

A REPORT FROM
THE UNIVERSITY
OF WISCONSIN
FOUNDATION

SUMMER 2008

W I S C O N S I N
insights



**'Great people.
Great place.'**

Supporting students, faculty
and East Campus Gateway

To Cape Town
Leadership emerges
half a world away

A true mentor
Kennedy legacy
grows medical scholars



John Wiley

This is my final message to you as chancellor of the University of Wisconsin-Madison. Like most farewells, it is bittersweet. During my seven years as chancellor of our great university, and seven years prior to that as provost, I had the privilege of meeting many of you, sharing memories and discussing your concerns, opinions and ideas. I count these times among my most rewarding. It is true that when you are among Badgers, you are among

friends, and when you are among friends, chances are, you'll find a Badger.

Recently, I was reminded of the number of commencements in which I have participated during my 27 years on campus. Watching graduates walk across the stage, making that invisible but life-changing transition from students to alumni, is a source of tremendous pride.

In 2002, I sent all of the graduates a congratulatory e-mail. I also asked them to send an e-mail to someone who had been particularly influential during their time here or who had helped them in some way they thought they would remember for the rest of their lives. In my commencement address that spring, I explained that my inspiration for this communication was a month spent traveling around the country visiting with alumni

groups. So many people wanted me to know how much someone at the University had made a difference in their lives and how they wished they had thanked them, but, for one reason or another, it was too late.

This is the right time for me to heed my own advice and to thank all of you for the difference you have made to the University, to our students, faculty and staff, and to programs and facilities. As for my personal thanks, I am hard-pressed to find words that adequately express what your loyal support, your counsel and advice, your generosity mean to me.

These days, I am often asked to speculate on the future of the University and, in particular, the challenges we will face. My first prediction is that we will have them. Without constant challenges, the UW-Madison would not be nearly as interesting, nor nearly as productive, creative and exciting as it is every day. My second prediction is that we always will have something to celebrate—successes, discoveries, victories and achievements—many of which will benefit people around the globe and many of which you have made possible with your gifts.

I am confident the future of the UW-Madison is and will continue to be in capable hands. I also know the incoming leadership will benefit from your experience and your expectations, as I have.

Thank you and On Wisconsin.

“This is the right time for me to heed my own advice and to thank all of you for the difference you have made to the University, to our students, faculty and staff, and to programs and facilities. As for my personal thanks, I am hard-pressed to find words that adequately express what your loyal support, your counsel and advice, your generosity mean to me.”

—Chancellor John Wiley



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insights

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On the cover

Walking under the arched portico at the Memorial Union has been a ritual for generations of University of Wisconsin-Madison students. The “Great people. Great place.” initiative is an effort to make sure that the University’s doors remain open to students from a variety of economic backgrounds, that top-flight faculty members guide their educations and that the East Campus Gateway provides an uplifting aesthetic experience on campus.

PHOTO: Jeff Miller, UW-Madison, University Communications

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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!

Campus priorities stress

“Great people. Great place.”

Three synergistic components define a world-class university: the most promising undergraduates, top graduate/professional students and stellar faculty. Take away any of the three and what remains is just another university. The University of Wisconsin-Madison is one of the world’s most respected and influential research-intensive institutions. Maintaining and building this reputation means enhancing the entire intellectual capacity of the campus. It means attracting, retaining and supporting all of our “Great people.”

Some of the oldest and most beloved places on the UW-Madison campus are enclosed in the east campus neighborhood bordered by Murray, Dayton and Park streets and the Memorial Union. This area welcomes students, faculty, staff and visitors for athletic, cultural and social gatherings. The East Campus Gateway, part of the campus master plan and based on a century-old classic design, will create a vibrant pedestrian corridor filled with new and upgraded facilities, outdoor public art and inviting plazas. The gateway is a unifying concept that will make the University’s front door more accessible and more beautiful. It will demonstrate why the UW-Madison was, is and always will be a “Great place.”

The “Great people. Great place.” initiative incorporates the two primary campus-wide priorities identified by Chancellor John Wiley ('65 MS L&S, '68 PhD L&S) and Provost Patrick Farrell for the next two years. It offers alumni and friends more opportunities to direct gifts to areas of personal meaning and special importance.



