course over wine at his house." Davis' paper on a Bertolt Brecht play was submitted by Marc Silberman, professor and department chair.

As a new PhD himself, Klaus Berghahn arrived on the University of Wisconsin-Madison campus from Germany sight unseen without any idea where Madison or Wisconsin were or what to expect. "Ich hatte Glück. I was lucky." During his teaching career, Berghahn received many accolades, including Kellett Mid-Career, Vilas Associates and Hilldale awards as well as a Bascom professorship. He also cherished the friendship of such colleagues as George Mosse, with whom he co-founded the Center for Jewish Studies.

When he came to the UW-Madison, Berghahn found a world-class department and a home. "This university is unbelievably good," he said. It is just possible he had something to do with it. - *Merry Anderson*

UWFYI FOR YOUR INFORMATION

For information about the Department of German, visit german.lss.wisc.edu.

Healing the BRAIN through the TONGUE

First, there was the voice, a full, rich bass, the kind of voice that makes audiences swoon within a few measures and can fill a 3,000-seat theater with no microphone. Robert Goulet grew famous with that kind of voice, but Goulet never lost his magnificent sound.

Broadway singer Ron Husmann – his star traveling with Hal Prince, Ethel Merman, Bernadette Peters, Juliette Prowse, Debbie Reynolds – wasn't so lucky.

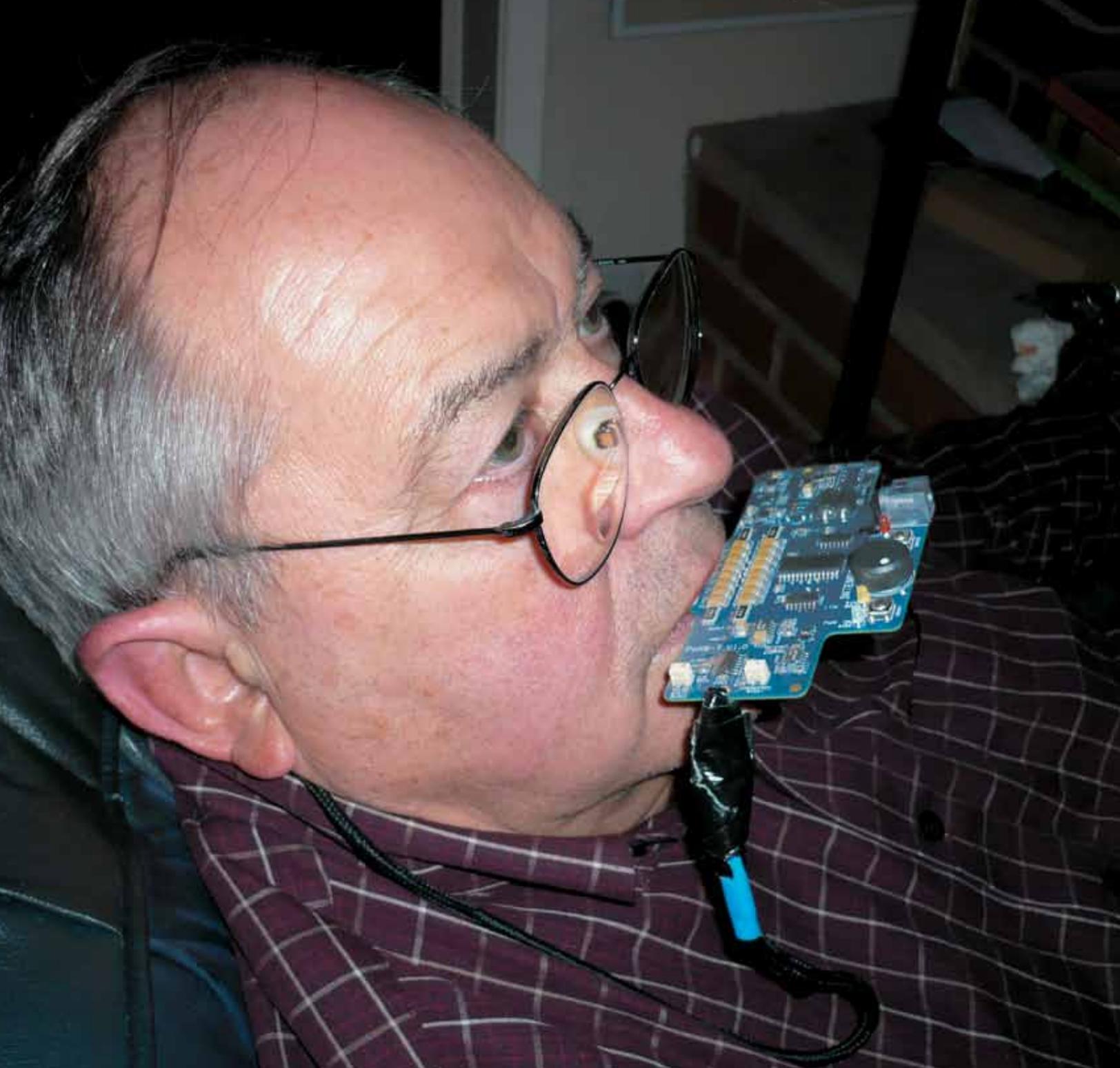
In 1981, two decades after Prince discovered him, Husmann's voice cracked. He lost his middle range that year; even a microphone couldn't help in 1982. Whispers and silence followed.

