

A REPORT FROM  
THE UNIVERSITY  
OF WISCONSIN  
FOUNDATION

FALL 2006

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

# insights

**Best of the best**  
Kraft support boosts  
diversity recruiting

**Thanks for  
the memories**  
John Feldt leaves legacy  
of integrity, humility

**A giving life**  
One woman's example  
lights the way for others



# Chancellor's message

A few months and an entire summer ago, we celebrated UW-Madison spring commencement and awarded degrees to about 5,000 graduates. We also were privileged to hear two memorable guest speakers and, thanks to technology, the spring ceremonies were broadcast live online.

Even with this vastly expanded audience, only a relatively small number of people heard the messages our graduates, their families and friends heard that day. Florence Chenowith and Odessa Piper shared lessons meant for young graduates, but these lessons also have significance for us now at the conclusion of Create the Future: The Wisconsin Campaign. These two women—one a PhD, the other who left high school early—remind us of important truths as we consider how to fully realize the opportunities that still await.

Florence Chenowith was the first woman to serve as minister of agriculture in her native Liberia. She is currently the United Nations Food and Agriculture Organization's representative to the U.N. General Assembly and Security Council. She received her master's degree and a PhD in land resources from the UW-Madison.

One of 10 children born to parents who believed in education, Florence attended a Liberian boarding school before college. She got by on financial aid, hard work and an intense personal drive. She has devoted her career to improving conditions for the world's impoverished peoples—a perfect example of spreading the Wisconsin Idea around the globe.

"... you can make a difference," she told the graduates. "As a Badger," she added, "you will never be alone out there." Her message to young people is a promise; to all whose generosity and commitment brought the University to this goal-surpassing point, it is a reward.

Create the Future: The Wisconsin Campaign has demonstrated the incredible collaborative power and productive partnerships of Badgers—and friends of Badgers, around the world, coming together and



John Wiley

making a critical difference to support not only people, programs and facilities at the UW-Madison, but excellence in all these areas across the board.

Odessa Piper left high school in her junior year to begin a different kind of education on a communal farm. She is a tireless advocate for sustainability in the food and agricultural systems and in her professional field of culinary arts. The

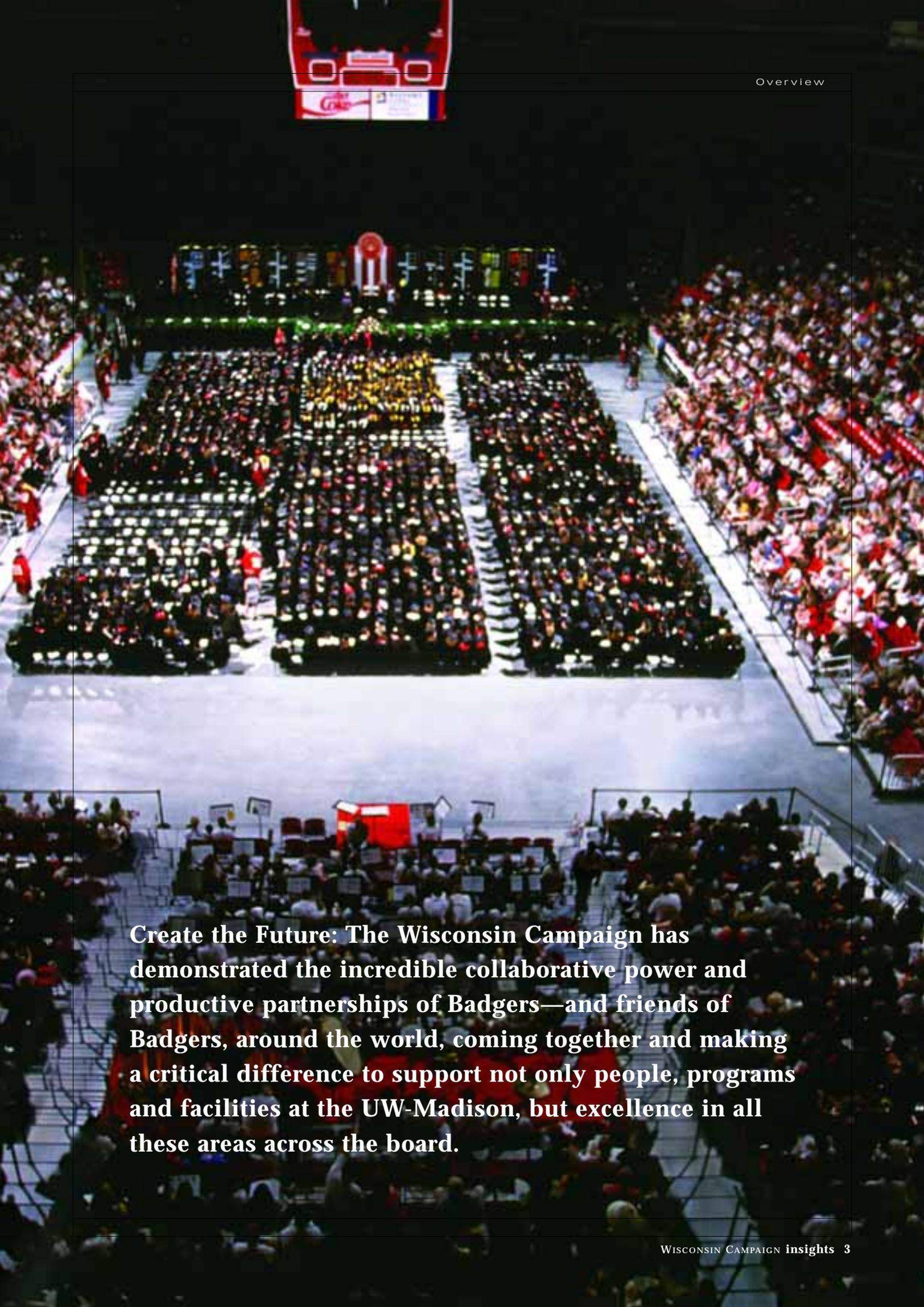
success of L'Etoile, her Madison restaurant, was due in large part to its seasonal menus and the local sourcing that is her distinctive hallmark. For 28 years, students and families marked graduation at her creative tables.

"Little steps all count," she assured the graduates. "You are the next teacher."

These words resonate with us as we remember that the journey to almost \$1.8 billion in campaign gifts to the UW-Madison began with the first dollar. Along the long road to the goal, we also learned much that we will share with each other, with our colleagues in higher education and with those May graduates who made the transition to alumni and in whose hands we also entrust the future of this university.

I also made a few remarks that day last May. It is a duty I cherish. I even convince myself that some of the students actually listened. "You can," I told them, "use the power of your education to shed light on dark corners of our existence, to broaden minds and deepen our understanding of the world in which we live." Let me now substitute the word "philanthropy" for "education" and thank you for all you do to help us accomplish our mission of educating tomorrow's problem-solvers, thinkers and leaders.

We view commencement as a day of graduation, of completion. A commencement also is a beginning. As Create the Future: The Wisconsin Campaign celebrates its commencement, I look forward to beginning again to find opportunities for your involvement, to hear your opinions and ideas, to working together to make our great university an extraordinary one.

A large crowd of people is gathered in a stadium at night. In the foreground, a large group of people is seated in bleachers, many wearing red and white clothing. In the background, a large crowd of people is standing on the field, and a large screen above the field displays a red and white graphic. The scene is illuminated by stadium lights, creating a vibrant atmosphere.

**Create the Future: The Wisconsin Campaign has demonstrated the incredible collaborative power and productive partnerships of Badgers—and friends of Badgers, around the world, coming together and making a critical difference to support not only people, programs and facilities at the UW-Madison, but excellence in all these areas across the board.**

Volume 4, Number 3

Overview

- 2 Message from the chancellor
- Campaign Update
- 5 Message from the campaign co-chairs



Campaign Gifts

- 6 Kraft helps center get 'best of the best'
- 9 Better off for his having been here
- 12 Chosen for success, grateful for the experience
- 14 Lending a hand to the developing world
- 16 The Farrell Fellows: Honoring a dean, ensuring excellence
- 18 You say potato, I say *Solanum tuberosum*
- 20 When professors are parents
- 22 Calling all seniors
- 24 Setting your name in stone
- 26 Teaching the lessons of a lifetime
- 28 How did we get here?

Bascom Hill Society

- 30 Greater understanding goal for BHS scholarship winner
- 32 New BHS members are welcomed
- 34 Wisconsin Weekend Away

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ON THE COVER:

One of the CowParade artworks that have graced Madison's streets this summer sits across University Avenue from Grainger Hall, where demolition work has paved the way for an addition to the School of Business. The five-story addition will be home to the school's graduate programs. It will feature a rotunda on the corner, and a wing of the building extending along Park Street will create a south-side courtyard facing Johnson Street.  
Cover photo: Wolfgang Hoffmann

# Create the Future: The Wisconsin Campaign Co-chair message

A key message we talked about in connection with Create the Future: The Wisconsin Campaign was the transforming power of the UW-Madison: the power to transform understanding, opinion and lives. We talked about investing in the future of the UW-Madison and how the faculty, staff and students are working across the entire range of disciplines applying ideas to inspire and improve our world.

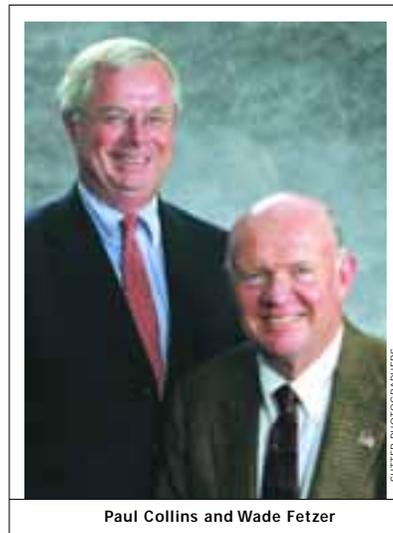
We showed how the excitement of discovery opens avenues to even greater discovery and feeds the intellectual energy in campus classrooms and laboratories. The prospect of working beside researchers and scholars renowned as the experts in their fields helps to attract the best graduate students to Wisconsin, greatly enhancing the University's capacity to create and apply new knowledge.

We talked a great deal because there was so much to talk about; and we listened to you because your interests, concerns and expectations were critical ingredients in the campaign dialogue.