AARON MAYES, UW-MADISON, UNIVERSITY COMMUNICATIONS



Great people.
Great place.

University of Wisconsin-Madison

People: Our most valuable asset

Undergraduate support. University officials estimate that students are eligible for about \$15 million to \$20 million more in financial support than is currently available to them through state, federal and institutional aid. Specifically, the gap between the amount UW-Madison students have with all available funding packages and the cost of tuition, housing and supplies increased nearly 28 percent between 2000 and 2005. Talented students can be accepted by the UW-Madison, but the unmet need gap means their dreams are out of reach.

A year ago, the University of Wisconsin Foundation Board of Directors voted unanimously to allocate \$20 million for a need-based financial aid challenge program. Unrestricted campus-wide gifts will be matched dollar for dollar; endowment-level gifts directed to a specific school or college will be matched 50 cents to the dollar.

The intent of need-based financial assistance is to include it as part of a total financing package of awards and work-study programs so that qualified students can participate fully in the Wisconsin experience and graduate on time with a manageable debt responsibility.

Graduate student support. Just as a great university must recruit the



UW-MADISON, UNIVERSITY COMMUNICATIONS

best faculty, it also must recruit the best graduate students. The top scholars, teachers and scientists of the future are trained at the graduate and professional levels. The UW-Madison has a well-earned reputation for outstanding graduate and professional programs.

Wherever they go during their careers—from academia to private business to public service—these students operate on an international stage, carrying the UW-Madison name, reputation

and Wisconsin Idea with them.

The “Great people.” initiative offers two options for graduate support. The Graduate Scholar Fund focuses primarily on supporting individual students. The Graduate Excellence Fund is more flexible and enhances the ability of departments to recruit and retain high-caliber graduate students.

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Faculty support. The University offers the opportunity to learn from the masters who wrote the texts, developed the theories, created the masterpieces and engineered the breakthroughs. A faculty with high expectations pushes students further than they thought possible. Likewise, distinguished faculty members are drawn to the intellectual rigor, academic debate, interdisciplinary idea sharing and international prestige that characterize the UW-Madison.

Competition for the best faculty is intense and escalating. Over the past five years, outside offers to UW-Madison faculty have doubled.

Gifts to the “Great people.” initiative for faculty will increase support through chairs and professorships. The “Faculty Fellow” is a new model for faculty support that allows deans the flexibility to provide named awards.



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

East Campus Gateway:

An avenue of activity

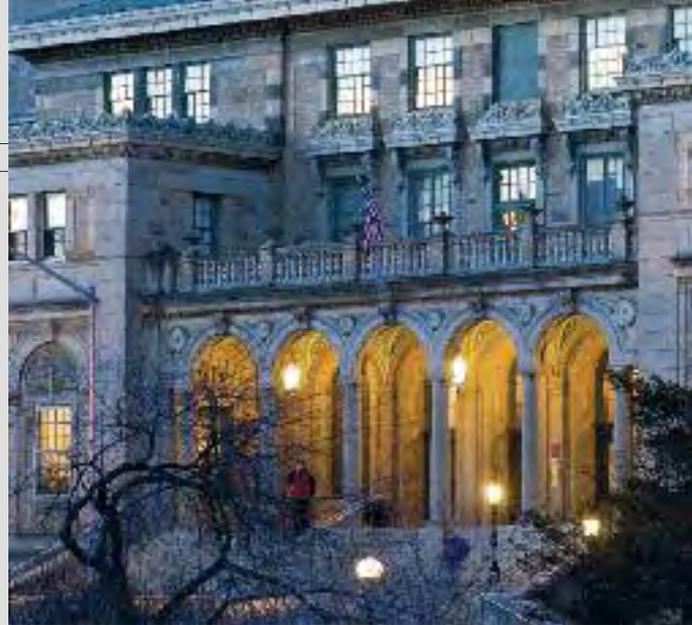
Projects under the East Campus Gateway umbrella include:

- **Memorial Union infrastructure upgrades and renovations**
- **Chazen Museum of Art addition and sculpture garden**
- **School of Music performance and academic buildings**
- **Music Hall renovation**
- **Green and connecting areas of the mall**

New Ogg Hall welcomed its first students last fall and the removal of the old Ogg Hall residence towers will allow for more green space. Looking ahead, the Mosse Humanities Building will be demolished and replaced with twin academic buildings to house disciplines in the humanities. Further south, a redevelopment of Gordon Commons is planned, along with construction of a hockey facility at the Kohl Center.