Fast forward to April 2009. When Husmann arrived at the University of Wisconsin-Madison Tactile Communication and Neurorehabilitation Laboratory (TCNL), multiple sclerosis (MS) had left him unable to walk a straight line or turn easily, even with a cane, and speech was limited to five minutes and, then, only softly.

An experimental treatment coupled with physical therapy stimulated the nerves in Husmann's tongue. By the fourth session, he was in tears.

"I could sing," he said. "It wasn't great, but I could at least make notes connect. I had a complete breakdown. They stood there and stared at me, while I just sobbed."

This is where the amazing plastic brain comes into play, said Mitch Tyler, a TCNL scientist. "The brain is a very adaptive, very malleable structure. When there's a trauma, it's like the neurons and their support cells go offline. We're getting the brain and body to talk to each other again." ➤



An experimental device stimulates nerves in the tongue, allowing Broadway singer Ron Husmann, who lost his voice to multiple sclerosis, to sing again after 27 years of whispers and silence.

“I feel free. I can walk the dog. I don’t have to worry about falling over, and I always felt like I was going to tip over sideways. The biggest part is I can talk.” – Ron Husmann

And it’s all happening by combining movement therapy with a device that stimulates the tongue, where a plethora of nerve endings connect directly to the brain stem.

At TCNL, scientists led by the late Dr. Paul Bach-y-Rita first created a device to stimulate the tongue to allow the blind to “see” without their eyes. Next, people with balance problems used a related device to re-learn balance and how to walk confidently. Today, those with neurodegenerative diseases such as multiple sclerosis are regaining useful movement, beginning with learning to be aware of their bodies.

Instead of favoring a strong leg, for example, the therapy teaches patients’ brains to rediscover signals from both legs to return to normal walking. Restoring Husmann’s voice included re-teaching the brain how to properly control the breath.