These conversations will not stop as we transition into the post-campaign period. They will take place between student and teacher, researcher and alumnus, student and student, donor and administrator. They will occur in large lecture halls, around small seminar tables, on the Union Terrace and in private homes. Some will be covered in the news media; most will be quiet and personal. Where will they lead?

The prediction is that the 21st century will be the century of real discovery. We have seen the indications already as advances in any field you can name are recorded every day. Many of these advances are generated on the UW-Madison campus. They are sources of pride and incentive.

The investment you have made in the University through the capital campaign is yielding dividends.



Paul Collins and Wade Fetzer

Massive cranes signal modern structures on the rise. Dynamic faculty—promising newcomers attracted by the UW-Madison's reputation and internationally recognized experts who built that reputation—continue to challenge themselves, each other and their students. And what amazing students they are. Scholarships, fellowships, research funding and special assistance programs enable these talented young people to focus on the hard work it takes to realize ambitious dreams.

We must now continue the conversations so successfully begun during the campaign. All conversations, great and small, will bring people together to find a common ground that will lead to new opportunities for this extraordinary University to shape and to lead the century of discovery.

Thank you for participating in the campaign. We look forward to all the lively conversations ahead.

## Kraft helps center get 'best of the best'

When it comes to building a campus community that “looks like the world,” the University of Wisconsin-Madison has work to do.

The state’s population is more homogenous than the nation as a whole, so diversifying the campus demands recruiting strong candidates of differing backgrounds. When these students do enroll, they make the campus experience richer – and bringing more diversity to the University is essential if it wants to stay on job recruiters’ radar.

The leadership at Kraft Foods recognizes all of these points and has made gifts through the years to help diversify the student body in the School of Business.

Historically, the company, which has a strong Madison presence thanks to its local Oscar Mayer operations, has contributed to efforts that have awarded scholarships and fellowships to minority business students. A current gift supports recruitment to the Center for Product and Brand Management (CPBM), and the Kraft boost proved crucial in crafting packages that attracted two “best-of-the-best” candidates to the program this fall.

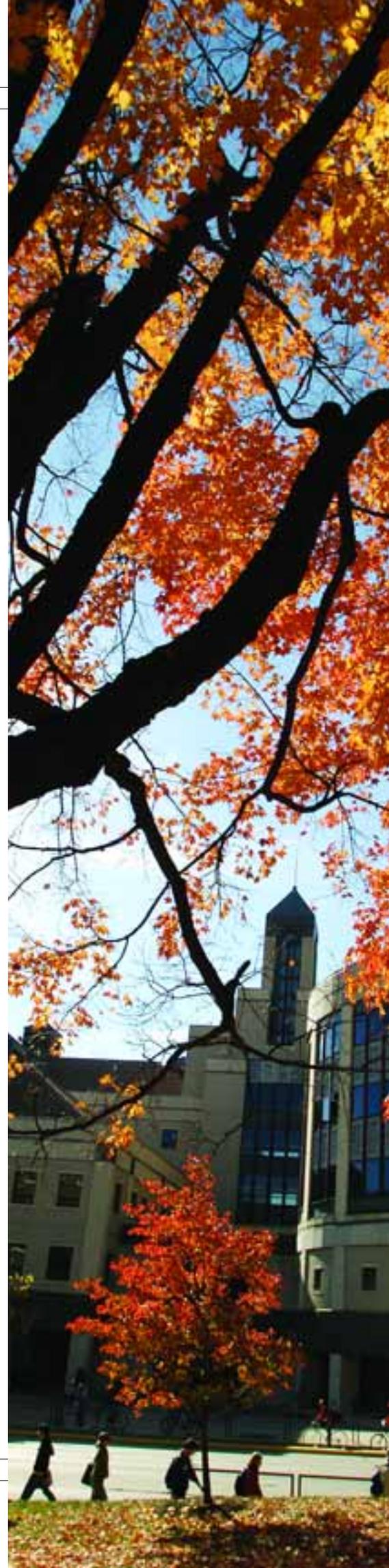
Ato Micah and Terry Thomas had other lucrative offers for MBA programs, but the creative scholarship and support that the CPBM offered helped sway them to choose Wisconsin.

“The Center for Brand and Product Management is very grateful to Kraft Foods/Oscar Mayer for this generous gift to support our diversity recruiting efforts,” said Amy Schmidt, director of the CBPM. “The center’s goal is to turn out the best-prepared MBAs who will be sought after by major corporations for brand and product management positions. As part of that goal, we recognize the need for marketing organizations to increase the diversity within their own workforces, and we want to help them with that mission.

“While there are many talented minority applicants seeking an MBA degree, at the same time, these students have a great deal of choice,” she said. “Kraft Foods’ scholarship gift will enable us to offer more competitive and generous merit awards to underrepresented candidates and encourage more of them to come to Wisconsin for their MBA degree. In the long run, this will make us a better MBA program and allow us to develop stronger relationships with our corporate partners.”

From Kraft’s point of view, the effort is a needed one.

“The U.S. is not becoming a multicultural society; the U.S. *is* a multicultural society and becoming more so every day. Wisconsin, Dane County and Madison are no exception,” said Rick Searer, GVP and president, Kraft North American Convenient Meals Sector. “As a business, it is in our best interest to create a work environment that embraces diversity and to create programs and processes that result in the recruitment, development, promotion and retention of people of color. The changing demographics of the job market require it.





“At Kraft, we want the people who staff our businesses to reflect and understand this changing marketplace,” Searer said. “The creation and continuation of these scholarships at the University of Wisconsin-Madison further demonstrates our commitment to diversity within our businesses and in our community. It is our hope that these contributions will further enable the University to recruit the country’s best and brightest to our area.”

So far, so good, according to this year’s recipients.

“The financial assistance made a huge difference – with no financial burden I can pursue my entrepreneurial ventures,” said Ato, who was born and raised in Ghana. After moving to the United States, he earned a BA in economics from Oberlin College in Oberlin, Ohio. When he graduated, Ato was hired by Millward Brown as an assistant research executive.

Within four years, he was promoted to run a new business unit specializing in multicultural research consulting and then was promoted again to manage a large real estate client’s research needs. Ato spent five years with Millward Brown, where he paired up with a vice president to establish and run the firm’s multicultural practice, before he was hired by IPSOS-ASI, where he has spent the last couple of years consulting with a large pharmaceutical client.

Ato chose the CPBM program after receiving several other lucrative offers from such programs as the Consortium for Graduate Study in Management Fellowship at Carnegie Mellon University’s Tepper School of Business, the Consortium for Graduate Study in Management Fellowship from the Kelley School of Business at Indiana University and the William E. Simon Fellowship at the Simon Graduate School of Business at the University of Rochester.

“Wisconsin’s program was a perfect fit for me,” Ato said. “The specialized brand management curriculum, its practical approach, the recruitment record and industry connections all played a big part in my choice.”

He added that he’s already felt the strong reach of the Badger connection, having fielded several calls from alumni encouraging him to come to Madison. “I continue to be amazed by the outreach of alumni over the past couple of months,” he said.

Terry comes to the program from New York, where he was born and raised. He graduated from York College with a BBA in marketing and a minor in economics. He spent three years with a start-up brewing company in New York, first as promotions manager and then as regional director of operations. Most recently, Terry was the director of operations for KEA Capital (a financial research boutique), where he worked for six years.

“While it wasn’t the biggest reason, the financial package I received was certainly helpful in making the decision to attend UW-Madison,” said Terry, who had offers from Kelley School of Business at Indiana,

*(continued on page 8)*

## Kraft best continued from page 7



MICHAEL FORSTER ROTHHEART, UNIVERSITY COMMUNICATIONS, UW-MADISON

While a wrecking ball knocks down floors and walls of the 905 University Ave. building, a worker hoses down debris to reduce dust. The demolition of the former University Avenue National Bank at the intersection of University Avenue and Park Street will clear the way for construction of a five-story addition to Grainger Hall that will house School of Business graduate programs. A site photo is on the front cover of this issue of *insights*.

The Johnson School at Cornell University, the McDonough School of Business at Georgetown University and the W.P. Carey School of Business at Arizona State University. “The ability to pursue an MBA without having to worry about debt is an absolute blessing. I also was offered substantial financial packages at other institutions; however, the connection I made with the UW-Madison community and my talks with the center director were factors that swung the pendulum towards the CPBM.”

Terry had spent months researching top MBA programs. “I was initially drawn to the CPBM after receiving a box of marketing/informational material from them in February,” he said. “I decided to dig further, and Amy Schmidt was there to answer any questions I had, and arranged for me to visit Madison in order to get a feel for the community.”

He said he chose the CPBM for several reasons in addition to the financial package. “The small class at the center was very attractive, because it lends towards having a more tight-knit and collaborative community,” he said. “This will allow me to build stronger relationships with a group of peers who will be entering the same career field.

“The placement numbers at the CPBM are outstanding,” he said. “I love the fact that I can seek career advice from our center director, and I also have access to the advisory board.

“And the University of Wisconsin’s connection with the Consortium for Graduate Studies in Management was another compelling reason to attend the CPBM,” he said. “I was able to attend an orientation program back in June that put me in the position to interview with several major companies before their recruiting season officially begins. Through the consortium I also was able to build a network of peers from 12 other top tier MBA programs.”

Ato and Terry have shown initiative and imagination in their studies and professional work so far. The sparks they’ll bring to the CBPM program are anticipated and appreciated.

As for the future, Ato said one thing that will receive his marketing focus is the CBPM itself. “I plan to work to publicize the program, through interactive marketing initiatives,” he said. “I also will work toward boosting enrollment, especially minority enrollment.”

Terry said, “While at the center, I look to be involved in as many leadership roles as I can effectively manage. This is a two-year period of my life where I’m looking forward to being shaped, molded and refined.

“I couldn’t be happier about the decision I made to join the CPBM,” he said. “I’m a fiery and intense New Yorker, and I really wasn’t sure about how the transition to the Midwest would be. My visits to Madison and the interactions I’ve had with my future classmates have gone a long way toward validating the decision.”

# BETTER OFF FOR HIS HAVING BEEN HERE

The year was 1967 and it was anything but peaceful and calm on the University of Wisconsin-Madison campus when 25-year-old John Feldt joined the University of Wisconsin Foundation as an accountant. The national spotlight was on Madison as anti-war demonstrations mobilized thousands of UW students.