The art department is already benefitting from new facilities, called the Art Lofts, on Frances Street across from the Kohl Center. The Glass Lab and metal sculpture foundry have been relocated to the lofts, and a renovation of 31,000 square feet will provide space for instructional labs and art studio spaces now located in three separate sites across campus. Tandem Press will relocate to the same area and share space with the Arts Tower, a new academic building for the art department.

When completed, the East Campus Gateway will be a vibrant center for performing, creating, learning and living.



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

A father's legacy will help students



JAMES GILL

After her father died two years ago, Ellen Zweibel received an inheritance. She wasn't quite sure what to do with it, but the University of Wisconsin-Madison professor knew she would like to help others.

Her father, John Gould, had emphasized education. "He didn't have a college degree, for a combination of financial and family reasons," said Ellen, who teaches and conducts research in physics and astronomy in the College of Letters and Science. "He fostered my curiosity, and he always encouraged me to be interested in science and the world.

"I wanted to do something to memorialize him in some way," she said. "He was a

refugee from Czechoslovakia during the Nazi era. I thought about helping refugees, but I was not really sure what to do."

Ellen turned her thoughts to funding young people's dreams. "I have been reading so much about how the cost of education is pricing so many people out of the market," she said. "I'm very proud to be a faculty member here. I'm very proud of the education we can offer people. I want it to be as accessible as possible."

She met with development staff at the UW Foundation and discovered a new initiative that would match her gift dollar for dollar if it went to unrestricted, need-based student support. The

“I didn’t know whether the amount of money I was talking about would matter,” she said. “I didn’t know if you needed half a million dollars to walk through the door. I was surprised to discover that a relatively modest amount of money can make a big difference.”

Foundation’s board of directors has made \$20 million available to match such gifts. (Endowment funds of \$25,000 or more for need-based scholarship gifts restricted to colleges or similar units are being matched 50 cents on the dollar.)

“I am in two departments, astronomy and physics, and my father liked chemistry,” Ellen said. “So my first thought was a scholarship for a student in one of those fields, but when it was explained that there was this match, I made no restrictions. That was just too good to pass up.”

Soon thereafter, Ellen set up the first faculty-supported need-based scholarship endowment as part of the “Great people. Great place.” initiative.

“I didn’t know whether the amount of money I was talking about would matter,” she said. “I didn’t know if you needed half a million dollars to walk through the door. I was surprised to discover that a relatively modest amount of money can make a big difference. Would a \$1,000 or \$2,000 grant make a difference to a student, given that it’s less than tuition? I’m sure now that it does.”

She looks to her own past for an indication of how financial times have changed. “My mother became a high school teacher shortly before I went to college,” said Ellen, who grew up in

New Jersey. “Her take-home pay was about three times the cost of room, board and tuition at the University of Chicago, where I went as an undergraduate. That’s just staggering, for a place that now I think costs close to \$50,000 a year. The cost of education compared with wages and salaries has just gone up so much.

“Considering the kinds of jobs my parents had—my mother being a teacher, my father being a tool and die maker—with three kids, they could never have sent all three of us to private schools,” she said. “Education transforms people on the outside and on the inside. It makes such a difference in what you can do in life.”

Ellen believes there’s another good reason for faculty members to support students. “I think it matters for students to know that anyone cares about keeping them in school, especially a faculty member,” she said. “They see this other side of us, where it might seem to them sometimes that we’re creating obstacles for them. I believe it’s important for them to see that we care about making education accessible regardless of means.”

As for her feelings about the use of that inheritance? “There certainly were other things I might have done with it,” she said with a smile. “Setting up this scholarship has brought me nothing but happiness.”

Faculty Fellows model offers new rewards, incentive to stay

Many deans and program leaders at the University of Wisconsin-Madison might feel as if their array of bright young faculty members serves as a recruiting pool for other institutions.

Much talk has revolved around how to stem the tide of young stars who earn tenure only to be lured away by more lucrative offers elsewhere. A new idea that was initiated in the College of Letters and Science and is being implemented by other units on campus offers a model of action to keep that teaching and research talent on the UW campus.