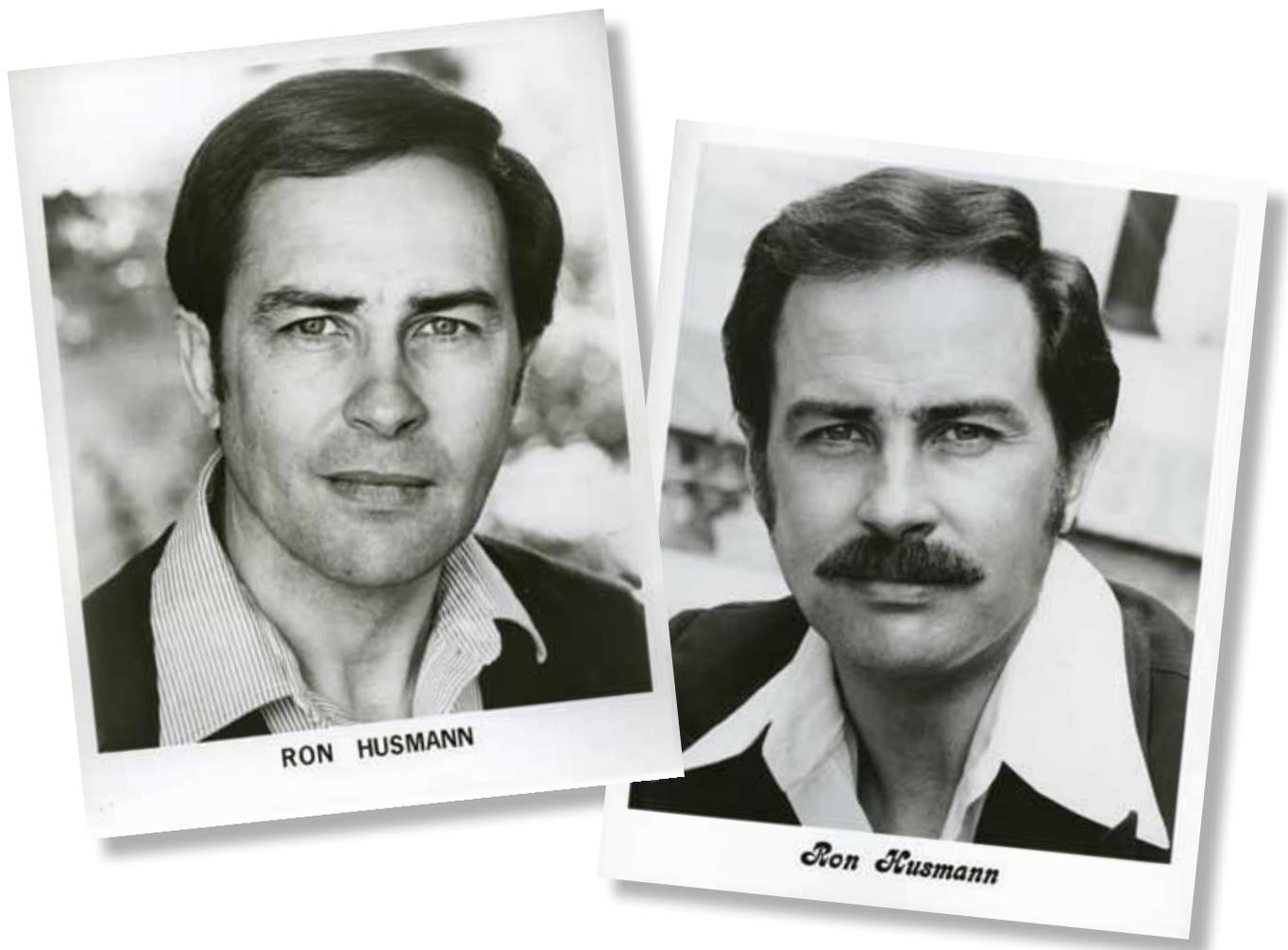
“Without a doubt, the results of TCNL’s work are interesting so far,” said Dr. Chris Luzzio, an assistant professor of neurology in the School of Medicine and Public Health. He was interested in TCNL’s work because many effects of MS are linked to the brain stem. Several of his patients participated in TCNL’s initial MS study, and Luzzio was surprised when all of them reported improved walking, balance and quality of life.

“I’d support and encourage further work,” said Luzzio, who is helping to design further, blind clinical trials to eliminate the possibility of a placebo effect.

The therapy TCNL is testing encourages neurons to come back online and return the brain to a normal operating state, Tyler said. He and his TCNL colleagues, Dr. Yuri Danilov and Kurt Kaczmarek, hypothesize that the stimulation unmask new neural pathways, alerts the brain to existing but weak signals from the body or strengthens existing pathways. In addition to changing how one neuron talks to another, the support structure of the brain also may change to become more efficient, Tyler said.