Total enrollment that year was around 33,000 and tuition was \$175 a semester. Enrollment today is 41,169 and tuition is \$3,365 a semester. The UW Foundation raised \$934,646 in gifts that year, compared to the \$194.6 million that was raised in 2005. And in his 39 years at the Foundation, John has watched the staff grow from five to more than 120 employees.

John, who retired in June as senior vice president of finance, spent his career building lasting relationships and growing an endowment through sound investment decisions. His efforts assure donors that the Foundation is a good steward of their gifts.

Perhaps his most important contribution is how he helped to define the culture and values of the UW Foundation. For John, it was all about honesty and credibility where matters of money were concerned.

"John is the pillar of honesty and integrity," said David Erickson, senior director of investments.

"For so long, John was the conscience of this organization," said Andrew A. "Sandy" Wilcox, UWF president. "Our values-driven culture has, in large part, developed around so many of the personal



John Feldt

**"I'm proud of the Foundation's accomplishments," he said. "Not just on an annual basis but because of the endowment that's been built up." The returns generated from investments are as critical to the University as new dollars.**

traits that John evidenced. Over a period of almost 39 years, one leaves a lot of one's self. In John's case, it was all good."

"It's amazing where we are today. The generosity of our donors has been enormous and it has changed over time," John said. "This is due to donors who now understand that the University has become more of a public-private institution. People also have been more successful and have more money and we've built a much better case to offer opportunities to support the University. Success also breeds success. The success of one area of campus helps another area.

"I'm proud of the Foundation's accomplishments," he said. "Not just on an annual basis but because of the endowment that's been built up." The returns generated from investments are as critical to the University as new dollars.

The Foundation's assets under management have grown from about \$6 million in 1967 to well over \$2.3 billion today. According to David, John Feldt can be credited for making key investment decisions that "created a tremendous amount of value in the endowment."

"We're building an investment arm that will eventually replace outside consultants," John explained. "We have a growing staff, and much of this is due to the Foundation's board of directors, who pushed to put a succession plan into place."

"John oversaw the Foundation endowment from its earliest years and grew it into one of the largest endowments in the country," David said. "He

*(continued on page 10)*



JEFF MILLER, UNIVERSITY COMMUNICATIONS, UW-MADISON

John Feldt, seen here with UW Foundation student employees Brooke Krause and Justin Boyd, has provided more than 70 scholarships through a fund named for his parents and late wife, Loretta. This summer, John retired as the Foundation's vice president of finance.

## **Better off** continued from page 9

did the heavy lifting." Hired in 2002 to head the investment department, David has seen the department grow to five people all working in specialized areas.

And John believes the Foundation will have continuing success. "We can't control the economy," he said. "If things continue the way they are, the Foundation will grow, but maybe not as rapidly."

The encouragement of the late Bob Rennebohm, the first president of the Foundation, as well as the support of current president Sandy Wilcox, "had a huge effect on me," he said. "They let me do my thing." He adds that many of the people he's met who have served on the Foundation's board of directors "are truly generous people, not only with time and money, but they've had a big effect on how we operate."

"John, like the University, is a combination of academic excellence and joy," David said, noting the special rapport John has had with the UW students who have worked at the Foundation over the years. He has provided 73 scholarships to student employees through a fund he established in 2001. The endowed scholarships are named for his parents, Walter and Helen Feldt, and his late wife, Loretta, who died in 2001 shortly after being diagnosed with pancreatic cancer.



B.WOLFGANG HOFFMANN

John grew up in Madison in a family known for its quiet generosity. It was a lesson that John learned early on. “I had to work my way through school and I was grateful for any kind of help,” he said, noting that his parents believed in the importance of education but were not able to fully fund his education. To make ends meet, John worked at Montgomery Ward and at Oscar Mayer. Today, he is happy to provide assistance to the students working in the Foundation’s mailroom and Telefund program.

And the students are grateful. Many have moved on to successful careers. In one thank-you note, Mike Brucek writes, “You showed me that while I can’t change the whole world at once, I should not lose sight of the opportunities that exist to help people one at a time.”

For Emily Johnson, a Wisconsin Department of Transportation engineer who received two Feldt scholarships, the financial help was much appreciated, but even more so because “it meant a lot to John.”

In retirement, John will be splitting his time between Madison and Whitefish, Montana, where he plans to enjoy the outdoors hiking, kayaking, skiing, golfing, camping and biking. He eventually hopes to do some volunteer work. He will continue to serve on several boards in Madison and Milwaukee.

# Chosen for success, grateful for the experience

Imagine being 16 years old in 1951 and the smartest/most bored kid in your high school. Now imagine an organization called the Ford Foundation selects you for the Pre-Induction Scholarship Program because you're bright, mature and ambitious. They hand you tuition, room, board and a stipend to attend the University of Wisconsin-Madison, and you're off on an adventure that will change your young life.

For the Ford Boys, as they were informally called, imagining became reality. Women were accepted in 1953 and members of this exclusive club were known as the Ford Scholars.

Between 1951 and 1954, the UW-Madison was one of 12 colleges and universities in the United States—and one of the original four—that accepted a total of 1,350 15- and 16-year-olds into this trial program. The UW-Madison accepted a total of 139 students. The purpose was to challenge the assumption that a student had to be 18 and a high school graduate to be emotionally and academically prepared for college, but also, with no end to the Korean conflict in sight, to provide educated people for the military. According to the Ford Foundation's report on the experiment, "the general education of many young men would be interrupted by the requirement of military service at or soon after the age of 18. In the spring of 1951, the four universities (Chicago, Columbia, Wisconsin and Yale) requested support for an experiment designed to allow able young men to complete two years of general education in college before being called up for military service. This was to be accomplished by admitting them to college before they had completed high school."

The Ford Foundation also was looking ahead when Philip Coombs, the foundation's director of research, wrote, "it must be assumed that the demand for talent will continue to outstrip the supply. We will need more of every kind, not merely more nuclear physicists and engineers, but more first-rate biologists, and doctors, teachers and politicians, economists and ministers, poets and philosophers."

Even though the UW-Madison student population was only about 14,000 in 1951, it was still an intimidating

place for a 16-year-old away from mom's cooking, dad's discipline and friends' companionship. If you were short with a voice that hadn't changed, you stuck out as one of the child geniuses, christened Percival Suckthumb in one participating school's humor magazine.

This is why the counsel and friendship of Professor Herbert ('41 MA, '48 PhD) and Evelyn ('46 PhD) Howe meant so much to these students.

To recognize the couple who calmed nervous parents and encouraged very young Badgers, a group of Ford Scholars has established the Herbert and Evelyn Howe Bascom Professorship to support a faculty member in the department of Integrated Liberal Studies (ILS).

The group designated ILS because both of the Howes taught in the department. Herbert, who also earned advanced degrees from the University of London, Harvard and The Fletcher School, was a professor of classics teaching ancient Greek and Latin along with a popular medical terminology course. Evelyn, a Londoner by birth, studied 18th and 19th century literature and art, but taught courses in classical art and children's literature.

Herbert was known for his unashamedly biased promotion of the ILS curriculum. Harold "Ed" Edwards ('56 BA L&S), now emeritus professor of mathematics, New York University, recalled waiting with other Ford Scholars in the basement of Bascom Hall for Professor Howe to approve their academic programs and to receive his advice on the merits of a broad range of liberal arts courses. ILS, of course, was an excellent way to do this. It was guidance Edwards took to heart and added that "some of those who did not take his advice lived to regret it."

On a trip to Greece long after he had left the UW-Madison for Columbia University and Harvard, Edwards realized how much he had learned from Howe and sent him a postcard of thanks.

Louise Grossman Trubek ('57 BS L&S), clinical professor, Law School, was just barely 16 years old and a would-be high school senior when she was selected as a Ford Scholar. She remembers Howe as the ideal



Evelyn and Herbert Howe

person to deal with teenagers. “He was very ‘New England prep school,’” she recalled, “and Evelyn was a lovely person who served a buffet supper for students several times a year.”

“They would host six or seven students at a time,” added Earl Dolven (’55 BA L&S). “It was like being at home.” Dolven’s sister, Mary (’58 BA L&S), also was a Ford Scholar.

“He was not a famous ILS scholar,” said Trubek, “but he understood the value of community. ILS offered a more protected curriculum and was a little community itself.”

Professor Howe also was responsible for finding housing for the Ford Scholars. Because most were from out of state or were simply too young, they could not live in the dorms. Edwards, whose freshman year featured a trip to the Rose Bowl with the marching band, roomed with seven other students—not all Ford Scholars—and a family of four in a house near what is now the Doubletree Hotel. “The mother of the family, Betty Zieman, was kind of like a benevolent house

mother to all of us students living with her, and it was Herb who scouted out good spots like this for us.”

In the 1950s, women were subject to more rules than men and there was more concern about their supervision. Howe arranged rented rooms on Regent Street and meals at a private dorm on Langdon Street for Trubek and three of her classmates. “He was a ‘Mr. Chips’ kind of man,” she observed. “He always talked about the Ford Scholars as one of his proudest accomplishments.”

The Howes came to the rescue again years later when Dolven’s youngest son, a competitive swimmer at the UW-Madison, was seriously injured in a pool accident. The Howes provided a haven of comfort and help. “I was so impressed with the tremendous support we received from them and from Mary Rouse, then dean of students. She called to say she had contacted his professors and arranged for him to take his exams later. After the accident I went to the 40th reunion of the Ford Scholars and decided I wanted to do something.”

Dolven sent letters to his fellow Ford Scholars, and they soon raised enough to endow the fellowship and to host a dinner for the Howes to thank them for all they had done. “We all were happy to honor and remember them and the Ford program, which was too quickly forgotten,” said Dolven.

Herbert and Evelyn Howe, now in their 90s, live in Fort Atkinson, Wisconsin, near their daughter. It was professor Howe’s habit to send annual holiday greetings to his former charges. “They are a little harder to read these days, but they are in his own handwriting and everyone gets an individual message,” Dolven said.

When the Ford Scholars gather in Madison, they meet at the Meiklejohn House on Charter Street, current ILS home, to renew the bond that kept them together a half-century ago and to applaud their many successes. They also remember the slightly daunting, very proper, always available and endlessly encouraging couple who cheered on their transitions from kids to collegians.

