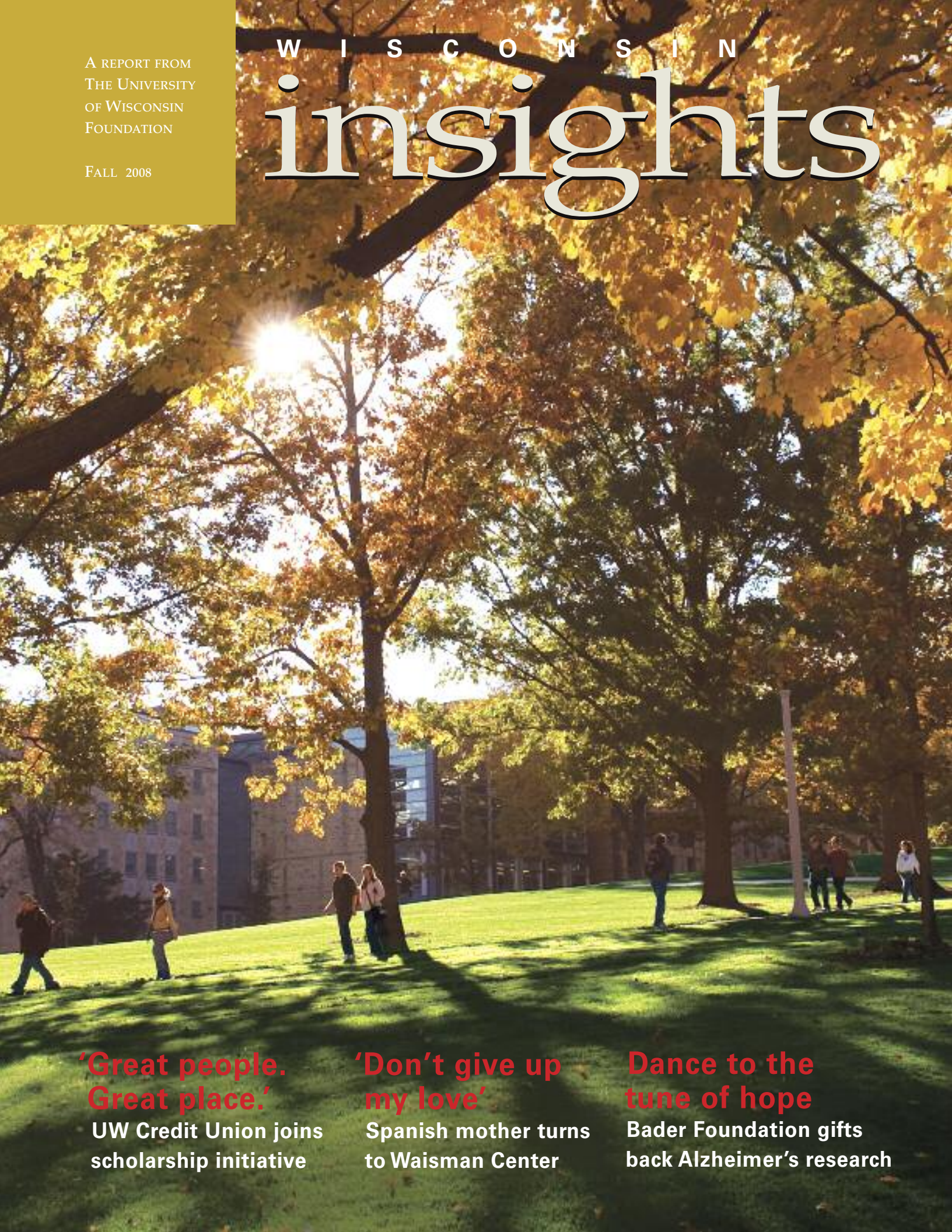
A report from
The University
of Wisconsin
Foundation

Fall 2008

WISCONSIN insights



'Great people. Great place.'

UW Credit Union joins scholarship initiative

'Don't give up my love'

Spanish mother turns to Waisman Center

Dance to the tune of hope

Bader Foundation gifts back Alzheimer's research

Five powerful words


BOB RASHID

Sandy Wilcox

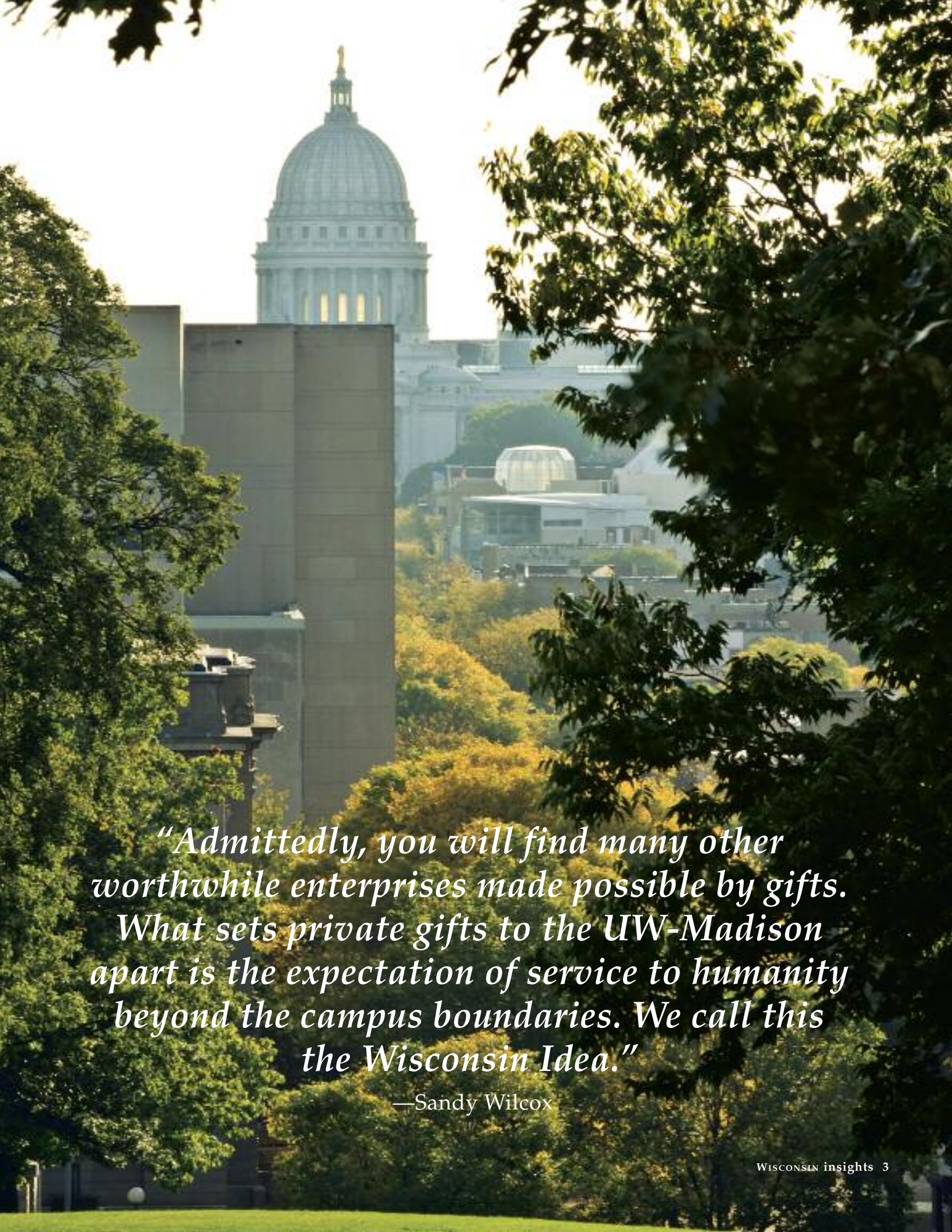
Any number of words and expressions evoke an image, a memory or an emotion for University of Wisconsin-Madison alumni and friends: "Hail to thee our alma mater…," "…sifting and winnowing…," "shared governance," "Memorial Union Terrace," "Hoofers," "final papers are due" and "Fifth Quarter," to name a few.

Lately, I have become more aware of another expression that I believe is particularly inspirational and powerful. Thanks to your generosity, we hear and see it frequently all around campus. It is composed of five simple words but is filled with infinite promise and optimism. It can apply to an impressive building, to ground-breaking research, to an ambitious project idea or to making one student's life a little less stressful and a little more focused on why he or she came to the University. That expression is "made possible by a gift."

Your gifts make it possible for us to implement a multi-year campus master design plan; to bring outstanding researchers together to address the world's most perplexing environmental, health and social questions; to encourage creative, artistic and intellectual exploration in the classroom, the lab and around the globe; and to open the door to a UW-Madison education for talented first-generation and low-income college students. Gifts make it possible to train leaders, create knowledge and solve problems. Your gifts make it possible to tackle the impossible—and succeed.

Admittedly, you will find many other worthwhile enterprises made possible by gifts. What sets private gifts to the UW-Madison apart is the expectation of service to humanity beyond the campus boundaries. We call this the Wisconsin Idea. Whether a gift is earmarked for undergraduate and graduate student support, faculty recognition, research, facilities, programs or unrestricted use, the ultimate beneficiaries could be our neighbors in Madison and throughout Wisconsin or people who have no idea what Badgers are or where they come from. The objective is that someone somewhere benefits.

There are added perks made possible by your generosity. One is the privilege of showcasing gifts at work in our UW Foundation publications, such as this issue of *insights*. More important is the opportunity to thank you for all you do to transform our great university into an extraordinary one. We value your commitment, your involvement and your confidence.



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—Sandy Wilcox

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On the cover

Each fall brings a surge of energy and creativity to campus, and this one is no exception. With the arrival of new Chancellor Carolyn "Biddy" Martin, the University of Wisconsin-Madison enters a new, exciting era. Her focus on accessibility for students of all economic and social circumstances and on bolstering a world-class faculty is resonating on and off campus. With the "Great people. Great place." initiative under way, it is indeed an exhilarating time to be a Badger.

PHOTO: Jeff Miller, UW-Madison, University Communications

Overview

Gifts in action

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

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/survey. Please use the identification number located above your name on the *insights* mailing label to log in to the Web site. You will help us to maintain accurate information that is shared selectively with the Wisconsin Alumni Association and any other campus departments and programs with which you may be involved as an alumnus, volunteer, faculty member or donor. Thank you!

First impressions again


JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

Carolyn "Biddy" Martin

My first weeks as chancellor of UW-Madison have been filled with remarkable experiences, from the openings of new research buildings, to visits with students and their families on move-in day, to an ice cream social in the pouring rain. I have loved walking across this familiar and stunning campus and interacting with our faculty, staff and students. And as I experienced the Wisconsin Club in Camp Randall Stadium, I enjoyed not only the football games, but also the view of the campus, the Capitol, the lake and the bright blue skies.

What a gorgeous and lively place this is. I am delighted to be back.