The Faculty Fellows program uses private support to create supplemental financial packages for deserving faculty members. The first named fund in the College of Letters and Science was set up by alumnus George Hamel Jr. ('80 BA L&S) and his wife, Pam. They also have established a matching gift to attract others to what they see as a fantastic way to ensure continued excellence. So far, five other donors have established named faculty fellows funds.

"I would love to take credit for this concept, but I really can't," said George, managing partner of ValueAct Capital in San Francisco, California. As a member of the college's board of visitors, George had heard Dean Gary Sandefur "talking about losing people they wanted to keep. We were discussing things we could do to help stem that tide. We

One of the first Faculty Fellows is Professor Susan Zaeske in communication arts. "I found it incredibly energizing and motivating to be recognized by the college and, what might be even more noteworthy, by friends of the college," she said. "This award is a tangible way of saying, 'We have faith in you.'"

(the board) asked, if you could have a magic wand, what would you like?"

The Hamels previously had set up a "smallish" (in George's words) opportunities fund in the Department of Communication Arts. "There were a lot of things, like small or narrow research projects, attending seminars and conferences, that were not big enough for formal grants but were just costly enough that they didn't do them, or, if they did go forward, faculty members often ended up using their own money," George said.

"Last fall, we were here for the opening of the (communication arts) digital media lab, and we heard a lot about how these \$1,500 grants made a difference. We were surprised how a relatively small amount of money seemingly had such a large impact

for these young professors," he said.

Among the pleasant surprises for the Hamels were thank-yous in book acknowledgments, as well as cards and e-mails.

So when UW Foundation development director Anne Lucke and Dean Sandefur suggested the Faculty Fellows model, which provides professors not only money but also recognition from the college and gives the college a tool to aid in the pressing matter of faculty retention, the Hamels were receptive to the idea.

As George said, "Seeing how just the little investments in these professors seemed to have an effect, doing something bigger really sounded exciting."

The dean expressed appreciation for the Hamels' vision. "Words cannot fully express the significance of the Hamels' gift for the College of Letters and Science," he said. "The Faculty Fellows model has given us a way to recognize and retain the faculty who will provide excellence and leadership for our college—and the University of Wisconsin-Madison—for future generations. The model also has created a tangible means for donors to invest in stellar faculty, with immediate results, at this pivotal time in the University's history."

One thing that puzzled the Hamels was why young faculty on the rise would leave someplace as "wonderful as Madison."

"People have romantic memories of their years in Madison," George said. "It's a world-class university, a great place to raise children, with a fairly reasonable cost of living. Why would they go somewhere else?"

"I think they feel beaten down, with a negative drumbeat from some legislators and relatively low salary increases, and they get that call with an offer at the right time for them and the wrong time for the University."

One of the first Faculty Fellows is Professor Susan Zaeske in communication arts. "I found it incredibly energizing and motivating to be recognized by the college and, what might be even more noteworthy, by friends of the college," she said. "This award is a tangible way of saying, 'We have faith in you.'"

The Faculty Fellows awards are targeted to faculty who are within 10 years of having received tenure. Each receives five years of supplemental funding. "These are the sort of people we are losing left and right," Susan said. "This mid-career period is very often an academic's really productive time, and that's when a good person is likely to be picked off by other schools."

"This will give me a chance to catch my breath a little and rededicate myself intellectually after putting a lot of energy into service to the University and administrative duties."

She will work on three books in the five-year Hamel Fellows term. One is a reflection on how modern women's activists have appropriated the Old Testament story of Esther. Another is an examination of 19th century speeches by the likes of Abraham Lincoln, Elizabeth Cady Stanton and Rose Schneiderman.

The third is a study of Mathilde Anneke, who started the first feminist newspaper in Germany before immigrating in 1848 to Milwaukee, where she founded a newspaper and school for girls and women. "It will add a Midwestern perspective to the history of the women's movement," Susan said.

"One of the great aspects to the Hamel grant is that it not only supports me, but I can use it to support my graduate students," she said. "I can hire them to help me with my research. The cost of conferences also can be prohibitive, and to stay visible in your field and recruit the best graduate students, you have to attend academic conferences."

Those are just the sort of circumstances the Hamels sought to support.