In addition to testing MS patients, TCNL also has finished preliminary work with those who have had brain trauma or suffered from a stroke. Patients who learned to move better also, surprisingly, reported improved attention, memory, sleep and mood, and a decrease in visual sensitivity to motion, Tyler said.

Tyler believes the device has implications for other neurodegenerative diseases, including



Parkinson's disease, and for those who are just getting older. "There's so much to do," he said. While private funding has supported TCNL's early studies, continued gifts will determine whether the studies continue and can be expanded.

For Husmann, the tongue stimulation plus movement training have given him the ability to participate in everyday life again, beginning with putting down his cane.

"I feel free," he said. "I can walk the dog. I don't have to worry about falling over, and I always felt like I was going to tip over sideways. The biggest part is I can talk."

And he can sing, though he said his voice isn't pretty anymore. - *Ann Grauvogl*

UWFYI
FOR YOUR INFORMATION

For more information about TCNL, visit tcnl.med.wisc.edu/home.php.

CHANGE YOUR MIND. CHANGE THE WORLD.

Imagine kindness and compassion were skills school children could learn as easily as they memorize math formulas.

Imagine returning Iraq veterans learned techniques to quiet their minds and offset the worst effects of post traumatic stress syndrome.

Imagine teenagers, whose brain regulatory circuits are not fully developed, could be taught to manage their emotions and attention.

At the new Center for Investigating Healthy Minds (CIHM) in the University of Wisconsin-Madison's Waisman Center, neuroscience pioneer Richard Davidson and his colleagues believe all these things can happen.

Research is showing that attention, compassion and pro-social behavior are regulated by key circuits in the brain, Davidson said. "Those circuits are plastic: They can be changed through circumstance and training." The Center will use laboratory evidence about how healthy qualities develop in the brain to map out interventions and techniques that can help children and adults learn to be happier.

"By developing and offering interventions for schools, hospitals, prisons and communities, we hope to create real change for society," Davidson said.

Joan Erschler, program director of the

Waisman Early Childhood Program, applauded the research. "I think it's a huge unknown possibility for working with kids, especially since kids lead frenzied lives these days," she said. She was among the Waisman teachers who participated in mindfulness-based stress reduction classes hosted by the Center.

"We came out feeling better about ourselves and better about working together, which made us better for working with the kids," Erschler said. Several teachers took the techniques into the classroom, adding mindfulness before naptime, breathing and body awareness, yoga and belly laughs to teach students to relax. "It focused children," Erschler said. "This is just allowing yourself a quiet time inside. So many children don't have that skill, so they don't notice the wonderful things in their lives because they're whizzing past them." ►



The Center for Investigating Healthy Minds is using science to develop mindfulness techniques to teach children joy and to focus their attention.

“It focused children. This is just allowing yourself a quiet time inside. So many children don’t have that skill, so they don’t notice the wonderful things in their lives because they’re whizzing past them.” – Joan Erschler

Veterans need resources to deal with the physical and emotional effects of war, Vietnam veteran Jim Roseberry said. A 20-year meditation practitioner, he recently participated in a breathing workshop through the Center. The breathing techniques have given him another way to still his mind and help him sleep.

Before he learned the breathing technique, Todd Dennis, co-founder of the Madison Iraq Veterans Against War, would typically hit snooze when his alarm went off. Now, he’s awake a half hour before the alarm. “You wake up ready to take on the world instead of groggy,” he said.

War can leave veterans angry and anxious, Roseberry said. “Like all traumas, you really need resources to help you find skillful practices in your daily life, so you find joy and compassion for yourself and joy and compassion for others.”

Healthy Minds scientists and staff have begun working with the Madison Metropolitan School District, veterans groups and the state Department of Corrections to introduce contemplative techniques to students, veterans and inmates and to measure the effects.

Lisa Flook and Laura Pinger are designing ways to teach school children how to resolve quarrels, feel peaceful, deal with anger in a healthy way and participate in healthy

communities. Children, for example, might be encouraged to do a kind deed and tune into how it makes them and the other person feel. Older students might be asked to monitor their thoughts and what anxiety feels like, learning how to focus on their breath to bring their attention back to what’s happening now.