At the convocation held during Wisconsin Welcome, I greeted 5,700 eager new students who are embarking on their own adventures. They have begun to appreciate the importance of hard work and to acquire a sense of place and community. They are already benefitting from the culture of discovery and ideas in the sciences, social sciences, the arts and humanities. They are getting involved in the many groups on campus, which, taken together, seem to reflect every conceivable interest. Yet some of our students are inventing and establishing their own new groups. Our music, theater and dance students delivered outstanding performances in honor of my predecessor, John Wiley, at the Overture Center. Our athletics programs are generating an enthusiastic optimism that is infectious. The crisp, sun-drenched early fall air is alive with promise.

We have our challenges, of course — not only at UW-Madison, but also on a much larger scale. I look forward to drawing upon your wisdom and support to help address the University's challenges and discover the ways in which the University can contribute to solving the problems that confront us all. Private support enables us to be a world-class university, and such support, in the form of ideas as well as funding, has never been more important. I hope our potential for still greater accomplishments will continue to engage you deeply in the life of this great university.

At the convocation for new students, we were treated to a presentation by Kim Wexler, a junior who wrote a winning essay on the question, "What would you tell a new student about life at UW-Madison?" Kim, a native of Wrexham, Wales, concluded her remarks with the following encouragement to new students: "If you don't let Madison into your life, if you don't let UW pump through your veins, then you may just miss out on one of the best experiences you will ever have."

Those of us who love this university understand the force of Kim's words and share the joy she communicated to a new generation of Badgers. It will be a high priority for me, as I know it is for you, to spread the word about the joy, the entrepreneurial spirit and the contributions that define this campus. I look forward to making our gifts apparent and I invite you to join me in that task.

JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

"If you don't let Madison into your life, if you don't let UW pump through your veins, then you may just miss out on one of the best experiences you will ever have."

—Kim Wexler

Carolyn "Biddy" Martin is the 28th leader of the University of Wisconsin-Madison. Born and raised near Lynchburg, Virginia, she earned her undergraduate degree at the College of William and Mary and her master's degree at Middlebury College.

In 1985, she received her PhD in German literature from the UW-Madison. A member of the Cornell University faculty from 1985 to 1997, she was a professor of German studies and women's studies and also served as chair of the Department of German Studies.

Prior to being named provost in 2000, Martin was senior associate dean in Cornell's College of Arts and Sciences. As provost, Martin was the chief academic and operating officer, providing leadership for deans of the 14 colleges and schools, four national research centers, and faculty advisory councils. The 57-year-old Martin was confirmed as chancellor of the UW-Madison by the Board of Regents in June and assumed the post on September 1.

Great people in good company

SUBMITTED PHOTO

Nancy & Ted Martens

Great people.
Great place.
University of Wisconsin Foundation

Ted ('61 BS ENG, BNS ENG Naval Science) and Nancy ('61 BSE EDU) Martens of San Diego, California, are Wisconsin natives who studied, met and married while at the University of Wisconsin-Madison. "We really enjoyed our time at Wisconsin, and it got us started on the right foot," Ted Martens said.

By establishing the Ted and Nancy Martens Endowed Great People Scholarship, they ensure that future students also will start on the right foot. The need-based scholarship will benefit students of any major, and the Martens' gifts will be matched by the University of Wisconsin Foundation as part of the "Great people. Great place." initiative.

"Our society can't afford to educate only those who can afford to be educated," Ted Martens said. "There are too many people being left out. When we found out about the Foundation match for 'Great people.' gifts, it tipped us into doing this now."

The initiative, announced in the last issue of *insights*, incorporates the two primary campus-wide priorities for the next two years. The focus is on support for our great people—undergraduates, graduate students and faculty—and the great place that is the East Campus Gateway, a vibrant corridor that includes the Chazen Museum of Art, School of Music and Memorial Union.

"You used to be able to work all summer and make enough for the next year's tuition and expenses," Martens said. "That's not a possibility now."

Indeed, according to Susan Fischer ('73 BS ALS, '79 BS ALS), director of UW-Madison Student Financial Services, it is no longer feasible for a student to solely work his or her way through school.

"According to our estimates," Fischer said, "a student would have to work 57 hours per week to pay current tuition and expenses."

Fischer has been with the University since 1979 and believes a core principle of the UW-Madison is access for all students with the desire and the ability to attend.

"My goal is to make sure that those bright students from lower income strata in Wisconsin have access to UW-Madison," she said.

The Martens and their son lived in five states during Ted's manufacturing career with Procter and Gamble. The family values higher education and, over the years, has drawn on the generous matching gift program of Procter and Gamble to increase support of the UW-Madison.

"Our society can't afford to educate only those who can afford to be educated," Martens said. "There are too many people being left out. When we found out about the Foundation match for 'Great people.' gifts, it tipped us into doing this now."

BRYCE RICHTER, UW-MADISON, UNIVERSITY COMMUNICATIONS

University of Wisconsin Credit Union joins scholarship effort

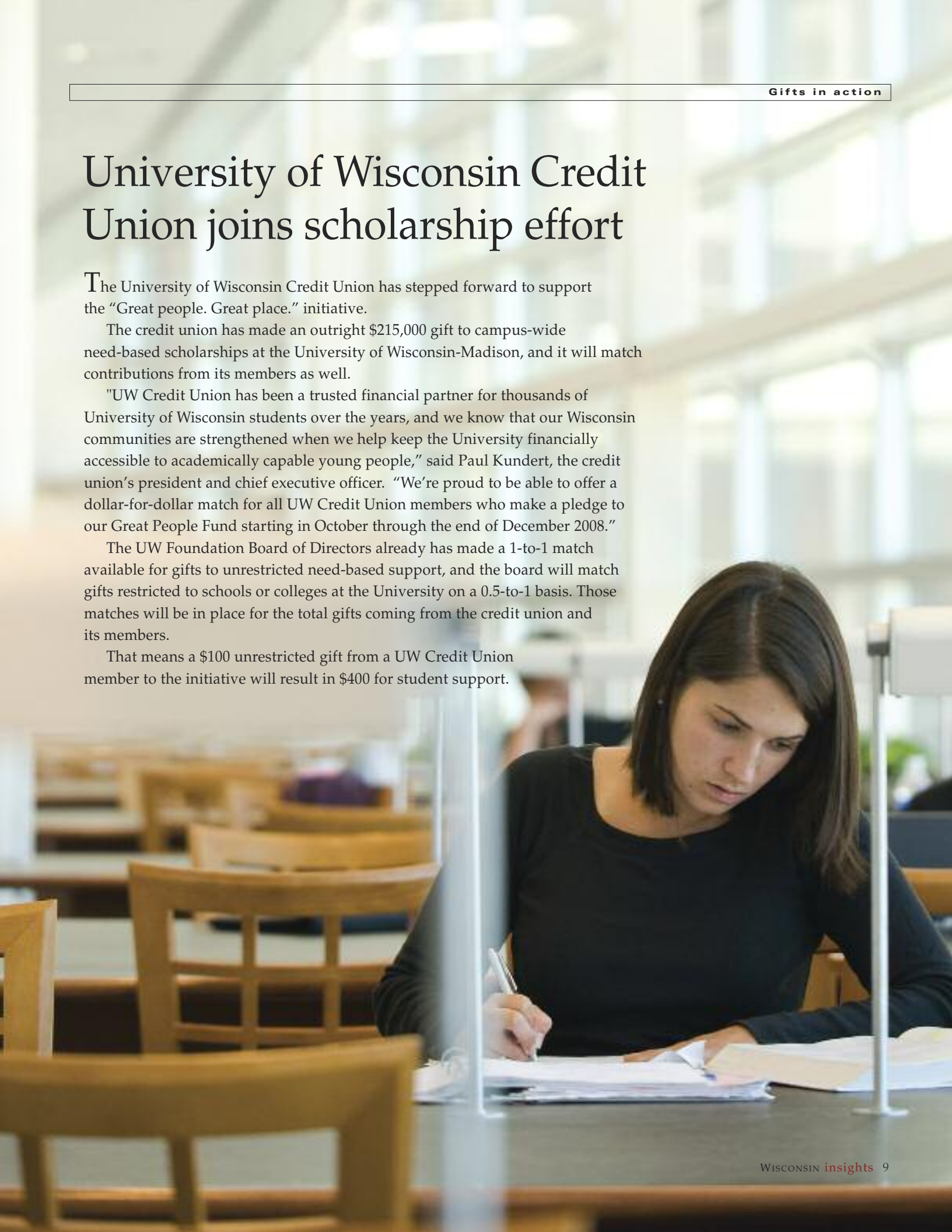
The University of Wisconsin Credit Union has stepped forward to support the "Great people. Great place." initiative.

The credit union has made an outright $215,000 gift to campus-wide need-based scholarships at the University of Wisconsin-Madison, and it will match contributions from its members as well.

"UW Credit Union has been a trusted financial partner for thousands of University of Wisconsin students over the years, and we know that our Wisconsin communities are strengthened when we help keep the University financially accessible to academically capable young people," said Paul Kundert, the credit union's president and chief executive officer. "We're proud to be able to offer a dollar-for-dollar match for all UW Credit Union members who make a pledge to our Great People Fund starting in October through the end of December 2008."

The UW Foundation Board of Directors already has made a 1-to-1 match available for gifts to unrestricted need-based support, and the board will match gifts restricted to schools or colleges at the University on a 0.5-to-1 basis. Those matches will be in place for the total gifts coming from the credit union and its members.

That means a $100 unrestricted gift from a UW Credit Union member to the initiative will result in $400 for student support.



Left behind: A legacy of embracing life

Professor emeritus John Kirsch announced that he had been diagnosed with pancreatic cancer in a letter to colleagues on March 19, 2007. "I am grateful to have this opportunity to tell you how enriching I have found my tenure with you here at Wisconsin," he said. Kirsch died on April 5, 2007.

In the last two weeks of his life, Kirsch gave specific direction about what he wanted to leave behind to the University of Wisconsin-Madison. His estate benefits the Zoological Museum, the Hoofers Sailing Club and the Lesbian, Gay, Bisexual and Transgender Campus Center.

"John Kirsch's legacy will live on as we carry out the lessons he taught us ... about science or sailing or life," said Marc Wolman ('02 BS L&S, '07 PhD MED) in a eulogy of his former professor and friend.

James "Jim" Rodman was an assistant professor with Kirsch at Yale University in the 1970s. Kirsch studied mammals and Rodman was a botanist. They worked together to create interesting student field trips and stayed friends throughout their careers and travels.

Kirsch earned his doctorate at the University of Western Australia in Perth and spent a great deal of time doing field work in Australia. In 1983, he accepted a dual appointment as a professor of zoology and director of the Zoological Museum at the UW-Madison. As a research scientist specializing in molecular systematics to evaluate the evolutionary relationships of mammals and birds, he spent long hours on serological or DNA-DNA hybridization experiments.

"John's gift to the museum is important," said Mark Berres ('03 PhD L&S), a former Kirsch student, assistant professor of animal sciences and current director of the Zoological Museum. "John believed strongly in the museum's mission of promoting awareness of the natural world, and he took it personally when funding and interest in museums waned.