"The days of financial worries not being a part of the University's life, if they ever existed, are gone," George said. "So what do we who care about the University of Wisconsin do about it? We can accept lower standards, doing what we can with what we get. Or, if we're going to remain world class, we have to recalibrate how we're going to do that, and private support certainly is a part of that equation."

The first cohort of Hamel Faculty Fellows in the College of Letters and Science

Pupa Gilbert

JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

Craig Berridge, professor of psychology, conducts research on the behavioral and physiological functions of certain peptide and catecholamine neurotransmitters, particularly in the context of stress, arousal and stimulant drugs. He takes a multidisciplinary approach that uses a variety of methods, including pharmacological, electrophysiological, anatomical and neurochemical techniques.

Barry Burden, professor of political science, is a leading expert on American politics, with an emphasis on electoral politics and representation. He has written about partisanship, third-party campaigns, public attitudes toward political leaders, congressional politics, candidate strategies and voter turnout. He is co-author of "Why Americans Split Their Tickets: Campaigns, Competition, and Divided Government," editor of "Uncertainty in American Politics" and author of a forthcoming book, "Personal Roots of Representation."

Monika Chavez, professor of German and second language acquisition, examines how variables like foreign travel, previous foreign-language learning, chosen or intended major field of study, age, language learning success and gender affect students' beliefs about the study of German. Her research focus includes (a) student-perceived

improvements in skills and cultural knowledge over the course of an academic semester, (b) motivation for studying or continuing German, (c) the expected contributions of the teacher, peers, self and instructional materials towards progress in learning German, and (d) perspectives on possible real-life applications of German.

Pupa Gilbert (nee Gelsomina DeStasio), professor of physics, joined the Letters and Science faculty in 1999 as part of a biophotonics research cluster. Biophotonics, a relatively new field, incorporates physics, chemistry, biology and medicine in developing new microscopes that peer deeply into the inner workings of living cells. As a member of the faculty, her projects have included gadolinium neutron capture therapy—a cancer treatment that she likens to "making a microscopic nuclear bomb explode in each cancer cell." In early 2006, Gilbert and her colleagues reported on advances in radiotherapy with promise for treating glioblastoma multiforme (GBM) with the element gadolinium. GBM is a brain cancer with an equal rate of incidence and mortality. Most recently, Gilbert has been part of a group of scientists studying how nacre, commonly known as mother-of-pearl, is formed.



Craig Berridge



Barry Burden



Monika Chavez



Steven Krantowitz



Edgar Spalding



Dhavan V. Shah



Shannon Stahl



Aili Mari Tripp



Susan Zaeske

Stephen Krantowitz, associate professor of history, is a historian of the United States, specializing in the 19th century. His research and teaching centers on the ways Americans understood and experienced slavery and emancipation—with an emphasis on issues of political activity, racial ideology and racial conflict—and the ways politics and race have been gendered. After a decade of research on the politics of white supremacy in the post-Civil War South, which resulted in his book “Ben Tillman and the Reconstruction of White Supremacy,” he has shifted focus to explore the political lives of Boston’s black activists during the middle and later 19th century. This work is tentatively titled “Colored Citizens: Boston’s Black Activists Confront Slavery and Freedom, 1840-1890.”

Dhavan V. Shah, Louis A. and Mary E. Maier-Bascom Professor of Journalism, looks at the social psychology of

political communication, with particular attention to the role of mass media in political evaluations and civic participation. Shah has developed programs of research on (a) the capacity of mass and interpersonal communication, particularly the Internet, to encourage participation, (b) the influence of news framing, cueing and priming on cognitive complexity, social judgment and public opinion, and (c) the correspondence between media use and the intersection of consumer and civic culture, particularly the politics of consumption. This work has appeared in leading communication and political science journals. His professional experience includes time with Leo Burnett Co. and work as a consultant for Fallon and PBS.

Edgar Spalding, professor of botany, carries out research on plant physiology and functional genomics.

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The first cohort continued from page 15

He is drawn to interdisciplinary or transdisciplinary projects that involve computation and engineering to explore life science questions, specifically questions about how plants grow and develop. His formal training is in the area of cellular transport functions and responses to light in developing seedlings, vital processes which are best understood when examined from the perspectives of physics and chemistry.

Seedling development remains the main theme in his group's research, though the strategy for understanding it at a fundamental level emphasizes the manipulation of genes and custom computational tools.