“Why wait until people have suffered from stress into adulthood?” Flook said. “We can start with these children at a very young age.”

Helping children and teachers may change communities, Pinger added. “Energy generated around positive qualities is exponentially increased as more people become involved.”

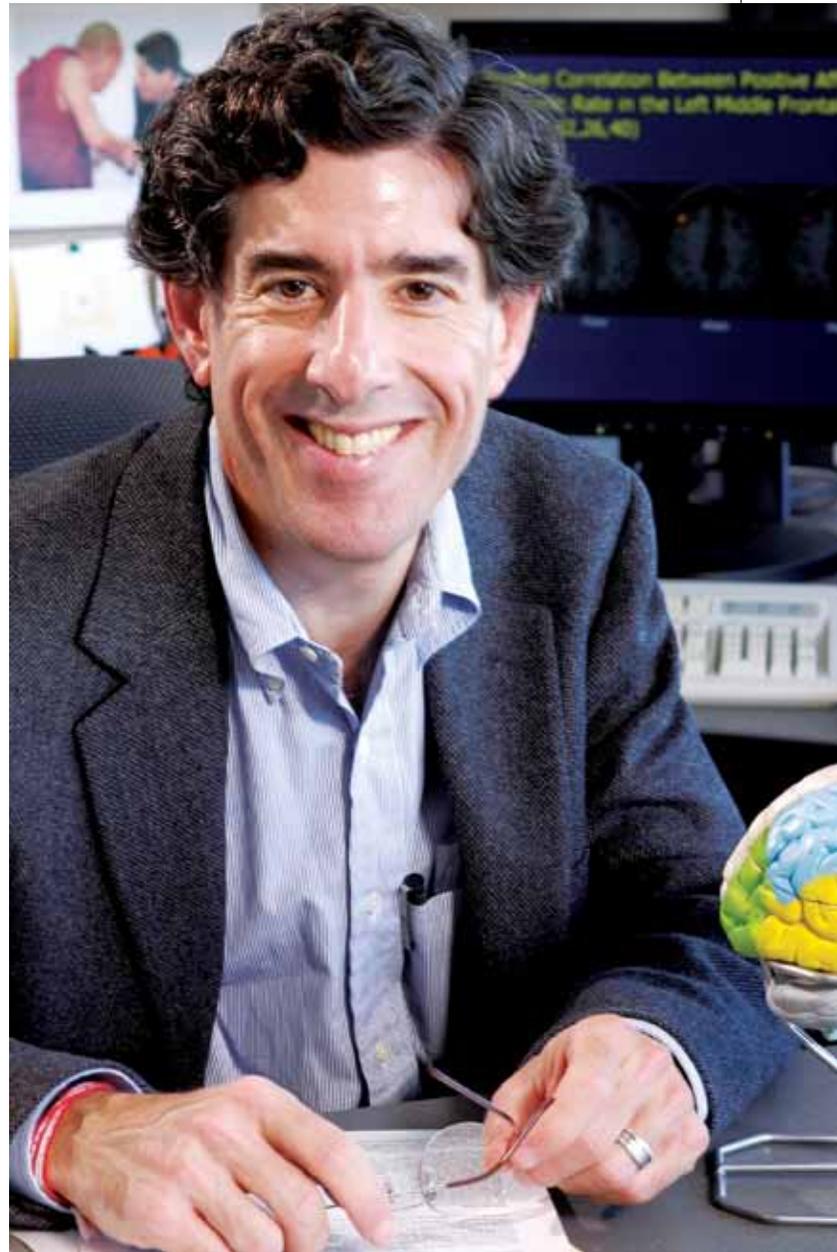
Emma Seppala has been working with veterans, especially those returning from Iraq. The pre-frontal cortex that regulates emotion doesn’t mature until people are 25, so she looks for meditation-based practices that may strengthen emotional regulation skills. Veterans with post-traumatic stress syndrome who participated in early studies told Seppala that the breathing exercises helped them feel calm for the first time they could remember.