SUBMITTED PHOTOS

Kirsch, aboard Eidolon, a sailboat he co-owned with Chuck Duroni ('62 LLB Law).

"The work was the thing for John," Berres said. "You did the work because it was important and publishing the work was important. John had no time for fluff; he wanted to work longer and faster and then move on to the next thing."

"John loved field work and being fit," Rodman said. "When he mastered fieldwork, he put his mind into sailing. He wanted to keep active in retirement, and he thought sailing was a way to stay young and active."

In 2000, John Kirsch came to the Hoofers Sailing Club in the Memorial Union for his first sailing class. As with academics, Kirsch excelled in sailing and soon acquired certification on every type of sailboat available at Hoofers. He retired in 2006 and spent more time on the water as a volunteer sailing instructor.

"He had a knack for teaching, and he enjoyed being around younger people," Rodman said. "John realized that in teaching, you learn. He appreciated the people he was with, and he knew he was learning about himself, and that motivated him."

Kirsch specified that his estate gift to Hoofers be used

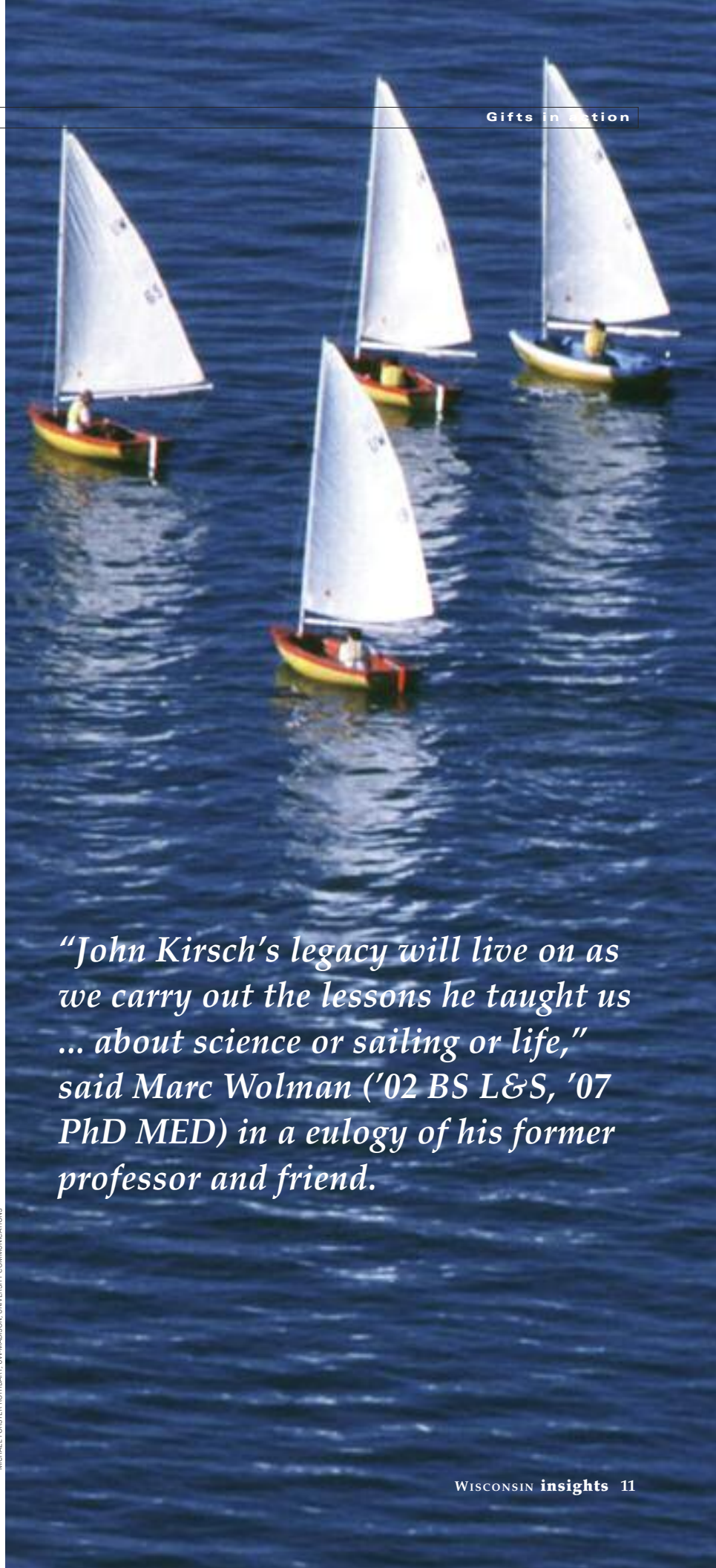
to purchase 12-foot sailboats known as Byte boats. "John loved the speed and performance of the Byte boat and the ability of just one person to sail it," said Jim Rogers, outdoor programs coordinator, Hoofer advisor and a friend of Kirsch's. "We don't have much space, so we'll probably look at a fleet of four or five boats. It will be a nice addition for our youth sailors."

Fellow sailing instructor Katherine "Katie" Lynch ('04 MS L&S) enjoyed sailing with Kirsch, and they especially delighted in sailing the rainbow spinnaker (sail) together. "He would tuck the rainbow sail away and tell me where it was so I could use it," Lynch said. She remembered John saying he put up the rainbow when he was sailing with a local television station crew, doing a weather report promotion. "What a proud, wonderful man," she said.

Kirsch directed his third and final gift to the Lesbian, Gay, Bisexual and Transgender Campus Center (LGBTCC). Although he was spokesman in the early 1980s for Symposium, a group of gay UW-Madison faculty, he had not had a visible role in the community recently.

"The gift was a surprise," said Eric Trekell, director of the LGBTCC. "The exciting thing is that, because of this gift, we have been able to start endowments in all three of our target areas—the LGBT Studies Certificate program, scholarships and the campus center. When students are happy, healthy, safe and secure, they are better students. We offer academic resources through our library, but we also help students with their personal life and academic goals."

"Though modest, John was proud and delighted to give to the UW, which served as the center of his life for the past 20-some years," Wolman said. He spoke for many when he said, "John was a complex guy with many lovable quirks who became a close friend and mentor in the brief time I had the pleasure to know him."



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MICHAEL FORSTER ROTHBART, UW-MADISON, UNIVERSITY COMMUNICATIONS

A dance to the tune of hope

When Helen Bader looked at her elderly dance partner, she did not see the face of Alzheimer's disease. In the mid-1980s, these two frightening words were not yet in everyone's vocabulary. As she gently steered him across the floor, she paid no mind to his awkward, shuffling steps. She instinctively knew that a little movement, a little music, a little caring would make his day a little better.

JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

Today, the Helen Bader Foundation, under the guidance of Daniel Bader, foundation president and Helen's son, continues in the spirit of its namesake—providing support for a range of projects to make life more hopeful for young and old in the foundation's hometown of Milwaukee, around the state and as far away as Israel. One of its earliest and most successful efforts is directed at Alzheimer's disease.

Just over 10 years ago, the Helen Bader Foundation and the state of Wisconsin, via its Bureau on Aging, recognized the necessity to implement a statewide, coordinated effort to address the spectrum of needs posed by the disease: diagnosis and treatment, social and economic assistance for families and service agencies, training for health-care professionals, public policy and, some day, a cure. With the University of Wisconsin School of Medicine as a third partner, the Wisconsin Alzheimer's Institute (WAI) was established in 1998 with each partner contributing roughly equal funding. Less than a year later, Bader recalled, the Helen Bader Foundation funded a recruitment grant and was instrumental in finding a person with leadership skills who could work with a very diverse group of organizations. Dr. Mark Sager became WAI's first and, to date, only director.

Sager calls the Helen Bader Foundation "a major partner in program development and implementation. It is especially important to note," he said, "that in this case the funder has provided invaluable vision and assistance. This is a unique partnership, unlike most other foundations."

While the three partners continue to support WAI, the state's direct contribution has remained fixed. "Various governors have put a great deal into Alzheimer's disease," Bader explained, "and into WAI in other ways, not necessarily as core funding, but as research dollars, buildings and the like. They have stepped up to the plate." At the same time, Helen Bader Foundation support has grown, and, today, it is the largest single contributor to WAI and also provides funding grants to other Alzheimer's-related initiatives.

Over the past 10 years, WAI has earned a national reputation. Sager began with four people and no state diagnostic clinics; currently WAI has 14 employees and 29 diagnostic clinics. More important, he noted, "everyone knows who we are. We, and I emphasize the word 'we,' have made a major impact on this disease in Wisconsin. I don't know of any state that has a similar network. Clinicians and health-care professionals are better informed

(continued on page 14)

BOB RASHID PHOTOS

Daniel Bader **Robin Mayrl** **Helen Ramon**

Before she died in 1989, Helen asked that her family continue to help people in need. The Helen Bader Foundation was founded on this simple wish. "My mother had a passion for helping people. No challenge was ever too big for her," Daniel Bader said. "I believe what we have accomplished is beyond her wildest dreams."

Tune of hope continued from page 13

because of the Bader Foundation. There are other, larger research centers, but we are a model for the country."

"The doctors in these clinics are the unsung heroes," said Robin Mayrl, Helen Bader Foundation vice president of program development. "They frequently put in their own time and are so committed as a cohort."

Alzheimer's disease, as a public health issue, has three priorities—research (cause and cure), diagnosis and treatment, and policy. "Initially," Mayrl recalled, "we were pretty balanced among these priorities, but we realized very little was being done in communities in the area of program development, so that was a big issue for us. At the time, most care was provided in institutions, so we spent time developing dementia-specific programs for home services agencies. That led to education and training, another area we emphasized, because there were not many trained health-care professionals, social workers and even geriatricians who understood much about the progress of Alzheimer's disease. So education and training went hand-in-hand with program development. The focus on research has been on applied research.

"Our board decided early on that they did not want a medical scientific advisory committee. Our interest was always in getting research, whether it is in health care, social welfare, environmental design or some other area, out of the academy as quickly as possible and into the field. In the public policy arena, we try to make sure that care is person-centered in the community or the institution. In my mind, there is no one priority, but rather it is like a big circle with one leading into another."

"If you look at all the things we have funded," agreed Helen Ramon, Bader Foundation program officer, "they are pretty equal as far as program areas and the quality of our applications for funding. Advocacy has been an issue for a very long time; however, there are several programs for early memory loss people who have not been able to advocate for themselves."

"Initially, we were Milwaukee-focused, but we are very much statewide now," Bader continued.

"If we do fund things nationally," Ramon added, "we ensure that they bring it back to our state to be replicated."

The principals at the Helen Bader Foundation are united in their determination to help those affected by Alzheimer's disease. At the same time, each expresses a personal hope.

"My dream is that in my lifetime or even before, Alzheimer's will be remembered as a disease much like polio. There was a vaccine and now we rarely see it. We're a long way from that, but we are coming up with ways to slow the progression," Mayrl said.