Shannon Stahl, professor of chemistry, has received international acclaim for his studies of oxidation and catalysis. His research program centers on efforts to harness environmentally benign molecular oxygen for the catalytic synthesis of useful organic compounds. His lab works on development and study of catalytic reactivity, ranging from new synthetic methodology for organic chemistry to fundamental inorganic and organometallic transformations and mechanisms. The research work focuses on two main areas: (1) development and investigation of new catalysts for the selective oxidation of organic substrates by molecular oxygen and (2) investigation of new catalytic methods for the manipulation of carboxamide-based molecules. Earlier this year, Stahl was a senior author, with chemistry department colleague Sam Gellman, on a study that discovered and reported that variants of nylon have a capacity to mimic the antibacterial molecules produced by cells in response to infection. The discovery may have broad applications, ranging from clothing that kills bacteria to antibiotic coatings for stents, catheters and other biomedical devices implanted in human patients.

Aili Mari Tripp, professor of political science and women's studies, specializes in the study of gender and politics in Africa. Her books include "Changing the Rules: The Politics of Liberalization and the Urban Informal Economy in Tanzania" (1997) and "Women and Politics in Uganda" (2000). The latter was co-winner of the American Political Science Association's 2001 Victoria Schuck Award and a 2001 Choice Outstanding Academic Titles Award. She has published numerous articles and book chapters on women and politics in Africa societal, responses to economic reform in Africa and the political impact of transformations of associational life in Africa.

Tripp lived in Tanzania between 1960 and 1974 and has carried out extensive fieldwork in Tanzania and Uganda on a regular basis since 1987. Her research has involved close and varied collaborations with African scholars. She is especially interested in bringing global women's experiences more into the field of vision of U.S. political scientists. Tripp was a program officer at the John D. and Catherine T. MacArthur Foundation before joining the UW-Madison faculty in 1992.

Susan Zaeske, professor of communication arts, is a leading authority on women's rhetoric—in particular the rhetorical strategies of early women's rights leaders such as Elizabeth Cady Stanton. Her article "The 'Promiscuous Audience' Controversy and the Emergence of the Early Woman's Rights Movement" is a contemporary classic in the study of rhetoric. She is working on a book, "Encountering Esther: Appropriations of the Jewish Queen," in which she collects and analyzes examples of appropriations of the Old Testament heroine Esther in order to explain why this tale possesses such enduring appeal.

Zaeske earned her PhD from the UW-Madison in 1997.

Designing the future yesterday

Fresh into a new century, University of Wisconsin-Madison campus planners reviewed the situation. Parking was at a premium. Some buildings were outdated; others were oddly placed.

(continued on page 18)



ANDERSON ILLUSTRATION



Designing the future continued from page 17

With the campus expanding, organizing and utilizing available space wisely were critical. So, in 1908, state architect Arthur Peabody helped draft a design, classic in style, pedestrian-friendly and beautified with green spaces.

The recently unveiled East Campus Gateway project is the 21st century adaptation of a portion of that century-old visionary plan. One of the University's most beloved and well-traveled "neighborhoods," the east campus extends from Regent Street on the south through Library Mall to Lake Mendota and the Union Terrace. It sits at the foot of Bascom Hill and looks toward Capitol Square. The new East Campus Gateway creates an inviting "front door" to the University, featuring a north-south pedestrian walkway accented with trees, benches and plazas.

Dynamic redevelopment will make these historic blocks a vibrant center for living, learning, performing and creating. New Ogg Hall anchors a previously unused corner of Dayton and Park streets. Exciting new facilities within the Gateway area include an expanded Chazen Museum of Art and a music performance facility open to the public. A School of Music academic building will replace the existing UW Extension building. Across University Avenue, the University Square redevelopment project is a public-private partnership scheduled to open for the fall 2008 semester. It will bring University Health Services, a student activities center and Student Services under one roof, along with new retail, commercial and housing space.

The Art Lofts across from the Kohl Center on Frances Street already are home to the Glass Lab and the metal sculpture foundry. A renovation of 31,000 square feet of additional space will bring together labs and art studio spaces now located in three separate sites across campus. Tandem Press will move from off campus and take rightful place as part of the vibrant arts district.