“Many young men and women returning from war suffer from the side effects of trauma that can include depression, anxiety, substance abuse, suicide and violent behavior toward others,” she said. “If they can learn to regulate their emotions more effectively, these side effects may be prevented or at least alleviated.”

Seppala hopes to test and compare several practices to determine who will best benefit from each of them.

The Center's work is rooted in the Dalai Lama's 1992 challenge that called for Davidson to bring the rigorous techniques used to study negative qualities of mind to bear on the positive qualities of healthy minds. Davidson, also the director of the Waisman Laboratory for Brain Imaging and Behavior, has documented how meditation is linked to physical changes in the brains of Buddhist monks who show exceptional levels of well being and happiness. He also documented that even preliminary meditation practice will change the brain. With CIHM, the research will be translated into scientifically backed practices to encourage kindness, compassion and happiness in children and adults.

The Center is important because it will spread information about healthy minds beyond the scientific community, said Ulco Visser, founder of the Impact Foundation that made a significant gift to help launch CIHM. The Impact Foundation's goal is to reintroduce contemplation into the mainstream through the secular integration of wisdom traditions and scientific rigor. "I hope the Center will set the gold standard in this emerging field," Visser said. - *Ann Grauwogl*



A challenge from the Dalai Lama led Professor Richard Davidson to study healthy qualities of mind. He and his team are developing scientifically based mind-training techniques to encourage kindness and compassion in schools, prisons, medical settings and the world at large.

Photo by Bob Rashid

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FOR YOUR INFORMATION

Learn more about the Center for Investigating Healthy Minds at investigatinghealthyminds.org.

Women's Philanthropy

The late Sally Mead Hands' relationship to English and the University of Wisconsin-Madison ran deep.

Her mother, Louise Durham Mead, graduated with an English degree in 1925. When Hands enrolled at the University, she, too, majored in English, added liberal doses of history and joined the Delta Gamma sorority before graduating in 1948. Although they did not graduate from the UW-Madison, Hands' daughter, Louise Murphy, and her granddaughter, Nora Murphy, also became English majors. Louise Murphy taught high school English, and Nora teaches English at Front Range Community College near Boulder, Colorado.

Hands' connection continued as a member of the English Department's Board of Visitors and the Bascom Hill Society. The philanthropist who loved a cold beer, freshly grilled bratwurst, a good Cubs baseball game or a fall Badger football game, cemented her enduring ties to the University with a significant estate gift to the English Department. Her generosity will



Sally Mead Hands

especially benefit future generations of first- and fifth-year graduate students, paving the way for the best and brightest to attend the UW-Madison.

The Hands gift demonstrates the growing influence of women's philanthropy that has blossomed since the late 1980s, said Martha Taylor, a vice president at the University of Wisconsin Foundation. "Previously, women were sometimes ignored by institutions because people thought that women volunteered and men made all the decisions about money. Studies show, however, that couples are the most common decision-making

unit for philanthropy, with women playing a major role in gift decisions.”

Part of the women’s philanthropy movement is encouraging women to speak out about what they want to support, said Nancy Borghesi, a member of the UW Foundation’s Women’s Philanthropy Council. The growing number of women philanthropists reflects an evolution of women’s roles at work and home and in economic decision making, she said.

“Women have different interests than men,” Borghesi said. “If women want what they believe in and what they’re passionate about to happen, they need to make it happen.”

“Women have different interests than men. If women want what they believe in and what they’re passionate about to happen, they need to make it happen.” – Nancy Borghesi

Borghesi is especially interested in how compelling events cause women to start giving. In her case, she made her first significant gifts after she lost her second parent and wondered how she could use her inheritance to make a difference.

Hands, a patron of the arts, education and environment, had a generous and compassionate spirit and wanted to make the world a better place, Taylor said. “She had an infectious laugh and a twinkle in her eye that conveyed her deep passion for life.”

Hands, who was 82 when she died in 2008, was grateful to the English Department for the opportunities it provided for her and

other women, Taylor said. She believed the department gave women an outstanding intellectual background, and she also was pleased to be asked to serve as an inaugural member of its board of visitors.