Bader has a short-term pragmatic hope. "Resources for families," he said simply. "Before, when you had a family member with memory issues, you went to your local doctor who was not trained in medically understanding (Alzheimer's), although it is better than when we started. We have the memory loss clinics and a statewide network, so there are now places where people can go. Supporting the family members is important. These days, if we have an issue, we can run to the Internet and spend three weeks researching as much as we can. Now, there are resources to do that for Alzheimer's."

"Hopefully, a cure will be found," Ramon said. "In the meantime, we want to keep people in their own homes as long as possible, support the people caring for them. We want to offer opportunities for the medical community to become engaged and educated so they can diagnose and serve as a referral to the memory loss clinics so that people can get the services they need. We have to tear down the silos and offer the whole continuum of care for the total person, the total family."

As a young wife and mother, Helen Bader also was one-half of a successful chemical importing business in Milwaukee with her husband, Alfred. After the Baders divorced when Helen was in her 40s, she returned to school to earn her master's degree in social work.

Recruited by the Milwaukee Jewish Home in the early 1980s to work with the elderly, many of whom were broadly diagnosed as senile, she drew on her creativity and love of music to encourage aging bodies and awaken once-active minds. Although information about Alzheimer's was new and scarce, she persevered in her efforts to improve the lives of her patients, inspired by both a professional interest and her heartfelt concern.

Before she died in 1989, Helen asked that her family continue to help people in need. The Helen Bader Foundation was founded on this simple wish. "My mother had a passion for helping people. No challenge was ever too big for her," Bader said. "I believe what we have accomplished is beyond her wildest dreams."

For information on the Helen Bader Foundation, visit www.hbf.org. To learn about the Wisconsin Alzheimer's Institute, visit www.medsch.wisc.edu/wai/.

JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

Barbara Lawrence, center, senior outreach specialist with the Wisconsin Alzheimer's Institute at the University of Wisconsin-Madison, collaborates with staff at the United Community Center (UCC), a nonprofit organization providing services to Milwaukee's Southside Hispanic community, in Milwaukee, Wisconsin. The group, including Genevieve Kirk, left, program manager for UCC's Latino Geriatric Program, and health research specialist Angelica Delgado Rendon, right, is refining materials and medical resource guides about Alzheimer's disease and services provided by UCC for distribution to local primary care clinics that serve these people.

BP support powers graduate program

In many ways and on many parts of campus, graduate students provide fuel for the University of Wisconsin-Madison engine.

They do research. They teach undergraduates. They bring job recruiters to campus. They lay the groundwork for new discoveries with their fresh ideas. And, for the schools, units and departments that use them, they can be quite expensive.

That's why gifts to support graduate education are so highly valued. BP America, which often recruits and hires University undergraduate and graduate students, is boosting the activities of the Department of Chemical and Biological Engineering and the Department of Geology and Geophysics through gifts to fund graduate students.

This academic year, BP is supporting two first-year graduate students in chemical and biological engineering. The firm's gift is enabling geology and geophysics to support an additional three graduate students.

"We think it's very important to have a strong pool of master's and PhD students in engineering and the geosciences," said Patricia D. Wright ('74 BSE EDU), vice president of external affairs for BP America and BP's senior executive contact with UW-Madison. "This is vital not only for BP, but also for the campus and for society in general."

Traditionally, many graduate students are funded on faculty members' federal grants. The percentage of federal funding is trending down somewhat, and the expenses related to graduate students are on the rise.

"We would like to support all of our graduate students with gift funds, at least for the first academic year," said Professor Michael D. Graham, chair of the Department of Chemical and Biological Engineering. "That is a great way for us to leverage our federal grants. If we can get gift money to support students their first year, that's when they're taking classes; that's when they're choosing

(continued on page 18)

"Graduate students are the foot soldiers who do all the research. Without the graduate students, we wouldn't have much of a research program, and all the federal grants we're writing wouldn't have anyone to do the work."

–Professor Alan Carroll

In this 2006 photograph, Yuriy Roman-Leshkov, graduate student in chemical engineering, holds a glass reactor vial of the compound hydroxymethylfurfural (HMF), a chemical intermediate created from fructose. HMF can be used to make plastics or diesel fuel from renewable resources rather than from oil. Roman-Leshkow and Jim Dumesic, professor of chemical and biological engineering, developed a more efficient method to produce HMF. The new method solves two of the main drawbacks of previous efforts: First, it creates HMF in high yields, and, second, it delivers it in a solvent that allows for easy separation. "As long as oil is cheap, people will keep using it," Roman-Leshkov said. "People are just starting to think about alternatives to oil, but I'm very excited to see that our work paves the way for future research."

MICHAEL FORSTER ROTHBART, UW-MADISON, UNIVERSITY COMMUNICATIONS

BP support continued from page 16

their advisor. They're not in the lab; they're not really doing research.

"Right now, we are paying those grad students out of our federal grants," he said. "That means they have to choose advisors early, and they're supported on grants while they're taking classes as opposed to doing research. That's why we'd like to change the balance a little bit."

BP is one of several corporations providing chemical and biological engineering with gifts to support first-year graduate students. Others include ExxonMobil, Dow Chemical, Citgo and Shell.

"These companies, and BP specifically, have been successful at recruiting graduate students from Wisconsin," Graham said. "The graduate students from Wisconsin have done very well for these companies, and they would like to continue that trend. So they would like to help us educate graduate students. There are no strings attached. These are gifts."

Professor Alan Carroll has coordinated the gift program in geology and geophysics in the College of Letters and Science. "I've been telling companies for years that you've got to do this," he said. "The costs are astronomical. To fund a grad student on a grant right now, that's about $43,000 a year that I've got to raise, counting the overhead. That's doubled in the last 10 years. The grant availability has not increased in proportion to that."

The impact of increased expenses is real. "How many students the department can support is directly proportional to the costs," Carroll said. "We have a certain increment of teaching assistant support available, but it's nowhere near enough to support the large body of graduate students these companies would like to recruit.

"The other thing that I think BP has liked about us is that the UW has a reputation for producing good quality graduate students and having a nice balance of students, including many from the Midwest and Northeast, who turn out to be pretty successful on the job," he said.

The BP gift to geology and geophysics means $105,000 a year for three years for the department.

"This will be a great tool for us to pull in some really good people," Carroll said. "It made a big difference in what we could do this year."

The increased cost of funding traditional graduate students has many departments at the University and at other institutions looking at hiring postdoctoral candidates instead. "Two 50 percent graduate students cost more than one 100 percent post-doc because of the tuition requirements," Carroll said. "It makes having funds dedicated to supporting graduate students that much more important. It says, 'This is a vital thing.'

"Graduate students are the foot soldiers who do all the research," he said. "Without the graduate students, we wouldn't have much of a research program, and all the federal grants we're writing wouldn't have anyone to do the work.

"It is where research is coming from in the country, and it's also where the employees are coming from in the energy industry."

BP's Wright agreed. "Many of our employees have come from the master's and PhD programs at the UW," she said. "We have a long and strong history of supporting those areas. This year, BP has expanded its support for the Wisconsin School of Business and the Department of Economics in the College of Letters and Science, as well as providing gifts for the PEOPLE program, student groups and a speaker series."

In addition to coordinating BP's engagement with the University, Wright has served for more than a decade on the Letters and Science board of visitors. "It's really exciting to come back to campus and touch base with people involved in so many areas of the University," she said. "I am continually impressed with the progress made on campus, and the quality of students remains extraordinary. It is so rewarding to hear them express their ideas on innovation. They are so bright and talented; it makes me proud to be a Badger."

The units funded realize how much gifts from BP and other corporations mean to day-to-day life at a research institution.

"The gift funds really serve as a big multiplier," Graham said. "Gifts go a long way in helping us do what we do."

Solar-powered vehicle perfect for Lakeshore Nature Preserve

SUBMITTED PHOTO

Quiet and clean works when it comes to vehicles used in the Lakeshore Nature Preserve at the University of Wisconsin-Madison. Thanks to a July gift from BP America of a solar-powered, all-terrain electric vehicle, the staff has more flexibility in transporting people and equipment around the 300-acre preserve.

The electric vehicle is equipped with a 48-volt battery system and a 185-watt PV solar panel manufactured by BP Solar at its Maryland facility. The preserve stretches along more than four miles of Lake Mendota shoreline, from near the Memorial Union Terrace on the east to Shorewood Hills Village on the west.

"We know from experience that electric vehicles are energy efficient and convenient, and their quiet operation is a big plus for moving around a nature preserve," said Professor Ray Guries, chair of the Lakeshore Nature Preserve Committee and chair of the Department of Forest and Wildlife Ecology. "We are grateful for BP's support for clean energy as well as their support for the Lakeshore Nature Preserve."

"BP proudly donates this vehicle to the University of Wisconsin, our long-time partner," said Patricia D. Wright, vice president of External Affairs for BP America and BP's senior executive contact with the University. "This vehicle demonstrates our commitment to alternative energy and to harnessing the non-polluting power of the sun. It also represents the ingenuity that is needed from companies and universities alike as we strive to provide traditional and nontraditional energy for the future."

The "solar utility vehicle," as BP has dubbed the modified Bad Boy Buggy ATV, has 30 horsepower and provides more than 170 foot-pounds of torque. In contrast, the average electric golf cart provides 25 foot-pounds of torque. The vehicle is capable of negotiating a 40-degree incline, and the solar panels extend its range. It is for off-road use only and has a maximum speed of 22 miles per hour. BP has donated 21 of the vehicles to parks, nature preserves and universities across the country. For more information on the Lakeshore Nature Preserve, visit its Web site at lakeshorepreserve.wisc.edu. The interactive map on the site provides extensive information about the educational, historical, recreational and natural resources available to visitors.

JEFF MILLER, UWMADISON, UNIVERSITY COMMUNICATIONS

Home is where the degree is

"It allows the nursing student to get her (two-year) degree, get a job and work, and work on her baccalaureate at the same time," Nellis said. Nurses who don't have the ability to travel or move to go to classes can finish their degrees online.

After 12 years of nursing, Catherine Onsrud from Fort Atkinson, Wisconsin, knew she wanted more.

She had her associate degree and believed a bachelor's would help her understand people better and make her career more enjoyable. But the question that faced her seemed impossible: "How am I going to do this, raising kids (then 8 and 13 years old), having a family, working?"

A friend suggested BSN@Home, a joint effort of the University of Wisconsin's five baccalaureate-granting nursing schools, which allowed her to complete most of her degree from home. She liked it so much, she earned her master's too. "Now, I'm a nurse practitioner with a master's, and it's all because of this program, and I could do it while having a normal life," Onsrud said.

"BSN@Home is quite an innovative program," said UW-Madison's Sharon Nellis, assistant dean for academic programs in the School of Nursing and founding director of the program. "The collaborative nursing program offered by UW-Madison, UW-Eau Claire, UW-Green Bay, UW-Milwaukee and UW-Oshkosh, in cooperation with the UW Colleges online campus, allows registered nurses to earn their baccalaureate degrees. The degrees open up new opportunities," she said.

Students enroll at one of the five campuses from which they receive their student services and degrees. Each school presents one of the five core nursing courses online that equal about half the nursing credits usually still needed for a bachelor's degree.