SUBMITTED PHOTO

# Lending a hand to the developing world

When she was a young girl, Margaret “Meg” E. Osborne McLane (‘69 MS L&S, ‘92 PhD L&S) witnessed many frank exchanges about world politics around the kitchen table.

“My family had many very lively discussions of international affairs,” she said. Her father was an electrical engineer who worked for AT&T, and her uncle was a “Congregational minister of the socialist persuasion.” Their spirited conversations helped shape her world view. She especially admired the humanitarian perspective of her uncle.

Meg did her undergraduate work in European history at Vassar College, and at one time, she had hoped to be involved with the reconstruction of Europe after World War II.

Instead, she married and turned her attention to family. While raising three daughters, she played a community role through organizations like the League of Women Voters. When her youngest child was in junior high school, Meg returned for her master’s degree in history at the University of Wisconsin-Madison. She was especially influenced by her graduate seminar under Professor Robert Koehl on late 19th Century imperialism and her courses in African history.

“I admired the spirit of the people who were resisting colonial rule and their fight for independence,” she said. “I was studying during the ‘60s, a very exciting time when many of the African nations gained their independence. I remember it as being filled with promise.”

In the following years, she focused on West Africa in her doctoral dissertation. That further laid the foundation for her interest in supporting the students who are working to improve the economies and lives of the peoples in the recently independent nations of the world.

When she went to work teaching at the UW-Fond du Lac—“I truly enjoyed teaching and research”—she decided to give part of her salary to create a fellowship for students from developing nations. Meg has awarded the MEO Fellowship (MEO are her maiden initials)



Margaret E. Osborne McLane

anonymously for many years through a direct expendable donation. For the last several years, the fellowship has benefited the Development Studies PhD Program, an interdisciplinary program that prepares graduates for careers in social science research, policy work and education related to international development issues. In early 2006, she decided to endow the fund.

One recipient’s tale says volumes about the effect Meg has had.

“I came to the University of Wisconsin-Madison in January 2001

and in the same month enrolled to study for a PhD in Development,” said Charles Chavunduka. “In the later half of the year, my wife and two children, who had remained home in Zimbabwe, came to join me in Madison. My studies and family life progressed well until the end of 2002, when I ran out of funding for use in paying for my tuition and sustenance of family. At that point in time, anxiety overwhelmed every member of my family, and I seriously considered dropping out of the Development Studies Program.

“It is while I was contemplating my next move that Meg McLane came to my rescue with an award of the MEO Fellowship,” he said. “The opportunity that the MEO Fellowship provided me to continue with my education has changed my attitude towards life, in that I now value the need to give back to community more than I ever thought of before my funding crises at the University. The mere fact that I was helped by someone I did not know and who did not know me has passionately motivated my spiritual consciousness so much that upon completion of my studies I will emulate Meg McLane by giving back to society in the best way possible.”

In May, the program honored Meg during its inaugural alumni day.

“The MEO Fellowship, provided anonymously for over 30 years, held open the door to graduate study for dozens of students from poor developing countries,”

JAMES GILL



Ian Coxhead salutes Meg McLane at the Alumni Day festivities in May.

**“The MEO Fellowship, provided anonymously for over 30 years, held open the door to graduate study for dozens of students from poor developing countries,” said Ian Coxhead, the program chair. “Meg’s endowment of this gift ensures such opportunities for similar students into the future.”**

said Ian Coxhead, the program chair. “Meg’s endowment of this gift ensures such opportunities for similar students into the future. To understand the importance of such a fellowship, it is necessary only to see the faces of its recipients: students whose pursuit of a graduate degree has demanded sacrifices that are proportionally far greater than those ever required of any U.S. student. Meg’s gift has enormous impact on individuals, and thus on the Development Studies Program, and the selflessness with which it is given is genuinely humbling.”

Meg spoke about her gifts during the program.

“My gifts stem from a dual sense of gratitude, to the University itself for all it has done for me, and to this program for its work with developing nations and the people who live in those places,” she said. “It’s been a wonderful collaboration.”

In addition to her \$200,000 gift, Meg said she would match other support from alumni and friends.

“I want to offer congratulations to all the students who have gone through the program for their dedication and striving for knowledge,” she said. “They are working toward a better tomorrow.”

# The Farrell Fellows: Honoring a dean, ensuring excellence

We acknowledge people who have influenced, improved, even changed lives as a sign of respect and affection, and also because they set a high standard of achievement. Often we name something—Sellery Hall, the Bascom Hill Society, the Crazylegs Run—in their honor.

The Middleton Society, the premier giving organization of the University of Wisconsin School of Medicine and Public Health, is named for Dr. William S. Middleton, dean of the school for 35 years, beloved teacher and mentor to hundreds of medical students. The name honors not only Dr. Middleton but also the alumni, faculty and friends whose financial commitments support the goals and ambitions of the school's scientists, clinicians, teachers and students.

Traditionally, Middleton Society members at the \$1 million level of support have been called Dean's Fellows. To honor Dr. Philip Farrell, dean of the school for the past decade, donors at this highest giving level will now be called Farrell Fellows.

Known as an organizer, a communicator, a motivator and a builder, Dr. Farrell brought energy and an innovative collaborative spirit to his tenure as leader of the school.

After 10 years as chair of the UW Hospital Department of

Pediatrics and eight years as medical director of UW Children's Hospital, Dr. Farrell became the eighth dean of the School of Medicine in 1995. He guided the transition of UW Hospital and Clinics into a public authority and oversaw the creation of the UW Medical Foundation. Perhaps his most visible achievement was construction of the Health Sciences Learning Center, one of the most modern interdisciplinary educational and research facilities in the country.

When Blue Cross and Blue Shield United of Wisconsin announced its conversion to a stock corporation, it distributed funds from the conversion to the state's two medical schools. Dr. Farrell led the effort to use income from these funds to design and implement community-academic programs that address Wisconsin's most urgent health-care needs.

Dr. Farrell also directed the transformation of the school's mission from illness or injury response—the traditional medical school philosophy—to greater emphasis on promoting health and preventing illness. This shift offers a compelling strategy for reducing ever-rising health-care costs. The new master of public health program and the school's name change to the UW School of Medicine and Public Health are important first steps in fulfilling this mission.

An active and accessible advocate for medical students, Dr. Farrell

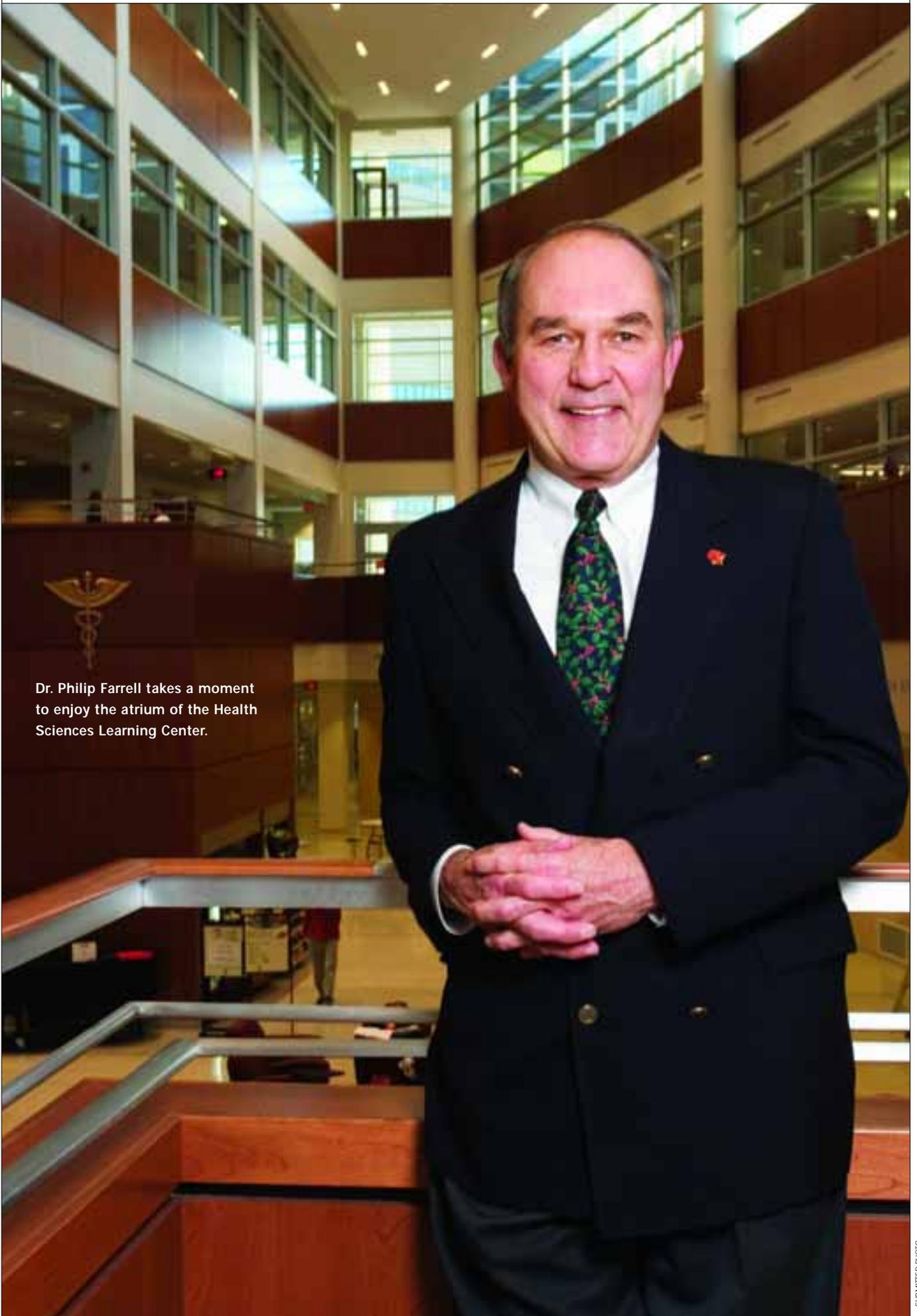
created the school's first ombuds program for resolving conflict, instituted a faculty development program aimed at advancing women as leaders and made diversity a priority.

During his tenure, the percentage of women graduating from the Medical School increased from 40 percent to 60 percent. He also made scholarship funding a top priority. Consequently, the number of students receiving scholarship support increased dramatically.