Women have been generous to the University in the past, but they’ve often wanted to remain anonymous, Taylor said. The UW Foundation created the Women’s Philanthropy Council in 1988 to encourage women to support University projects that interest them in their own names. “Now, women are becoming more open about their giving in order to inspire others,” she said.

Women have more financial resources, whether inherited, married or earned, than ever before, Taylor said. Women also represent 52 percent of the UW-Madison student body. “With more education comes greater income,” she said. “Women will increase their philanthropy as their financial clout grows to match their long-standing tradition of volunteering.” – *Ann Grauvogl*

UWFYI

FOR YOUR INFORMATION

For more information about the UW-Madison English Department, visit www.english.wisc.edu.

The UW Foundation at 65

Unchanging mission in a changing world

Sixty-five years ago, March 1945 to be precise, the University of Wisconsin Foundation was established to raise funds for “a great post-war development program for the University.” An influx of new students, most of them World War II servicemen, lack of infrastructure investment during the war years, the almost incomprehensible demand for research, also driven by World War II, and the nation’s need for educated workers, did, in fact, require that something be done to supplement state support for the University.

The UW Foundation’s very first marketing brochure introduced the notion that “alumni and friends of the University must be given an opportunity to assist in developing the University...” Today, the Foundation continues to match donors to areas of personal interest and passion. Gifts continue to supplement steadily decreasing state support. Generous people with high expectations and hopes continue to enable the University to pursue its mission of serving the people of the state and the world. Perhaps most important, the UW Foundation has held steadfast to its belief that philanthropy makes the difference between a great university and an extraordinary one.

UW Foundation Executive Director Bob Rennebohm ('48 ALS), far left, hosts a celebration with the Foundation’s founding leaders, including from left, John Weaver ('36 BA, '37 MA, '42 PhD L&S), University of Wisconsin System president; William Hagenah ('03 BL, '05 LLB), the Foundation’s first executive director; Lester Clemons ('26 LLB LAW) and Irwin Maier ('21 BA BUS). Hagenah and Maier were charter members of the Foundation; Clemons accepted membership in 1952.



1945

The University of Wisconsin Foundation is established as a private, non-profit, tax-exempt corporation.

First executive director William J. Hagenah (BL'03, LLB '05) refuses to accept a salary.

The Foundation's volunteer staff works out of a two-room office at 905 University Avenue, the First Wisconsin Bank building. Total individual, corporate and foundation gifts total \$95,378.

1947

Howard Potter ('16) named the Foundation's second executive director.

The Centennial campaign, headed by Herbert V. Kohler, kicks off with a goal of raising \$5 million by the University's centennial year in 1949.

1954

Oscar Rennebohm ('11 PHM) serves two years as executive director.

1955

Robert Rennebohm ('48 ALS) joins the Foundation as executive director and later president. He is the Foundation's longest serving leader. Until 1980, the Foundation executive directors were elected officers of the board. All nine previous directors were volunteers.

Annual Fund is created to encourage regular giving.

1959

The Foundation staff moves into the Wisconsin Center (now the Pyle Center), which was constructed with private support.

1960

The first capital campaign, begun in 1947, reaches \$5 million goal—after 13 years.

1965

The President's Club is established to recognize exceptional donors.

1971

The Foundation receives first million-dollar (actually \$1.5 million) gift from Lewis G. Weeks ('17 BA L&S) to construct Lewis G. Weeks Hall for Geological Science.

The President's Club becomes the Bascom Hill Society (BHS). Today, BHS values the support of more than 7,000 members.

1978

The \$15 million Forward With Wisconsin campaign is launched and exceeds its goal by \$3 million.

Donor gifts result in establishing Bascom professorships, building the South East Recreation Facility and other important projects. ►

Celebrating Philanthropy

1982

The UW Foundation expands to the historic University Club. Staff numbers an even dozen, two of whom remain valued colleagues in 2010.

1983

Forty enthusiastic UW-Madison students inaugurate “Wisconsin Calling.” Renamed Wisconsin Telefund, this phonathon initiative employs several hundred students each year and has raised nearly \$70 million for the University.