"It allows the nursing student to get her (two-year) degree, get a job and work, and work on her baccalaureate at the same time," Nellis said. Nurses who don't have the ability to travel or move to go to classes can finish their degrees online.

Onsrud took four years to get her bachelor's degree. She worked on assignments while waiting for doctor's appointments and sat outside her children's karate practice reading nursing textbooks. She helped her children with their homework from 7 to 8 p.m., then took her turn on the computer.

The Ethel K. Allen Endowed Scholarship in Nursing will make it easier for nurses with two-year degrees to enroll in the BSN@Home program at UW-Madison. Allen designated $844,000 in her will to set up the endowment to help registered nurses who want to earn their baccalaureate degrees.

It will allow students to reduce their workload and take more classes, Nellis said. "They'll finish the program faster."

Allen, who died in 2006, was a renowned naturalist and faculty member in the College of Agricultural and Life Sciences. She spent 40 years conducting research on leguminous plants with her husband, Oscar Allen. Allen earned a bachelor's degree in botany and a master's in bacteriology from the UW-Madison and was later awarded an honorary doctorate. One

BOB RASHID PHOTO

of the Allens' many gifts to the University helped establish the Allen Centennial Gardens. In her will, Ethel Allen left bequests to many campus initiatives, from botany and microbiology to libraries, the Chazen Art Museum, endowed faculty positions and scholarships.

BSN@Home began in 1996 as the Collaborative Nursing Program after 9,000 Wisconsin RNs said they were interested in completing a bachelor's degree, most of them via long-distance learning. With two months from final approval until the first class, organizers scrambled to get the word out and had 79 nurses enroll in two courses, Nellis said. Since then, 639 students have graduated from the program. Enrollment continues to increase, to a projected 336 students this fall.

Registered nurses are getting advanced content and are learning the why of their practice, Nellis said. "It is giving them additional knowledge that should help them at the bedside," she said. "How can anyone argue with additional education providing better care?"

"Many of the students also finish their master's degree. That means more nurse educators to teach nurses who will fill a projected national nursing shortage and more nurses in advanced practice." For others, the baccalaureate degree is a personal, lifelong goal.

Madison nurse Chad Hare wanted to finish his bachelor's degree so he could continue in a master's program. Like Onsrud, Hare has a busy life between full-time work and keeping up with two young children. BSN@Home gave him a way to pursue his degree, often studying in his pajamas after the children were in bed. "I could do it when I had time," Hare said. "Not just 6 to 9 on Tuesdays."

Hare, who finished the program this spring, continues in his job as a transplant coordinator. He's also begun to apply for graduate school and hopes to become a nurse educator.

Nellis, who retired from the director's position in July and retired from the School of Nursing in September, said leaving the BSN@Home program has been the most difficult transition. "It's been one of the most rewarding programs I've ever had the pleasure of working with," she said. "Nurses who never could have gotten a baccalaureate degree without this program now have one. This truly is the Wisconsin Idea."

Jabo keeps his oars in the water

UW ATHLETIC COMMUNICATIONS

Randy Jablonic

AARON MAYES, UW-MADISON, UW COMMUNICATIONS

A phone call to legendary Badger rowing coach "emeritus" Randy Jablonic finds him fresh off a lake in northern Wisconsin.

"I'm on a fishing trip with some other members of the 1959 national championship team," said Jablonic, better known as "Jabo" to his crew teammates from 1954-60 and the student-athletes he led as an assistant and then head coach from 1960-96. "I'm here with Palmer Taylor, Dale Sharpee and Phil Mork. We just talked to Larry Schmitt on the phone. We get together every year."

Such loyalty and long-term friendships are hallmarks of Jablonic's life and career. When Jablonic decides on a course of action, he's in for the duration. His long-range thinking is evidenced in the estate gift he has made to benefit the rowing program in the Division of Intercollegiate Athletics at the University of Wisconsin-Madison.

"I came out of central Wisconsin to the University and received a much richer and broad-based education than I ever dreamed of," he said. "Thanks to the University and the crew, I have had more than a lifetime of wonderful memories and experiences."

Seeing how Jablonic went straight from the University and a spot on the rowing team to a coach after graduation, it can seem like that was his plan from the start. Far from it.

UW ATHLETIC COMMUNICATIONS

Randy Jablonic is seen, inset left, during his time as UW-Madison rowing coach and, left, when he was a student-athlete, letter winner and national champion.

"It was 1960, and I was about to graduate with a major in soil science," he said. Jablonic had started his college career as a mechanical engineering major, and he finished school a few credits short of a second degree, in journalism.

"We were coming back from the Eastern Sprints at Princeton University, and Norm Sonju, the rowing coach then, asked me if I had ever thought about going into coaching," Jablonic said. At the time, he had job offers on the table from the Upjohn Drug Co. and Wisconsin Power and Light, and Jablonic confessed that he hadn't considered a coaching career.

"Well, Norm convinced me on that plane flight," Jablonic said. "He said, 'You'll never get rich, but you will reap the rewards of working with young people and cashing in on friendships that will last a lifetime.' He was so right about that."

One could hear the sunshine in Jablonic's voice as he talked about the student-athletes he coached through the years.

"I had all these incredible young men and women enter the program," he said. "It's just a richly rewarding thing to see them grow and go through this institution as top academicians turning into strong and productive citizens of this state, the country and the world. To think I had an association with such great people, that makes me the most proud."

As each holiday season arrives, Jablonic receives warm greetings and cards from former UW-Madison rowers spread across the globe. "I see their growing families in the pictures, and they always say the nicest things. These are thrilling moments for me, to see these kids making lives for themselves and their families. That's what it's all about."

He has a place in Badger lore as one of the most colorful coaches in University history, and "Jabo stories" abound. There was the time he jumped in a crew launch to help herd a steer on the loose from the College of Agricultural and Life Sciences back to shore from the middle of Lake Mendota. On another occasion, he saw a number of golf balls on the frozen lake, tacked long 2-by-4s to his boots to spread out his weight as he went after them but still managed to fall through the ice. It took a human chain of rowers to pull him from the freezing water.

And, as documented in *On Wisconsin* magazine, he was

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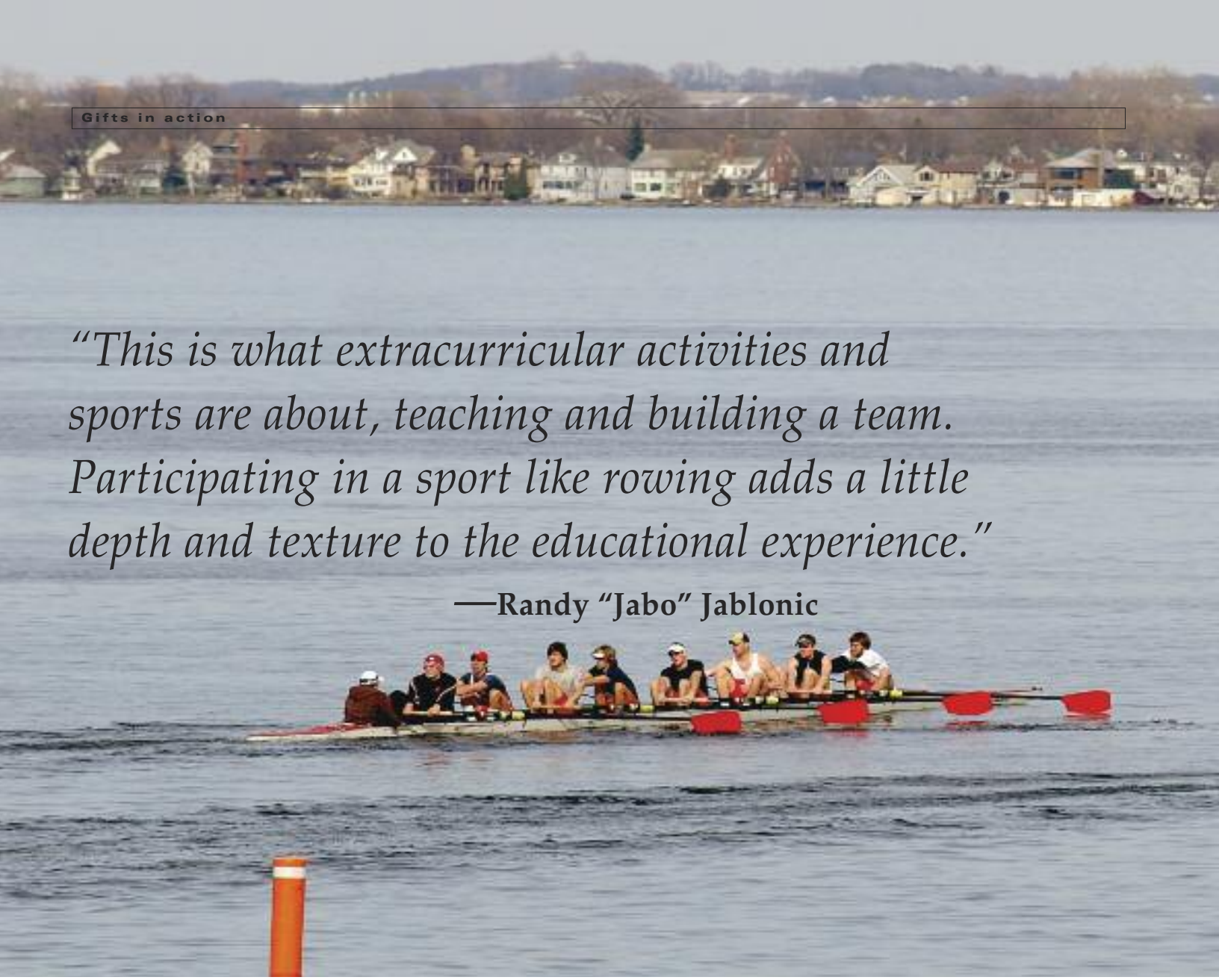

"This is what extracurricular activities and sports are about, teaching and building a team. Participating in a sport like rowing adds a little depth and texture to the educational experience."

—Randy "Jabo" Jablonic

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instrumental in the UW Marching Band and Mike Leckrone adding "The Chicken Dance" to its repertoire after he returned from a trip to Germany as coach of the U.S. national team.

"Randy 'Jabo' Jablonic's history with Wisconsin rowing extends over one-third of the sport's 118 years as a varsity sport on campus, far longer than any other UW men's crew coach," said Brad Taylor ('68 BBA BUS), author of "Wisconsin Where They Row, A History of Varsity Rowing at the University of Wisconsin." "From rowing to a national championship as a UW athlete in the 1950s, to coaching a Badger rower or two into every Olympics, from his first year to his last as head coach (1968-96), Jabo's contribution to the men's crew program is writ large."

Taylor referenced Jablonic's consistent record of success at the University as an athlete, freshman coach for eight years and then head coach.