"Students are the joy of the job," he said.

A combination of gentle, caring doctor and dedicated, passionate researcher, Dr. Farrell is now returning to his work on the genetic disease cystic fibrosis (CF). His development in Wisconsin of a model CF newborn screening program using DNA analysis was one of the first in the United States. He plans to help implement the Wisconsin model in other states and countries under the auspices of the Centers for Disease Control.

The next generations of health-care professionals will begin their training in the classrooms of the Health Sciences Learning Center. It is appropriate that the generosity and support of the Farrell Fellows, and all Middleton Society members, are permanently recognized in this stimulating facility, where their example can encourage and inspire.



Dr. Philip Farrell takes a moment to enjoy the atrium of the Health Sciences Learning Center.

SUBMITTED PHOTO

# You say potato, I say *Solanum tuberosum*



When some of the 90 or more graduate students and visiting scientists Professor Stanley Peloquin ('51 MS ALS, '52 PhD L&S) guided during his 37 years as teacher and researcher describe him as outstanding in his field, they mean it quite literally.

In fact, most worked with him, side by side, in the potato field at the Lelah Stark Potato Breeding Farm in Rhineland, Wisconsin, and in the laboratories of the College of Agricultural and Life Sciences on the UW-Madison campus. His students came from Asia, Africa, Europe, South America and North America—as well as from communities in Wisconsin. (The cultivated potato originated in Peru and is now the world's fourth most important crop.)

When Stan and Virgie Peloquin describe the graduate students they have known over the years, they call them their “academic children.” They now even boast a few academic grandchildren and great-grandchildren as students of these students attain high-level positions in business, government service and academia.

To encourage and support graduate students who choose to focus their work on potato genetics research and potato variety improvements, Stan and Virgie have established the Peloquin Graduate Training and Research Fund.

“Virgie and I feel strongly about this fellowship because graduate students made my program,” said Stan.

Stan's varietal breeding program was, due to a small budget, built around graduate students and

combined objectives that were important to him: providing a service to Wisconsin and international potato growers and training future plant breeders.

With these basic goals, a passion for teaching and what several of his students called “ingenious scientific insight,” Stan created a world-famous center for research on potato genetics and cytogenetics (the study of chromosome behavior). And they grew lots of potatoes.

Stan was chair of a committee representing six departments that proposed and developed the interdepartmental major in Plant-Breeding and Plant Genetics for graduate students. In a recent survey of land-grant universities, the UW-Madison department ranked first in number of plant-breeding graduate degrees awarded.

He also was instrumental in developing the biology core curriculum for honors-biology undergraduates and in teaching some courses. “It's fun to watch people learn,” he said.

Stan's research led to two significant innovations. He and Professor Robert Hougas ('42 BS ALS, '49 PhD Genetics) developed potato plants from the unfertilized eggs of the commercial potato. With only half as many chromosomes as the cultivated potato, the new plants could be crossed with wild, hardier, more disease-resistant relatives, producing a more reliable potato with much simpler genetics.

He also helped introduce growing potatoes from true seed. Potatoes normally grow from tubers. However, tubers are subject to pest and pathogen invasion. True seed is a way for poor farmers in developing countries to get disease-free material to grow potatoes both for food and as a cash crop.

In 1983, Stan was named Campbell-Bascom Professor of Horticulture and Genetics and was elected to the National Academy of Science in 1984. He inspired students by expecting the best and appreciating the



Stan "The Potato Man" and Virgie Peloquin, out standing in the garden.

effort. As one of Stan's students wrote upon his election to the National Academy:

"He loves his work, that's clear to all,  
And this makes him productive.  
His students see him working hard—  
It something quite instructive."

The Peloquins got to know their students well and continue to stay in touch with many of them. "The drive to Rhinelander takes a few hours so we talked," explained Stan, affectionately dubbed "The Potato Man."

Virgie remembers one graduate student who arrived from Argentina with a non-English-speaking husband and a small child. The young family could

not get into Eagle Heights housing right away, so they moved in with the Peloquins for a few weeks.

With a degree in institutional management from Iowa State University, Virgie brings a quiet, diplomatic wit to the partnership. "I wanted to run things," she said with a laugh. Stan, on the other hand, had no interest in administration—household or university. It has been an excellent match for more than 30 years.

Proceeds from the Peloquins' endowed fellowship fund will help train future graduate students who may someday help find the answers to the problems of world hunger and famine. And that's no small potatoes!

# When professors are parents

“If you want to attract competent women, you need to offer child care,” said Nancy Borghesi (’69 BA L&S). “This is a gap, the Achilles heel, in what the UW offers, and we need to face it.”

Nancy and her husband, David (’70 BBA), of Chicago, Illinois, have made a gift to the New Campus Child Care Initiatives Fund to help recruit and retain the brightest and best graduate students and professors who also happen to be mothers.

The University of Wisconsin-Madison Office of Child Care and Family Resources coordinates eight centers that each week serve 500 children from ages six weeks to six years. More than just day-care centers, these UW facilities are model early childhood education programs that are often used as laboratories for teaching and research in the fields of psychology, communications, nursing, education and human development and family studies. The centers serve children of undergraduate and graduate students, faculty and staff of the University and the University of Wisconsin Hospital and Clinics.

The waiting list figures are staggering—547 children are currently waiting for full- or part-time care on campus, according to Director of the UW Office of Child Care and Family Resources Lynn Edlefson. The children are on waiting lists because their parents want outstanding quality care and close proximity to their children, Lynn said.

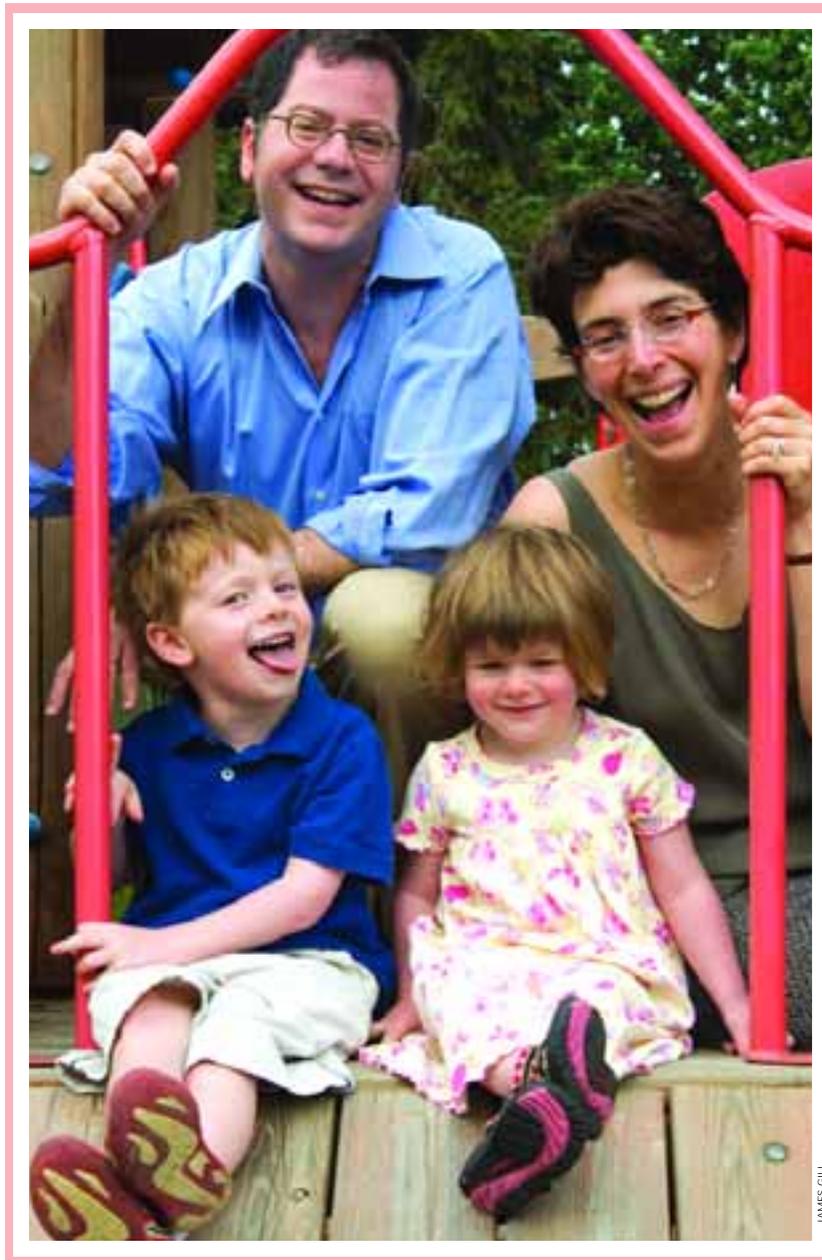
Overall, teachers in UW child-care centers have educational backgrounds, experience and longevity that far surpass the licensing requirements of the state. The cost of child care in Dane County and on

campus is not inexpensive; the average cost for infant care is \$12,000 per academic year and \$8,500 for preschoolers, which is greater than what student parents will pay for UW tuition. Ninety-four percent of UW center budgets are allocated to personnel costs, and the average starting salary for teachers is \$26,000.

The system is facing additional pressure as new facilities being constructed for biotechnology, art, engineering and other disciplines attract new students and faculty who are parents in need of child care. In addition, the physical location of a new building will mean demolition of one facility, but because child-care facilities are not considered academic buildings, no state funds can be used to build its replacement. Private gifts are critical to ensure their continued existence.

“Dave and I decided to give one gift this year, rather than several smaller ones, and maximize the impact,” said Nancy. “We felt that a gift to child care would be one that provided an immediate impact in an area of critical importance. While this is an issue across the Big Ten, we do not want the lack of child-care services to prevent the UW from securing and retaining the very best people.”

The Borghesis also have honored Nancy’s mother and alumna of the School of Human Ecology (SoHE) Helen Fuller Taylor with a gift to the 100 Women Campaign Wall of Honor in the school. SoHE is home to the University Preschool Lab, which is both an integral part of education and research for the school and a campus child-care center. Private support is being sought to double the size of the current preschool.