1988

Andrew “Sandy” Wilcox becomes the second Foundation president. He is the second of only two leaders to hold the title “president.” Growing UW Foundation staff relocates to the Verex building on Lake Mendota. The six-year Campaign for Wisconsin, the Foundation’s and the University’s most ambitious capital campaign, seeks to nearly double total gifts received since 1945. A volunteer army of 600 mostly alumni work with the Foundation’s staff.

1995

The Foundation moves into its current home at 1848 University Avenue.

1996

Alumni and friends, faculty and staff surpass the \$100 million annual mark in gifts, contributing \$106.5 million in private support.

2003

The Create the Future campaign sets an unprecedented goal of \$1.3 billion.

2007

The Create the Future campaign concludes with gifts from generous donors on campus and around the world exceeding \$1.8 billion.

2010

The staff numbers 147.
Sandy Wilcox announces his retirement after 21 years.
Disbursements to the University for facilities, programs, scholarships and fellowships and faculty and administrative support from 1945 through November 2009 total \$2.2 billion.



BHS fall event hits on Homecoming

Make your plans early for the Bascom Hill Society's Fall Event dinner and program, Friday, October 8, 2010, at Monona Terrace.

The event takes place the evening before the Badgers' Homecoming football game with the University of Minnesota. The program, "UW-Madison: 933 Acres that Touch the World," will highlight the University's impact around the globe.

In Memoriam

The University of Wisconsin Foundation lost a family member when Lori Rappé died February 16 at age 54 after a brave battle with brain cancer. Lori received a bachelor's degree from the UW-Madison in 1978, and, except for a few years in Chicago and in Spring Green, Wisconsin, she lived in Madison and Monona until her death. She married Steven Brezinski on April 2, 1994. Lori loved movies and music, gardening, animals, riding her horse Chance, and spending time in northern Wisconsin and the Caribbean.

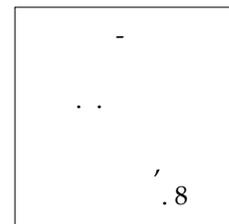
She was a friend and mentor to many, a rescuer of lost animals, a pianist, vocalist and member of the Madison Symphony Chorus and, though she didn't talk about it often, a firm believer that one person could make the world a better place. Lori was a colleague at the UW Foundation for more than 20 years. She was especially proud of her work on the building campaign for the School of Pharmacy, which resulted in Rennebohm Hall, and on behalf of the Gaylord Nelson Institute for Environmental Studies. She was a key player in the growth of women's philanthropy on behalf of the University. She was a volunteer and board member of many nonprofit organizations, especially organizations related to animals.

Lori also was a driving force in launching the Great People Scholarship Campaign. In her honor, the Women's Philanthropy Council established the Lori Rappé Women's Philanthropy Council Great People Scholarship, to which many friends and colleagues have contributed. We will miss her wit, her counsel and her friendship.



"This Foundation affords to every friend of the University the opportunity to participate in its labors according to his ability. If unable to contribute money, he can nevertheless aid by explaining the work and service of the University to his fellow citizens, thereby bringing about a greater understanding and cooperation which only an intelligent presentation of all the facts can produce. Seek, wherever possible, to cultivate the habit of annual giving and reap there from that rewarding feeling that grows from the knowledge of a duty well performed."

- William Hagenah, UW Foundation executive director Commencement speech to the Class of 1956



Invest in Great PEOPLE

Ensure that the leaders of tomorrow can afford a world-class UW-Madison education today.

Students like Apriel Campbell will change our world in ways that we have yet to imagine. This work-study genetics major revels in the unlimited possibilities of a great public university, from cutting-edge science to intercultural dialogs.

But even bright students like Apriel cannot afford to attend UW-Madison without your help. Your gift to the Great People Scholarship creates a pool of financial resources for promising students. Make your gift now to support UW-Madison's next generation. The UW Foundation will even match your gift to increase its impact.

Go to uwgreatpeople.org to learn more and to give online today.

**Great People *Move*
Wisconsin Forward**