"Thirty-seven years of Badger rowers under Coach Jablonic have learned what the desire, hard work and discipline learned leaning over the oars on Lake Mendota can carry into one's career and life's work," Taylor said. "Those same rowing alums, when thinking back on their years at Wisconsin, think first of Coach Jablonic as the embodiment of that experience."

It's mentioned to Jabo that the current rowing teams no longer train on the frozen ice the way his student-athletes once did.

"They have a fine facility and great tools to work with, and look what they've done as a result," said

AARON MAYES, UW-MADISON, UW COMMUNICATIONS

Jablonic, referring to the national IRA title won in the 2008 season. "I'm friends with (current head Coach) Chris Clark and his crew, and I stop in once in a while. Nothing has brought me greater pleasure than seeing the success Coach Clark has had."

During the 2008 Eastern Sprints, which the Badger 8 won, "I listened live on the Internet, where there is stroke-by-stroke coverage," Jablonic said. "When the race hit the last 500 meters, and I was sure they were going to win, I called in a message to Coach Clark."

Similarly, he followed each stroke of the national championship race, and he again called in congratulations before the contest was finished. Was he worried he might jinx the squad? "There was no way they could lose. They were rowing a perfect pattern," Jablonic said. "They are such a well-disciplined and well-coached team.

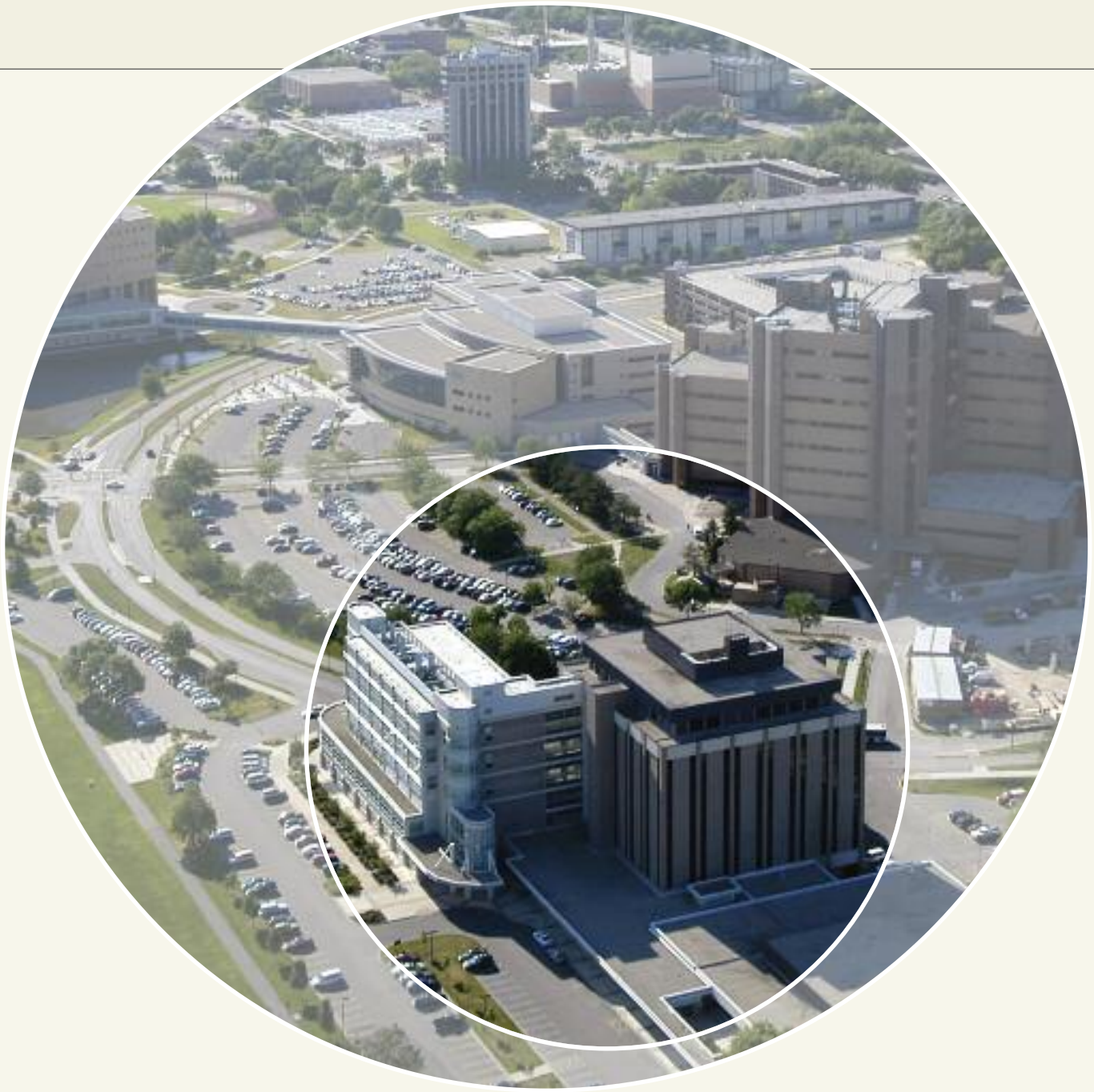
"This is what extracurricular activities and sports are about, teaching and building a team. Participating in a sport like rowing adds a little depth and texture to the educational experience."

Jablonic, through his gift, will add depth and texture to the program and the University he loves.

"I really believe in the Wisconsin Idea, and I have seen young men and women expand their horizons intellectually and socially," said Jablonic, whose granddaughter is enrolled and on the rowing team. A second granddaughter started school this fall and plans to row as well. "I think it's incumbent upon the alumni, in a sense, to protect the investment they have made in money, time and experience at Wisconsin.

"You certainly want people to recognize your university as one of the best in the world, and ours certainly is," he said. "We need to reinvest to keep this institution world class."

Spanish mother's search



JEFF MILLER, UW-MADISON, UW COMMUNICATIONS

leads to the Waisman Center

SUBMITTED PHOTO

"Don't give up, my love, or I'll give up with you, because I only live to see the fulfillment of this dream: that you may continue to live. Yours is a life sentence, not a death sentence."

So begins this story of a mother and the little boy she wants to grow.

She is Maria Antonia "Toni" Fenoy Ramon, who lives in Spain. "You will carry in your soul, the soul of all Spain," she wrote to 4-year-old Juan Manuel, or Juanma. He was a healthy 22 months old on Valentine's Day 2006, when his leg trembled and then he couldn't stand. Toni Ramon's odyssey from then until now saw her spend desperate hours on the Internet looking for answers to her son's illness, searching Europe for a conclusive diagnosis, battling her own advanced breast cancer and, ultimately, mounting a plea for help that has raised more than $1.3 million for research into Alexander disease at the University of Wisconsin-Madison.

"I am a simple woman whose main objective in life, just like all of the mothers in the world, is to be able to see their children grow happy and healthy," Ramon said.

Her journey toward hope hinges on the work of UW-Madison Professor Albee Messing, Department of Comparative Biosciences at the School of Veterinary Medicine, Waisman Center, who in 2001 discovered that nearly all cases of Alexander disease are caused by mutations in just a single gene, called GFAP. The progressive disease, a form of leukodystrophy, causes the loss of physical and mental abilities, an abnormal increase in head size and seizures. About two-thirds of patients have

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Spanish mother's search

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JEFF MILLER, UW-MADISON, UW COMMUNICATIONS

Professor Albee Messing, left, discovered that nearly all cases of Alexander disease are caused by mutations in a single gene. He continues to look for treatments.

an early-onset form, beginning before age 2, and usually survive only three or four years after diagnosis. Although children may remain stable for a while, they will begin to lose skills they have acquired, Messing said. From walking, they go to a wheelchair. From talking to no speech. From swallowing to a feeding tube.

An MRI usually indicates the possibility of Alexander disease; a genetic test confirms it. "The pain (the diagnosis) produced also took away a little of my life each day, until I became sick with cancer," Ramon said. "Nevertheless, and in spite of everything, I never resigned myself to accept the death of my son. I revolted against the illness of my son and my own. I rejected the pain in my soul and instead installed the hope of the fight."

Messing's findings about GFAP were quickly confirmed, and he began looking for treatments. In 2005-2007, he received a $100,000 pilot grant from the National Institutes of Child Health and Development to look at already-approved drugs to see if one might reduce the expression of the gene. The Wisconsin Alumni Research Foundation helped Messing gain access to the University's Carbone Comprehensive Cancer Center's drug library and robotic equipment to look for possible answers. Messing plans to submit the first results of this study for publication later this year.

When the Ramons found Messing through the Internet in early 2007, he had little to tell them. By that summer, he presented early findings to the United Leukodystrophy Foundation, which recorded and distributed his talk. It gave the Ramons new hope, and Toni Ramon mounted what Messing called an incredible fundraising effort. Thousands of Spaniards have contributed to Ramon's cause by attending events such as tennis matches and bullfights, participating in everything from online auctions to raffles and making direct contributions.

"We come from a country thousands of miles away," Ramon told Messing when she met him in April 2008. "I want you to know my dear professor that, although physically the three of us are here, in our hearts with us have traveled thousands of people who have made it

"It takes a lot of faith on their part to have done this," Messing said of the family's fundraising. The Ramons placed few restrictions on how their gift will be spent, and they have no guarantee of results to help their son.

possible so that you can continue your dauntless, valiant fight to find a cure for this cursed disease."

The Ramons arrived in the United States during the spring of 2008 to attend the first conference ever devoted to Alexander disease and sponsored by the United Leukodystrophy Foundation. They–and a Spanish television documentary crew–also visited Messing's lab in the Waisman Center, where he is trying to identify drug treatments and is searching for biomarkers to chart the progress of the disease.

"It takes a lot of faith on their part to have done this," Messing said of the family's fundraising. The Ramons placed few restrictions on how their gift will be spent, and they have no guarantee of results to help their son.

"The family is driven," said Marsha Mailick Seltzer, Waisman Center director. "The way to achieve their goal is to, essentially, come here where the genetic link for this disease was discovered and support ongoing research. When one has a rare disease, it often gets little attention unless someone is devoted to it." The Waisman Center makes rare diseases a priority.

Five months after Juanma's diagnosis, Toni Ramon was fighting for her life after an advanced breast cancer diagnosis. Juanma's father left his job to care for her and the children, including Juanma's older sister. After a year of chemotherapy and radiation treatment, Toni Ramon dedicated herself to raising money for a disease too rare for pharmaceutical companies to pursue. "I was aware from the beginning that the principal deterrent to developing a treatment for Alexander disease was and is the lack of funding," she told Messing.

Ramon, who called herself a mother who refused to stay home waiting for her son to die, credited the Spanish mass media for spreading word of her cause. She challenged Spaniards to contribute so her son could walk again and even run. "These are thousands of gift givers," Seltzer said. A Spanish television reporter told Seltzer that even prisoners are donating one euro a week from their prison cells to Juanma. The bullfight raised 80,000 euros from those who attended. "These are thousands of givers who believe in what we call translational research," she said. "This is a great example of translational research–to take basic science and turn it into treatments."