Jenny Saffran and Seth Pollak are professors, researchers and parents of two young children. Seth is the recipient of the 2006 American Psychological Association Distinguished Scientific Award for Early Career Contribution to Psychology for his research at the Waisman Center on children's emotions and the developing brain. Jenny received the Presidential Early Career Award in Science and Engineering from President Bill Clinton and was recently recognized by the American Psychological Association for her pioneering research on how babies learn language. Jenny and Seth were both named College of Letters and Science Distinguished Professors of Psychology by the UW Board of Regents in July 2006. Their children, Eli and Nell, focus on learning and playing in the Discovery Garden of the Waisman Early Childhood Program, a campus child care center that is located steps away from their parents' labs.

# Calling all seniors



Becky Machamer



Kelly Glienke



Andy Barragry



Lora Glaser



Alyssa Kesler



Anna Piacentine

Imagine working up the nerve to call a stranger and ask for money. It's a job that requires a thick skin and a sense of humor. The UW Foundation's Telefund callers eventually lose count of the times they've heard "no" and they no longer get upset when someone hangs up on them. While it can sometimes be discouraging, there is one word that makes it all worthwhile—when alumni, parents or friends of the University of Wisconsin-Madison say "yes."

Becky Machamer, a sociology major from Waupaca, Wisconsin, has raised \$1,016,517 and worked as a Telefund floor manager during the summer after graduation. "Working at Telefund played a major role in my undergrad career at UW," she said. "Not only did it allow me to help out the University, which I love so much, but it also provided me with valuable work experience and helped me to discover my passion for philanthropy. I have now pursued a career in development and began a job with RuffaloCODY in July."

China is a long way from Inver Grove Heights, Minnesota, the hometown of recent graduate Kelly Glienke. She is there teaching English. Kelly raised \$371,146 for the University during her time as a Telefund caller.

Andy Barragry, who majored in chemistry and Spanish, is attending the UW Law School this fall. "I learned how to be persistent and how to interact with a wide variety of personalities," he said. "I feel that it is crucial that we more thoroughly educate and inform current students about the impact of private funding on their education. In that way, when they become alumni they will better understand the importance of getting involved with a donation." Andy raised \$198,288.

Lora Glaser, who raised \$36,808, moved to Normandy, France, after graduating with degrees in French and Italian.

Alyssa Kesler, Winona, Minnesota, will be teaching English in Germany for a year. She majored in economics and German. "I learned a great deal from working at the UW Foundation. I made huge improvements in my knowledge and use of fundraising etiquette and how to talk with people about money. Working at Telefund is a very challenging yet rewarding job. I now have a better appreciation for persistence. As a floor manager, I also learned more about working with people and how people learn. So far, I have raised about \$119,035. Working at the UW Foundation was a great experience for me,



Tim Johnson

Joe Johnson

Anne Hutchens

Erin Welsh

Micah Milhans

Maggy Meloy

SUBMITTED PHOTOS

and I think it was more meaningful than many other student jobs on campus.”

Brothers Tim and Joe Johnson from Delavan, Wisconsin, have raised a combined total of \$427,545. Joe, who worked as a floor manager, not only earned his undergraduate degree from the UW, but he graduated from the Law School. He recently accepted a job in the Milwaukee area. Tim lives in Madison and is working as an assistant chemist at SAFC Pharma.

Anne Hutchens moved to Boston, Massachusetts, after graduating with a communication arts degree. Originally from Edina, Minnesota, she raised \$133,260 while working at Telefund.

“I learned the true value of my education and experiences here at UW-Madison,” said Erin Welsh. “Just knowing how much other UW graduates enjoyed and appreciated their experiences here made me value my own education that much more. I also learned that giving back to something you care about can be a very rewarding experience.”

Erin, who is from Wausau, Wisconsin, graduated with a bachelor’s degree in political science and a certificate in women’s studies. She works as an

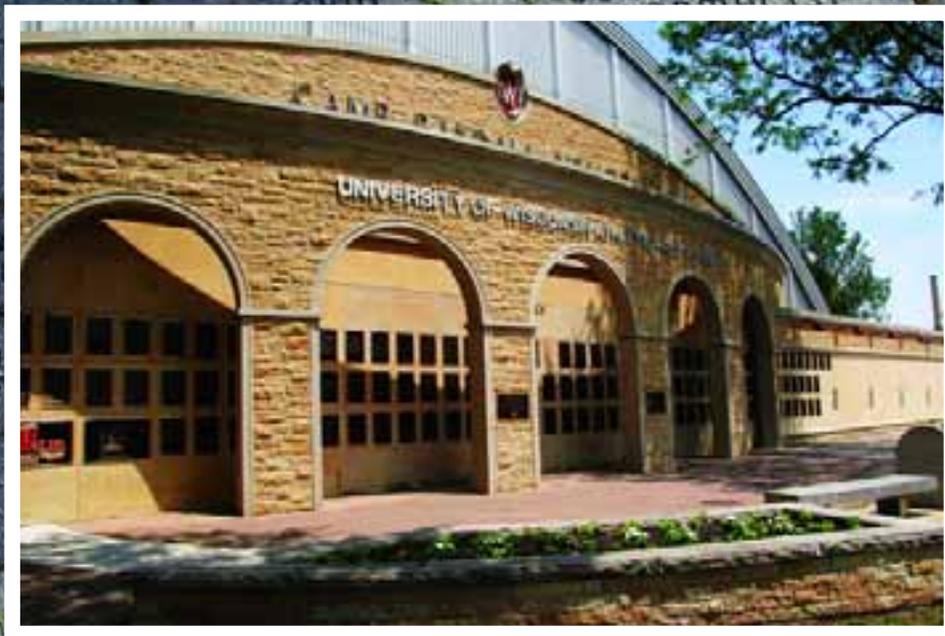
assistant with the United States Attorney’s Office. Erin raised \$100,851.

Micah Milhans of West Allis, Wisconsin, graduated with a bachelor’s degree in math. He raised \$82,220, while Anna Piacentine, an English major from Oconomowoc, Wisconsin, raised \$197,031 before she graduated.

Maggy Meloy, Wauwatosa, Wisconsin, is a teen counselor for the Ulster Project of Wisconsin. “Sales are a big part of any job. We are constantly trying to sell ourselves to others, and by working at Telefund I definitely developed those skills. I gained confidence with each passing semester through my developing communication skills. And, finally, I learned that it is okay to ask for money.” She raised \$85,137 before graduating with degrees in sociology and Spanish. “I am so proud that I went to the University and had opportunities to speak to other alumni who feel the same way that I do.”

Callers from the graduating class of 2006 have gained some valuable experience and know firsthand the importance of philanthropy.

# Setting your name in stone



PHOTOS COURTESY OF UW ATHLETICS

*To date,  
the brickwalk  
has raised more  
than \$500,000 to  
support student-  
athlete scholar-  
ships and more  
than 4,600 bricks  
immortalize the  
famous and the  
not-so-famous  
Badger fans.*

The University of Wisconsin Division of Intercollegiate Athletics offers an opportunity to become part of the tradition of historic Camp Randall through its personalized Hall of Fame brickwalk terrace, where Badger fans can be immortalized right alongside Badger greats like Bob Johnson, Alan Ameche, Al Toon and others.

There are as many reasons for UW alumni and friends to purchase a Hall of Fame brick as there are bricks. They are used to recognize the education received at the UW, to honor loved ones and to support the Athletic Department.

“Bricks are often used to memorialize someone special,” said Nancy Eifert, a development assistant in the Badger Fund who coordinates the brickwalk.

“Every brick has its own story.”

David Padget ('94 BBA) has been a fan of UW sports since he came to campus 16 years ago. He has been a UW volunteer for more than a decade and currently serves as president of the UW Actuarial Alumni Club and as a director of the Wisconsin Alumni Association-Houston Chapter. He has three \$1,000 bricks that acknowledge his feelings about being a Badger. His personal brick states: “In recognition of the superior education and unforgettable memories I obtained while at the University of Wisconsin.”

“I have always appreciated how the high-quality education I received at Madison enabled me to have a successful life in the corporate world,” said David. “The brickwalk was a nice way to blend all those ideas into physical print, through the purchase of bricks for myself and the alumni groups to which I belong. In addition, my employer's gift-matching plan doubled those gifts, which is just too good a deal for a financial alumnus to pass up.”

Vanessa Rubenbauer lost her parents in a tragic car accident and felt they would have wanted to be remembered as the Badger fans they were. Their brick reads, “In loving memory of Butch and Mary Schmidt. Love, your Friends and Family July 10, 2005.”

Phil Best loved Badger sports and once lived in a trailer on the grounds of Camp Randall while attending graduate school. Dr. Jane Best purchased a brick as a memorial for her father, and the brick reads, “In loving memory of a wonderful teacher, Phil Best. 1918-2006.” Because Phil also loved nature, the family made a gift to the UW Arboretum in his name.

Another memorial brick purchased by long-time Badger fan Adeline Longfield honors her husband, “Frederick Longfield Jr. ‘Fritz’ 1926-2004, Loyal Badger fan cheering from above. On

Wisconsin!” Adeline has held onto her football season tickets and refers to them as her “golden nuggets.”

Trent ('93 PHM) and Jessica Zeitler have attended both home and away football games for more than 10 years, and they have been season ticket holders for two years. Their 9-year old daughter, Zoe, also is a Badger fan and goes with her parents and grandparents to the games. Trent and Jessica wanted to honor Randy and Julie Johnson, Jessica's parents, who join them for game day, by giving them a brick in the brickwalk. They were very clever with the space allowed on the \$500 brick, which reads, “LUVFTBLSATS. AREWETHEREYET?”

Steven Collins wanted to acknowledge and commemorate a special occasion—his father, Luke Collins, who was inducted into the Madison Sports Hall of Fame. “Luke Collins – UW'52, National W Club Member, Track Team Captain, Big Ten 440 Yd Champion, Madison Hall of Fame, From Your Loving Family.”

Families also have been recognized. One father/grandfather ordered 16 \$100 bricks to recognize each member of his family. The bricks are all located together in one section.

To date, the brickwalk has raised more than \$500,000 to support student-athlete scholarships, and more than 4,600 bricks now immortalize the famous and the not-so-famous Badger fans.

# Teaching the lessons of



Laura Linden



# a lifetime

How do we learn generosity? Laura Linden ('28 BA L&S, '29 MA L&S) thinks setting an example is the most memorable teacher. As a high school educator herself for 49 years, she knows a bit about delivering lessons that last a lifetime. Just two years shy of her 100th birthday, Laura is still teaching by example.