A facelift and infrastructure upgrade will enhance the ageless beauty and popularity of Memorial Union, making it more accessible to visitors from around the block and around the world.



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

One of the most exciting aspects of the East Campus Gateway project is the variety of ways donors can become involved. Every memory of the east campus—social, intellectual, artistic, musical—is an opportunity to build tomorrow on yesterday.

The revitalization of the east campus will bring new activity, utility and humanity to this junction between the University and the city of Madison.

So long, Ogg Hall. Opened in 1965, this last major residence hall to open on campus until last year has been replaced by the 425-bed Smith Hall and the 600-bed new Ogg Hall.

Because of its proximity to Gordon Commons, and the fact that major utilities run beneath it, old Ogg is being methodically dismantled. Prior to the demolition, UW-Madison police officers and the city of Madison used the vacant building for emergency training exercises.

One of the most exciting aspects of the East Campus Gateway project is the variety of ways donors can become involved. Every memory of the east campus—social, intellectual, artistic, musical—is an opportunity to build tomorrow on yesterday.



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

MICHAEL FORSTER ROYBART, UNIVERSITY COMMUNICATIONS

Working on a welcome home for Tandem Press

It's not that the people at Tandem Press mind sharing space with Wisconsin's state car fleet facility. Rather, being off campus makes Tandem Press' mission of bringing artists, master printers and UW-Madison students, faculty and staff together more of a challenge.

According to East Campus Gateway plans, Tandem Press will be able to leave the fleet behind and take up residence in state-of-the-art space just east of the Kohl Center. This new home, located on the ground floor, will make it possible for people to sample many of the prints this nationally known fine arts press has to offer.

"It has always been the dream of Tandem Press to move to campus, since we are currently three miles away," said Paula McCarthy Panczenko, executive director. "To be on campus will enable us to increase our visibility to the University community, visiting alumni and the Madison community at large."

Panczenko, the board of directors and friends of Tandem Press are working to raise \$2.5 million for this important step in Tandem's progress. Thanks to a \$250,000 challenge gift from a couple who wish to remain anonymous, the campaign was launched with a dollar-for-dollar match.

"We have been supporting Tandem for about five years. Their work is stunning. Moving Tandem closer to campus will help tremendously in giving them more exposure to faculty, students and especially alumni," explained the donor. "They will have the opportunity to display their work. This will be a natural place for alumni events. We want to see this happen, and when it does, it will enable Tandem to make an even bigger contribution to the growth of the arts community."

"As someone involved in the entrepreneurial world, I believe that in order to create a vibrant climate for entrepreneurs, we need a vibrant climate for the arts. Tandem Press is one of the University's hidden assets."

Founded in 1987, Tandem Press is a self-supporting printmaking studio affiliated with the department of art in the School of Education. A wide range of what Panczenko describes as "blue chip" artists cycles through Tandem year round.

Printmaking is a centuries-old process that begins with an artist's design. Transferring the design to a final series of prints that reflect the artist's vision is labor intensive and meticulous, but the results are spectacular works of art sought by museums and private collectors.



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

College for Kids celebrates 27 years of 'awe full' summers

Robert "Bob" Clasen ('65 PhD EDU) was on the faculty of the University of Wisconsin Extension in the late 1970s when he learned of a program in California for gifted and talented children. Bob worked with deans in Extension and the UW-Madison School of Education to craft a uniquely Wisconsin version of that program.

"We wanted a teacher-training focus, so classroom teachers could recognize giftedness, and we wanted the kids to feel awe full—as in having experiences full of awe—and give them the notion of owning the campus and feeling comfortable here," Bob said. "The UW campus is an absolute paradise for kids with abilities."

The program became known as College for Kids (CFK), and it was recognized by the National Association of College and University Summer Sessions as a model of innovation after it debuted in 1981. CFK has endured for 27 years and been replicated as far away as China.

Each summer, the program offers four workshop tracks for more than 300 fifth-graders from the greater Dane County area. The children are identified and invited to the program by teachers in their public or private schools. The workshops are designed to provide a broad range of exposure in a study area and offer prepared demonstrations, tours and workshops by UW faculty and staff. Within the biological sciences track, for example, students are exposed to botany, ecology, entomology, limnology, microbiology, organic farming, veterinary medicine, wildlife and DNA exploration. Children in the arts and humanities program learn creative writing, dance, drama, journalism, philosophy and other disciplines.