Pictures on Ramon's Web site, www.ayudajuanma.es, show her smiling son as she details her pain and her hope. "Lorenzo's Oil" (a movie based on the true story of a family's struggle to find help for their son who also suffered from a form of leukodystrophy) showed Ramon how another mother confronted the pain of knowing her son would die. "I wanted to know how to be capable of watching your son every day laughing, running and playing, while knowing that in a short period of time, he'll lose everything," she wrote. "How to be capable of looking in your son's eyes day after day, always with the same thought in mind: he's going to die. To wake him up every morning wondering if today will be the day that he goes blind. To prepare his food wondering when he'll need a feeding tube. How to live each day, imagining a code to use to communicate with my son when he becomes completely tetraplegic. All of this while trying not to go crazy."

When Ramon met Messing in Madison, she was so overwhelmed she could, at first, only squeeze his hand hard. If Messing can make a breakthrough in time, Ramon believes her son can recover some of the function he's lost. "This miracle is going to happen," Ramon writes on the Web site. "I know all of you are not going to abandon us."

To Messing she said: "I am grateful for your fight without respite to obtain a cure for Alexander disease. In the film 'Lorenzo's Oil,' (actress) Susan Sarandon was able to find a doctor who, by means of a chemical composition of oil, could save the life of her little Lorenzo. I remember perfectly the scene in which she pleaded to the doctor: 'Please, hurry up.'

"Today, Dr. Messing, I am pleading to you emphatically, urgently... Please, doctor, hurry up."

Nobel Prize gift makes

JEFF MILLER, UW-MADISON, UW COMMUNICATIONS

Outside, a gentle spring rain washed the University of Wisconsin-Madison campus. Inside, animated students, faculty, staff and visitors packed the main hallway of the new, cutting-edge Microbial Sciences Building as they navigated a forest of scientific posters. Distinguished researchers engaged in intense conversations with career neophytes.

May 29, 2008, was an exciting day to be a scientist and to be on hand for the inaugural Oliver Smithies Symposium lecture by Dr. Leroy Hood, one of the "rock stars" of biomedical research. In the 1970s, Hood and his colleagues revolutionized molecular biology with their development of the DNA gene sequencer and synthesizer and the protein sequencer and synthesizer.

Standing quietly in the background, greeting people as they entered the Ebling Symposium Center, was Oliver Smithies, the Nobel Prize-winning scientist who made the lecture possible. As the 450-seat auditorium filled to capacity and the overflow audience moved into two additional rooms connected via video conferencing, Smithies obviously was enjoying his welcome back to the UW-Madison campus.

The now 83-year-old Smithies was professor of genetics in the College of Agricultural and Life Sciences (CALS) from 1960 to 1988. In 2007, he shared the Nobel Prize in Physiology/Medicine for his discovery of the principles for introducing specific gene modification in mice by the use of stem cells. He chose to donate one-quarter of his Nobel Prize money to each of the four universities with which he has been affiliated during his scientific career: the University of Oxford (England), University of Toronto (Canada), UW-Madison and University of North Carolina, where he is currently the Excellence Professor of Pathology

new inquiry possible


WOLFGANG HOFFMANN PHOTO

Oliver Smithies

With his gift, Smithies makes it possible to continue to bring outstanding scientists at all levels of achievement together to question, encourage and challenge one another in the search for knowledge about what life is, how it works and why we must continue to learn more about it. Perhaps, somewhere in that audience of scholars, a Nobel recipient of tomorrow was finding inspiration to continue the quest.

and Laboratory Medicine. The gift will make it possible to present an annual symposium featuring a world-renowned scientist. Students and junior colleagues also will have an opportunity to meet the lecturer for lunch and small group discussion.

While at the UW-Madison, Smithies co-discovered a technique to introduce DNA material into cells. His lab produced the first animal model of cystic fibrosis, a disease caused by one defective gene.

Prior to lectures by both Hood and Smithies, CALS Dean Molly Jahn presented Smithies with a plaque recognizing his work in the transaction of animal cells and his commitment to scientific investigation. The plaque will be installed on campus as one of a series of historical markers.

Fred Blattner, Oliver Smithies Professor of Genetics, introduced Hood, his former colleague at Johns Hopkins University, calling him one of the most important people with whom he had ever competed. Hood's research has focused on the study of molecular immunology, biotechnology and genomics. He co-founded and serves as president of the Institute for Systems Biology in Seattle, Washington, which is pioneering systems approaches to biology and medicine.

Following the formal lectures, both Smithies and Hood spent informal time with audience members discussing "Perspectives on Science and Life."

With his gift, Smithies makes it possible to continue to bring outstanding scientists at all levels of achievement together to question, encourage and challenge one another in the search for knowledge about what life is, how it works and why we must continue to learn more about it. Perhaps, somewhere in that audience of scholars, a Nobel recipient of tomorrow was finding inspiration to continue the quest.

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Nobel Prize gift continued from page 31

"It is the supreme art of the teacher to awaken joy in creative expression and knowledge." -Albert Einstein

Nobel laureate Oliver Smithies, top photo center in sweater, and Dr. Leroy Hood, bottom photo center, enjoy lunch and conversation with a group of graduate students in the life sciences. The young scientists had a rare opportunity to share ideas with these medical pioneers.

Students were selected for this honor based on questions submitted in advance of the lunch.

WOLFGANG HOFFMANN PHOTOS

Scholarship celebrates a life lived with verve

SUBMITTED PHOTO

Adam Nickel is seen with friends Megan Sheahan, left, and Nora Steiglitz after a Crazy Legs Run.

The middle of this story is a tragedy: University of Wisconsin-Madison pharmacy student Adam Nickel was only 27 when he collapsed at the finish line of the Little Rock (Arkansas) Marathon and died 21 minutes later.

He finished 18th in the March 2, 2008, race, running 26.2 miles in 3 hours, 2 minutes and 26 seconds, not knowing he had a rare and hard-to-detect heart disease. This man, who loved running marathons, ran to raise money for the Leukemia and Lymphoma Society in honor of his grandmother, who died of lymphoma in 2002.

The rest of Nickel's tale is a celebration of an extraordinary young man, who friends and family and colleagues from Group Health Cooperative and the School of Pharmacy continue to honor. Almost 90 of those friends joined Team RAN (Remembering Adam Nickel) to run or walk in Nickel's favorite race, the Crazy Legs Classic, an April tradition in Madison, Wisconsin. Two friends ran the San Diego Marathon in his honor. Friends plan to do more runs together. Group Health Cooperative donated $2,500 to the Leukemia and Lymphoma Society in Nickel's name.

The UW School of Pharmacy established the Adam Nickel Memorial Scholarship, which will go to a pharmacy doctoral student who loves athletics and exercises and is committed to helping others through philanthropy or community service. "The scholarship highlights the things Adam found compelling and permanently honors his memory," said Jeanette Roberts, dean of the School of Pharmacy.

Nickel's life can be found in the stories told about him.

He was the middle child of Cindy and Ben Nickel's five boys, who grew up on a small dairy farm near Kaukauna, Wisconsin. In 4-H, he chose gardening, dairy and dogs for his projects. "I can still see him lying on the straw mow floor with 10 collie puppies on top of him," his mother wrote. "They stole his shoe, and, to this day, we never found it." Nickel also crocheted — and made his niece and each of his nephews baby afghans when they were born.

And he ran.

"When you have five brothers, to say that they are competitive is a huge understatement," Cindy Nickel wrote. "It seemed that they each had to find a sport that they were better at than the other brothers. Adam still holds the Kaukauna High School record for the fastest mile." He ran to train for

WOLFGANG HOFFMANN PHOTO

Friends and family and colleagues from Group Health Cooperative and the School of Pharmacy continue to honor Nickel. Almost 90 of those friends joined Team RAN (Remembering Adam Nickel) to run or walk in Nickel's favorite race, the Crazy Legs Classic, an April tradition in Madison, Wisconsin

wrestling, and, when the wrestling coaches established the Ironman Award in honor of Nickel in 1999, he also was its first recipient. It's now called the Adam Nickel Award, and the Nickels have made it a scholarship award in their son's memory.

"He was the strongest person I've ever met in my whole life," said pharmacy student Sarah Balzar, who called Nickel her best friend. He also was one of the most caring.

Nickel and Balzar worked together at Group Health, and she remembered the day a man came in with a new job, no paycheck and no way to pay for his medicine. Nickel spent an hour and a half finding a program that would cover the cost.

Beth Martin, an assistant pharmacy professor, connected with Nickel when he came to her after a lecture about motivational interviewing. He realized that everything he knew about medications and disease management wouldn't be helpful to a patient unless the patient desired health changes, she said. The conversation led to weekly discussions among Martin, Nickel, another pharmacy student and a second-year pharmacy resident. Everyone looked forward to those meetings, she said. "It all started with Adam coming to my office saying, 'I want to do this.'"

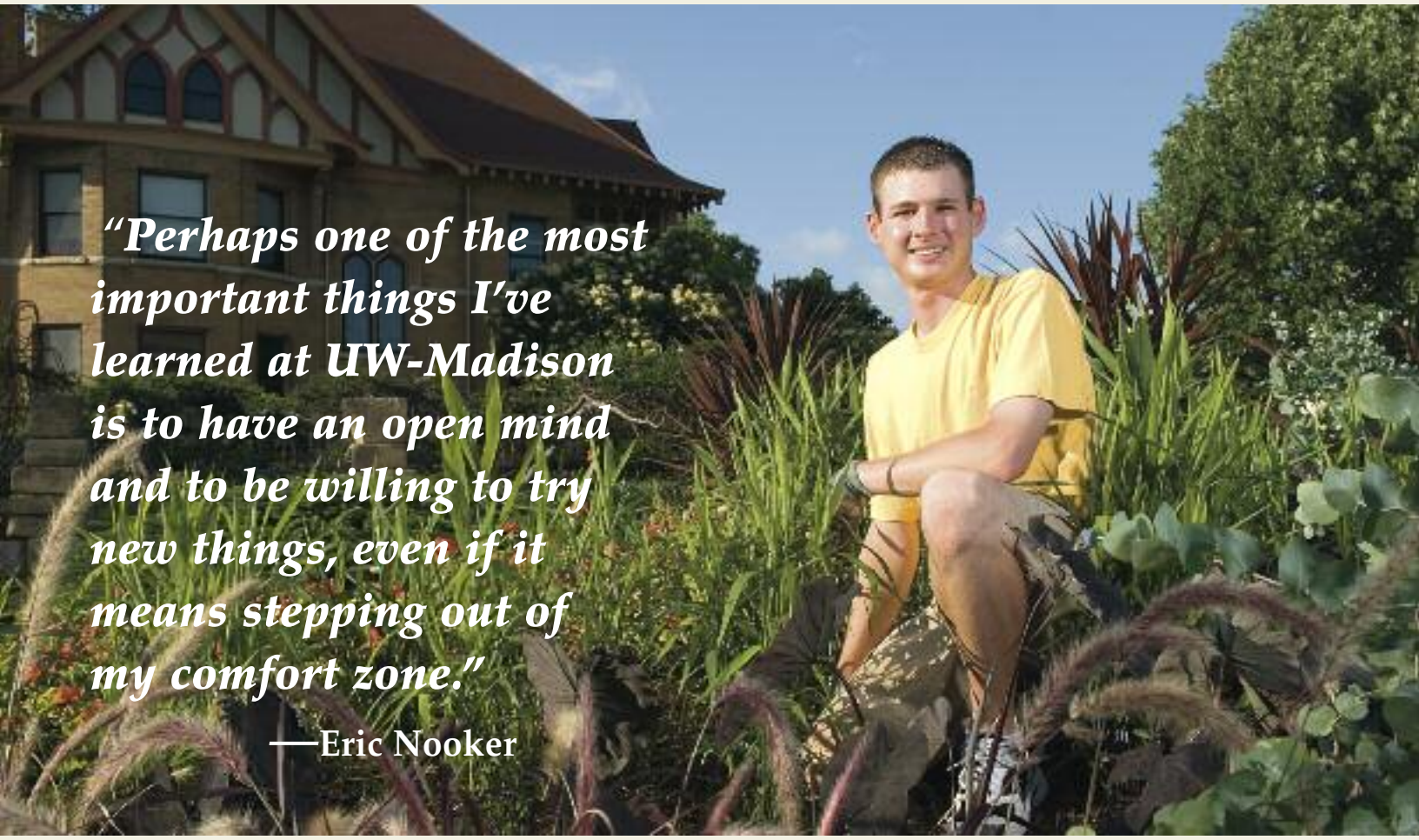
Nickel was a student who would stay up "forever" studying for tests but make time for dinner and a bottle of wine in the midst of it. He was the uncle who had to find the perfect present for his niece and nephews and at one juncture gave them a recording of himself reading and singing the book "Dooby, Dooby Moo." He shoveled walks to raise money for Team in Training. He knew the Crazy Legs race was a tough course but appreciated the beer at the end.