Perhaps her dearest pupil is her niece, Nancy Nicholas ('55 HEC). Nancy and her husband, Ab ('52 BS L&S, '55 MBA BUS), are devoted supporters of the UW-Madison. Recently, Nancy honored her aunt with a gift to the School of Human Ecology's 100 Women campaign. Laura is one of the first exceptional women formally recognized in this ongoing campaign as embodying the school's mission of improving the quality of human life and who are helping to build an expanded and improved facility for the school and its students.

To be effective, a teacher must connect with students. Laura had the knack. She proudly shows visitors to the pleasant nursing home where she now lives, a birthday card she received from someone she taught 60 years ago. "I must have had some influence," she said with a giggle.

Laura continues to connect with young people. Several years ago, seventh-graders at Winnequah Middle School in Madison, Wisconsin, interviewed a group of senior citizens and wrote biographies, which they made into books. The three teenage girls assigned to Laura titled their hand-illustrated publication, "The Joy of Giving." Clearly they picked out the recurring theme in Laura's life story.

"Laura has a passion for giving....Her list of organizations she donates to is like the never-ending sky."

-from "The Joy of Giving"

It may not be quite that expansive, but it is extensive. Laura's gifts to the UW-Madison range from scholarships to building projects, from medical and health programs to the Arboretum and environmental initiatives. "There is always a personal reason for each gift," she said. For example, the poster of the Badger women's basketball team on the door of her room is indicative of her enthusiastic support for Badger athletics and the marching band and hearkens back to Laura's own youth.

"Laura was a very active young lady. She was involved in many sports, such as football, baseball and basketball. Once she broke her finger playing football. It remains slightly crooked to this day."

-from "The Joy of Giving"

When choosing to make a gift, Laura relies on three major influences: memories of her happy student years, the importance of making education accessible and programs in the greatest need of support.

"We asked Laura to give us one insight how to live our lives, and her response was 'give, give, give. Not only give money, but give yourself.'"

-from "The Joy of Giving"

Laura Linden's life is a fascinating story of one person's experiences over the dramatic change that marked the 20th century. She was born during Theodore Roosevelt's presidency. As a teacher of languages, she gave literally thousands of students a means in which to communicate and to understand other cultures. She traveled the world, often by herself, and had a few hair-raising adventures. She enjoyed the love and companionship of family and friends. And, she set an example of generosity and kindness that will last many lifetimes.

"We will never forget you. You have inspired us all to be the best people we can be."

-from "The Joy of Giving"



WINNEQUAH MIDDLE SCHOOL

# How did we get here?

*The History of Cartography Project is a research, editorial and publishing venture with an interdisciplinary approach that examines maps in the context of the societies that made and used them. Since 1981, it has brought together scholars in the arts, sciences and humanities from around the world with the goal of producing a comprehensive and accurate reference work of first resort.*

If you think of cartography as sketching out a path from point A to point B, you're missing the big picture. The History of Cartography Project at the University of Wisconsin-Madison is a complex enterprise that is drawing international attention to the history of maps and mapping. The project also has captured the interest of many alumni and donors living abroad.

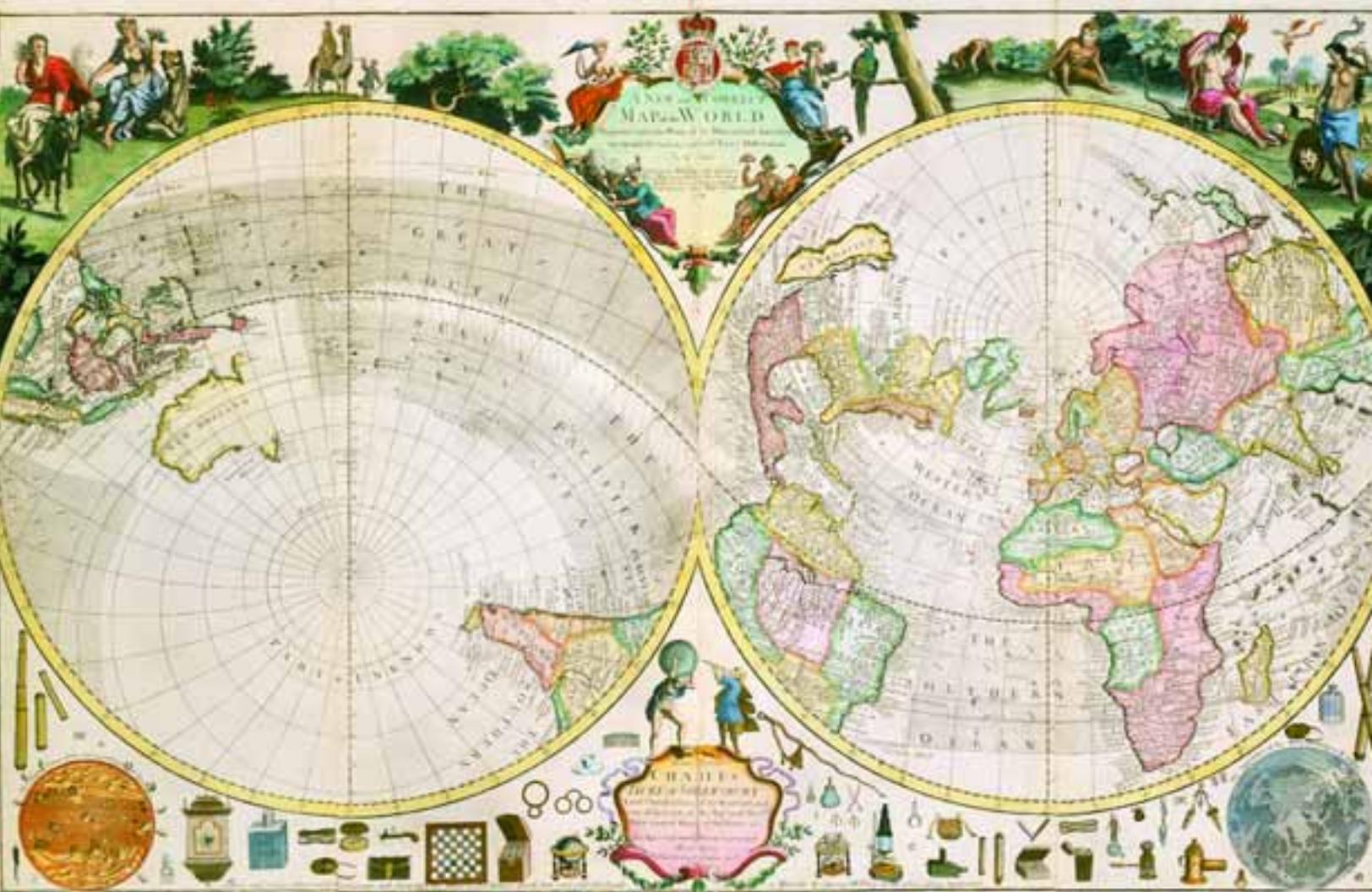
Wendy Jepson ('94 BA L&S) and her husband, Christian Brannstrom ('92 MS L&S, '98 PhD L&S), make annual gifts to The History of Cartography Project fund. "Our interest and support come from our deep commitment to understand the world," said Wendy. "We appreciate other people who have understood it and represent it in maps." Jepson and Brannstrom have lived in Brazil, Great Britain and now the southern United States, where both are professors of geography at Texas A&M University.

The History of Cartography Project is a research, editorial and publishing venture with an interdisciplinary approach that examines maps in the context of the societies that made and used them. Since 1981, it has brought together scholars in the arts, sciences and humanities from around the world with the goal of producing a comprehensive and accurate reference work of first resort. Its six volumes are organized by region and time period. The two volumes published to date have achieved international acclaim.

Clifford Wood ('92 PhD L&S) and his wife, Alberta, of Ilderton, Ontario, also support The History of Cartography Project. Cliff recently retired as professor of geography at Memorial University in Newfoundland, Alberta, is a map librarian and they share a deep interest in cartography. "This project will form the definitive study of the history of cartography," said Cliff. "It will be the basis of research for the discipline of cartography." The Woods also knew the founders of the project, the late David Woodward and J. Brian Harley, and honor them by supporting their valuable work.

"The History of Cartography Project uses private donations to cover nearly one-third of our total costs and to leverage matching funds from federal agencies," said Matthew H. Edney, director of the project. "Private gifts are truly essential—they give us the extra edge to turn a great scholarly project into an excellent one."

"In my view, this is one of the top five intellectual contributions to geography," said Christian Brannstrom. "The many scholarly papers and books geographers produce every month and every year will largely pass into obscurity, but The History of Cartography is a lasting contribution."



SUBMITTED PHOTO

*A New and Correct Map of the World  
Projected upon the Plane of the Horizon Laid Down  
from the Newest Discoveries and Most Exact Observations.  
Hand-colored copper engraving by Charles Price  
(London, 1714). Courtesy of the Osher Map Library,  
University of Southern Maine.*

# Greater understanding goal for BHS scholarship winner

*The award provides financial assistance to an academically successful student who will be a junior or senior and who has made outstanding philanthropic or volunteer contributions to the community.*

As the inaugural recipient of the Bascom Hill Society Scholarship, Sara Sadek knows she has a lot of high expectations awaiting her.

A look at her academic and personal achievements suggests she'll exceed any benchmarks that are set.

A junior this fall working toward a triple major in economics, Spanish and international business at the University of Wisconsin-Madison, Sara has made a mark in the classroom and in her community. She has traveled and studied abroad, volunteered to help senior citizens in Madison and youth in Nicaragua, and she has focused on children caught up in the humanitarian crisis in northern Uganda.

"I am so honored to receive the Bascom Hill Society scholarship," Sara said. "A cumbersome course load and a daunting set of financial responsibilities will be greatly alleviated due to this scholarship, and I can now pursue my greater goals and contribute more fully to the student body and the community."

The scholarship provides the equivalent of full tuition, room and board. A selection committee chose Sara from a group of qualified applicants, who had to show financial need as well as academic achievement and volunteer involvement.



Sara Sadek

SUBMITTED PHOTO

Sara attended West High School in Madison, and she has made a point of seeking out perspectives other than her own.

"Growing up as a first generation Egyptian-American, I was privileged enough to be raised in an environment in which I had much connection and exposure to the world outside our borders," she said. "As I entered into high school, I made a conscious effort to take courses focusing on international studies and multicultural understanding, the most memorable and life changing being West High School's widely respected Multico course, taught by Rebecca Jallings.

"I continued pursuing my passion in my past two years

at UW through my extensive involvement in AIESEC, the world's largest international student organization focused on developing leaders with a commitment to international cooperation," she said. AIESEC (pronounced "eye-sek"), derived from a French acronym, has a presence in 91 nations and offers students the opportunity for work exchanges to develop as leaders and provide companies with top talent.

"Through an AIESEC U.S. summer conference, I was first made aware of the extent of the ongoing humanitarian crisis in Uganda through a showing

of the documentary 'Invisible Children,' she said. "In a joint effort with AIESEC members nationwide, we decided to create the Uganda initiative to spread awareness through our international network."

Sara spent the spring semester as an exchange student at Hong Kong University of Science and Technology. "The past five months provided by far the most challenging and rewarding experience of my life thus far," she said. "I'm extremely lucky to have had the opportunity to immerse myself in a culture that was completely unfamiliar, yet invigorating. I hope every student's abroad experience is as insightful as mine has been."

Professor John Hulpke of the Hong Kong University of Science and Technology vouched for Sara's leadership potential. "I teach large classes here," he wrote in a letter of recommendation during the spring semester. "To be specific, I have 631 students this semester. As can be expected, I do not know all students individually, but I know Sara. For one thing, she is the ONLY student among the 631 who participated in an international conference DURING the semester. That is impressive already, but Sara managed to do so without missing a beat in her class work.

"And she immediately was able to apply concepts gained at the AIESEC conference in the Philippines to concepts discussed in my class on business ethics," he wrote.

When she returned to the United States, Sara did not kick back for the summer. "I was interning part-time in New York City with Teatro IATI, a non-profit Spanish theater company focused on bringing Spanish theater and culture to the New York community," she said, adding that she also was interning at Performance of a Lifetime, a leadership development consulting company.

Sara has expressed an interest in applying to the Teach for America program upon graduation, and there she hopes to help overcome self-segregation by race and socio-economic status, "a problem I seek to confront insistently throughout my lifetime."

The scholarship provides financial assistance to an academically successful student who will be a junior or senior and who has made outstanding philanthropic or volunteer contributions to the community.

"Sara's track record, personality and potential make her a deserving recipient of this prestigious award," said UW Foundation President Sandy Wilcox. "She is the sort of person who makes all of us connected with the UW-Madison proud."

# New BHS members are welcomed

In June, new members were welcomed into the Bascom Hill Society at a reception at the Fluno Center.

The Bascom Hill Society was chartered in 1965 with 41 members. Some of the first members included Geraldine Mayer, Bob and Jean Rennebohm, Charlotte Kohler, Mildred Foley, Ed and Phyllis Young, Irving Shain and A.C. and Gertrude Nielsen. Currently, there are more than 4,500 members.

Society members, who are enlisted with gifts totaling more than \$25,000, have given more than a billion dollars—\$1,224,254,498 as of June 2006—to the University of Wisconsin Foundation in support of UW-Madison. In addition, the Society's new Van Hise Circle has recognized 165 individuals and couples. These generous donors have each committed \$1 million or more to the UW Foundation.

Society members have the opportunity to participate in lifelong learning experiences through the BHS Showcase Luncheon Series and Wisconsin Weekend Away, which both feature UW-Madison faculty members speaking on wide-ranging and often cutting-edge topics.

Members are invited to attend special events such as the new member reception and the fall event dinner and football game, typically scheduled during the first Big Ten home game. This year, the fall event celebrated the conclusion of Create the Future: The Wisconsin Campaign.

Attending the Bascom Hill Society new member reception are, from top left, Margaret Martens; UWF President Sandy Wilcox; a jazz trio; Chancellor John Wiley; Paul Mooring and Richard Rossmiller.

Second row from top, left to right, are Jack and Mary Guhl; Marlene Schilffarth; Howard Zimmerman and Chancellor Wiley; Julie Vincent, Jim Johnsen and Chancellor Wiley; Sandy Wilcox, Susan Teskey and Evelyn Bluhm.

Third row, from left, are Anna Marie Bluhm, Sarah Kruger; Alan Fish, Walter and Nancy Weeks; David Kruger and Coleen Southwell; and Jean Mooring. Fourth row, from left, are Provost Patrick Farrell and Walt Keogh; Joan and Laird Strand with Mark Lefebvre; Diane Lorenz; and Peggy Zimmerman.

Bottom row, Harold Rebholz, Duane and Mary Ann Hopp; Geraldine Diemer; Richard Schilffarth; William Mitchell and Gerald Campbell.



JAMES GILL



# WEEKEND AWAY HEADS TO CALIFORNIA

Palm Springs, California, will be the destination  
for Wisconsin Weekend Away 2007,  
March 2-4 at the Hotel Zoso.



Designed to take the University of Wisconsin-Madison's excellence on the road, the 12th Annual Wisconsin Weekend Away will bring the classroom and faculty from Bascom

Hill to the Hotel Zoso in Palm Springs, California.

The 2007 program, scheduled for March 2-4, will feature speakers from three different areas: the School of Business, UW Center for Global Health and the School of Veterinary Medicine. Gilles Bousquet, dean of International Studies, will explain how these distinct disciplines are collaborating to create global partnerships in business and health. Chancellor John Wiley also will provide his annual update on the state of the University.

Randall B. Dunham, chair of Management and Human Resources Department in the School of Business, will address cross-cultural and mixed cultural issues in organizational behavior in "Managing



Change for Work and Life." In his session on "Globalization: The Good, the Bad and the Ugly," the forces that drive globalization will be examined. Dunham is

director of Executive MBA Programs and Entrepreneurial Activities, faculty director of the UW Center for International Business Education and Research and he holds the Keenan A. Bennett Chair of Management. His area of interest is in the processes involved as organizational members move from one culture to another and in situations where multiple cultures are represented.

UW-Madison has established a Center for Global Health that promotes interdisciplinary education, research and partnerships to address health issues that transcend national boundaries. The center is a joint initiative of the schools of medicine, nursing, pharmacy and veterinary medicine, and the Division of International Studies. This is believed to be the first center

of its kind in which four health sciences schools and an international studies unit on a single American university campus have come together to advance global health.

Dr. Cynthia Haq is director of the new UW Center for Global Health and professor of Family Medicine and Population Health Sciences. In her session “Health and the Millenium Development Goals,” she will explain how the UW Center for Global Health promotes interdisciplinary education, research and partnerships to address health issues that transcend national boundaries.

In her session on “The Global AIDS Pandemic and Stories of Hope from Uganda,” Dr. Haq will discuss the origins and explosive spread of the deadly virus and its devastating impact. Attendees will hear from Ugandans living with HIV/AIDS and learn about their courageous struggle to survive and to help in stopping the spread of the disease.

Dr. Haq has focused her career on medical education to improve access to comprehensive primary health care, especially for medically underserved populations. She has trained village health workers in Uganda, established family medicine residency training in Pakistan, served as a consultant to the World Health Organization and worked to improve medical education in the U.S., Afghanistan, Brazil, China and Iran.

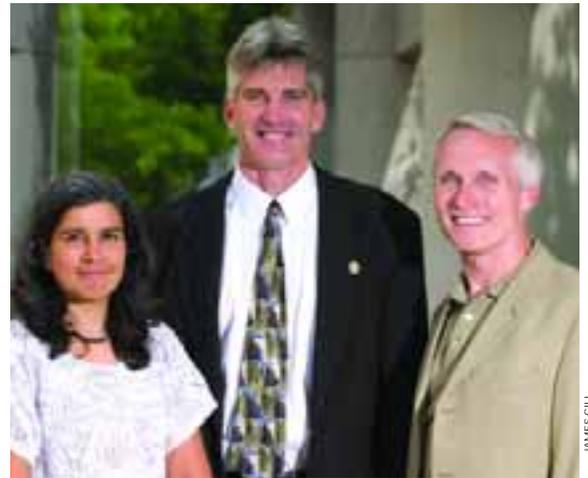
“What’s Being Done to Help My Aching Joints?” will explore the various methods that surgeons are using to slow the progression and morbidity associated with osteoarthritis, one of the most widespread diseases in the United States. It affects more than 20 million people.

Leading this session will be Dr. Mark Markel, associate dean of the School of Veterinary Medicine (SVM), and professor and chair, Department of Medical Sciences in the SVM. He holds appointments in the departments of animal health and biomedical sciences, orthopedic surgery and biomedical engineering. His research interests include the thermal modification of musculoskeletal soft tissues, limb salvage and joint revision techniques, and enhancement of fracture healing.

Dr. Markel serves as associate dean for advancement and director of the Comparative Orthopedic Research Laboratory, which focuses on solving orthopedic problems that affect both animals and humans. The laboratory, which is located in the SVM, has strong collaborative relationships with the School of Medicine and Public Health and the College of Engineering.

In his session on “Fracture Repair: Enhancing the Lives of Both Animals and Humans,” Dr. Markel will discuss the biology of normal fracture healing and the strategies being investigated to improve the speed and quality of healing in both animals and humans. The importance of clinical and experimental research in animal models will highlight the concept of “one medicine,” through which research in animals can benefit both animals and humans suffering from similar diseases or injuries.

Hosted by the Bascom Hill Society, Wisconsin Weekend Away also will feature free time for attendees to enjoy the sun and warm weather as well as the natural beauty of the surrounding mountains and desert.



Dr. Cynthia Haq, Dr. Mark Markel, Randall Dunham

*Gilles Bousquet, dean of International Studies and director of the International Institute, is regarded nationally and internationally as a leading innovator in international interdisciplinary education. As a special guest presenter, he will explain how schools and departments are collaborating to develop and support global research and partnerships in business and health.*



Gilles Bousquet

# Their futures are a little brighter

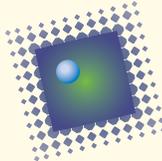


Thanks to you, *Create the Future: The Wisconsin Campaign* was a record-setting success and the future is ever brighter for these prospective Badgers. The conversations inspired by the campaign will continue, as will the challenge and joy of helping this great university evolve into an extraordinary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

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

Thanks to you, the future is in good hands.

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



CREATE THE FUTURE  
*The Wisconsin Campaign*



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