At 27, he still also called home to tell his parents his test scores, and they hung his dean's list honors on the refrigerator. His farm home is where he learned to work hard. "When wrestling practice was at 6 a.m., Adam was in the barn at 5 a.m. to make sure his chores were done," his mother wrote. The family still counted on him to come home to help bale hay every summer.

Cindy Nickel called her son a farm boy who loved family, friends and Jesus. "He finished what he started and always did everything to the best of his ability. He trained hard but never forgot to notice the beauty of everything and everyone around him ... and was the happiest person I knew. I miss his smiles, laugh and, most of all, the hugs."

There's one more thing, Cindy Nickel wrote. "Adam's first middle school girlfriend 'dumped' him because he ran funny when he played basketball."

VENIT. VIDIT. VERNAVIT.—
He came. He saw. He bloomed.



"Perhaps one of the most important things I've learned at UW-Madison is to have an open mind and to be willing to try new things, even if it means stepping out of my comfort zone."

—Eric Nooker

If you're interested in dirt on the University of Wisconsin-Madison campus, Eric Nooker is your guy. Last winter, he picked up some dirt on Costa Rica. Nooker, from Green Bay, Wisconsn, loves everything related to bugs, plants and things that live and thrive in the dirt. Not surprisingly, the third recipient of the prestigious Bascom Hill Society Scholarship is majoring in horticulture.

"In high school I thought landscape architecture would be a good career," Nooker explained. "When I was searching for colleges, I found out that UW-Madison was the only school in the state that had a landscape architecture program. At UW-Madison, I took several pre-landscape architecture courses but realized it wasn't the best fit for me, so I switched to horticulture. Deciding to attend UW-Madison has been one of the best decisions I've ever made." Although he has no specific career plans after his May 2010 graduation, currently under consideration are plant breeding or restoration ecology.

When it comes to watching something he nurtured thrive, Nooker finds satisfaction in his work with Accessibility Advocates (AA). In 2007, he helped found the organization to raise campus awareness of the lack of accommodations for students with disabilities. This is a subject he knows well; he is a member of the Deaf community.

The goal of AA is to make the UW-Madison a more welcoming and accessible environment. In the group's first year, Nooker served as treasurer and helped secure a grant to promote campus-wide understanding of the barriers to enjoying the full Wisconsin experience that disabled students face. This year, he is the AA president.

In his application for the scholarship, Nooker proudly noted that the organization has done much in a short time. "We are slowly but surely increasing campus-wide understanding of the various obstacles students encounter on campus," he wrote. "A lot of people have struggled for things I take for granted, so this is one small thing I can do for future students."

In her letter of recommendation for the scholarship, Carol Trueba, director of the McBurney Disability Resource Center, pointed out that Nooker's outstanding academic record does not reflect the complex effort it takes to maintain it. Nooker, she explained, "is culturally and linguistically deaf with sign language as his primary learning language. Interpreters have been in all classes translating spoken English into sign language. Eric must choose among looking at the interpreter for meaning, looking at the professor for facial or body cues regarding what is being said, looking at the PowerPoint or blackboard for the information presented visually, looking for the classmate asking the question or making a comment or looking down at his notebook. Eric manages this first and foremost by being a very bright and intellectually curious student."

Nooker's intellect and curiosity have served him well. He has been on the dean's list three of his last five semesters. He also is soaking up important life lessons. "I have learned so many new things and have experienced things that I would have never dreamed of a few years ago," he said. "For example, I went to Costa Rica for two weeks as part of a study abroad experience and stayed with a host family for a week. I have learned a lot about other cultures, including one I identify with: Deaf culture. Perhaps one of the most important things I've learned at UW-Madison is to have an open mind and to be willing to try new things, even if it means stepping out of my comfort zone."

The Bascom Hill Society Scholarship will allow Nooker to continue to grow academically, emotionally and culturally and to teach everyone how able the disabled really are. "Receiving the Bascom Hill Society Scholarship is a tribute to my upbringing and to my drive to make the world a better place. I am grateful for the recognition and honor to be a Bascom Hill Society Scholar."

BOB RASHID PHOTO

The Bascom Hill Society represents an important force in helping the University continue its pursuit of pre-eminence. One way to achieve this is to provide unparalleled access to the University by awarding a full scholarship to a deserving student. The Bascom Hill Society Scholarship is awarded annually to a junior or senior with a solid academic record, demonstrated leadership capability and outstanding volunteer contributions to the University of Wisconsin-Madison or his/her community. Applicants also must meet financial need criteria. The scholarship is the largest awarded on campus and provides in-state or out-of-state tuition, fees, books and room and board for one year. The selection committee includes representatives from the Morgridge Center for Public Service, the UW-Madison faculty and the UW Foundation.

A spring break in the classroom

JAMES GILL PHOTO

Professors Jonathan Patz, David Morgan and Joann Peck make up the faculty for the 2009 Wisconsin Weekend Away.

Wisconsin Weekend Away brings exceptional University of Wisconsin-Madison faculty to a warm, sunny location for your enjoyment. Join members of the Bascom Hill Society for thought-provoking sessions on subjects as diverse as global climate change, understanding Islam and how the sense of touch can influence purchase decisions. A presentation of the University of Wisconsin Foundation, Wisconsin Weekend Away is scheduled for March 20-22, 2009, in Tubac, Arizona.

Professor of History and Religious Studies David Morgan will offer a session that addresses Islam as a member of a religious family that began with and includes Judaism and Christianity. Morgan joined the UW-Madison in 1999, serves on the faculty steering committee for the Lubar Institute for the Study of the Abrahamic Religions and specializes in Islam. Prior to joining the UW-Madison, he spent 24 years on the faculty of the School of Oriental and African Studies at the University of London.

In a second presentation, Morgan will examine Mongol and Safavid contributions to modern Iran. He will explain how political boundaries, language, ethnic composition and religion have determined the shape and character of today's Iran.

Sessions on global climate change and its impact on public health will be the focus of Jonathan Patz, MD, MPH, former family physician and occupational and environmental health specialist. Patz co-chaired the health expert panel of the U.S. National Assessment on Climate Change and has been lead author for more than a decade on the reports of the United Nations Intergovernmental Panel on Climate Change, the group that shared with Al Gore the 2007 Nobel Peace Prize. As part of the UW Cluster Hiring Initiative in International Environmental Affairs and Global Security, Patz has academic homes in the Center for Sustainability and the Global Environment within the Gaylord Nelson Institute for Environmental Studies and in the UW School of Medicine and Public Health Department of Population Health Sciences.

Patz will share his research on malaria in the Amazon and show how destroying ecosystems raises the risk of disease far beyond the immediate landscape. His studies explore changes in land use and their impact on human health and ethical questions of human suffering.

In addition to global solutions, Patz offers a presentation with practical, individual steps you can take to improve your health and the health of the planet. Learn about what Patz calls "co-benefits" and how you can

incorporate these innovative actions into your daily life.

Joann Peck, from the Wisconsin School of Business, will speak on consumer behavior and persuasion techniques. She joined the UW-Madison faculty in 2001 and is an assistant professor of marketing. She earned her MBA in marketing at UW-Madison, and, in 1993, received the Outstanding MBA Student Award. Peck holds a bachelor's degree in secondary education from the University of Michigan and a doctoral degree from the University of Minnesota.

Peck's primary research involves consumer behavior and haptics, the sense of touch. She is a recognized expert in this field and will talk about how your individual sense of touch can influence buying decisions. Peck also plans a presentation on persuasion tactics and will share techniques to help you become more persuasive.

The Tubac Golf Resort and Spa in Tubac, Arizona, is located on the banks of the Santa Cruz River and boasts beautiful vistas of the Santa Rita and Tumacacori mountains. The area is well known as an arts community and is approximately 50 miles south of Tucson, Arizona. Time has been set aside to explore the natural beauty and enjoy the plentiful sunshine in the area.

For more information, please contact Director of Stewardship Susan Teskey at 608-262-4296 or susan.teskey@uwfoundation.wisc.edu.

Bascom Hill Society dates to remember

BHS Luncheon Series

Tuesday, November 18, 2008
John Coleman and Barry Burden
Post-election analysis and panel discussion
Memorial Union

Tuesday, December 16, 2008
The University of Wisconsin-Madison Concert Choir
"Winter Medley,"
conducted by Beverly Taylor
Memorial Union

Tuesday, February 24, 2009
Monona Terrace

Tuesday, March 17, 2009
Monona Terrace

Tuesday, June 23, 2009
Arboretum

Tuesday, July 28, 2009
Arboretum

Tuesday, November 10, 2009
Memorial Union

Tuesday, December 8, 2009
Memorial Union

Wisconsin Weekend Away
March 20-22, 2009
Tubac Golf Resort and Spa
Tubac, Arizona

Fall Event 2009
September 25-26, 2009

Keeping the doors open

Today, three out of five University of Wisconsin-Madison students receive financial aid. For them, the door is open. At the UW Foundation, we want to make sure it stays open to every talented student who qualifies for admission. When you make a gift to the "Great people. Great place." initiative, you open doors.

For further information, go to www.greatpeoplegreatplace.org, call 608-263-4545 or e-mail uwf@uwfoundation.wisc.edu.

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