Children are grouped into teams of 12 and guided by a teacher-facilitator who is enrolled in the Practicum for



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Fifth-grade participants in Arts and Humanities workshops, one of four disciplines of interest.

Teachers of the Gifted and Talented. The teachers may be from any district, and they spend one week prior to the arrival of the students studying best practices and strategies for working with the gifted. The teacher-facilitators accompany their teams of children to workshops and help them process all they are experiencing. While the teachers earn three graduate credits in the practicum, they also gain valuable experience they can take back to their classrooms in the fall.

Donna Rae Clasen ('64 MA L&S, '82 PhD EDU) taught the first practicum. She recalls that the UW faculty readily became involved and generated a great deal of excitement with the children and the teacher-facilitators. "These are people who are like these kids," said Donna Rae. "They can relate to their needs."

Gunnard Swanson was a teacher-facilitator, and he is now the gifted and talented coordinator at Rome Corners Intermediate School for fifth- and sixth-graders in the Oregon (Wisconsin) School District. "The teacher training week prior to the start of CFK provided significant education on how to meet the needs of the gifted in the classroom," he said. "The teacher training has a potential for great impact."

Ellen Elms Notar ('78 MS EDU, '80 PhD EDU), the first director of CFK, remains interested in seeing it continue. Although she left Wisconsin in 1986 to teach at Johns Hopkins University, she continues to support CFK with gifts to the program. "Fewer than one-third of innovations in education survive more than 10 years," Ellen said. "We had deans and faculty who were willing to take a risk and take a leadership role. The teachers and children caught the spirit of the UW."

The definition of giftedness has been modified during the past 27 years, but CFK success endures. Nancy Blake, CFK director, told of a parent whose daughter had participated in CFK several years ago and benefited immensely. "The daughter is now a freshman at UW-Madison, and the family would like their son to participate this year," she said. "Many CFK participants have gone on to become students and graduates of the UW System. Many Wisconsin teachers have received professional development training that is being implemented in classrooms throughout Wisconsin."

Private support of the recently established CFK Fund will offer scholarships to families with financial need and offset the expense of professional development for Wisconsin educators.

A true mentor

Family, patients and community were of the utmost importance to Dr. Hugh A. Kennedy and his wife, Margaret. Although the Kennedys had no children and are deceased, their legacy has had a powerful impact on these three areas of interest.

Hugh was the third of 10 children of J.E. and Mary Kennedy who were born at home in Plymouth, Wisconsin. J.E. held several posts in state government, including fire marshal and deputy insurance commissioner, and he lived primarily in an apartment in Madison to be near his work. Mary and the children remained in northeastern Wisconsin, where Hugh graduated from Oshkosh State Teachers College in 1930. After teaching at Appleton High School for several years, Hugh realized he wanted to become a doctor and applied to the University of Wisconsin-Madison School of Medicine and he was accepted. He moved in with his father and quickly became president of his medical class.

Hugh loved the University and encouraged his brothers to follow him to Madison. Brother Charles would earn his law degree in 1936, and brothers James ('43 BS, '45 MD), George ('45 BS, '47 MD) and Ralph ('48 BS, '50 MD) would later become physicians after Hugh earned his medical degree in 1938.

The next big changes would come for Hugh in 1940. He accepted a position with a private firm that was building naval air fields in Corpus Christi, Texas, for the U. S. government in preparation for entry into World War II. Hugh's primary task would be to repair hernias and injuries to construction workers building the government facilities. When he taught in Appleton, he dated Margaret Thompson, who was a secretary at the school. He asked Margaret to move to Corpus Christi and marry him; she accepted, and they remained there for the 54 years of their marriage.

In 1941, Hugh entered the U.S. Army and was sent to a Mobile Army Surgical Hospital unit in England and entered the war zone a few days after the invasion of Normandy. "He was under fire many times and worked excessively hard and long," said brother George. Hugh continued to travel with the front line across Europe until V-E Day, and he anticipated being sent to the Pacific. Fortunately, the war ended before he could be deployed.

Hugh returned to Corpus Christi and began private general practice. A devout Roman Catholic, Hugh affiliated with the Christus Spohn Hospital and, eventually, became chief of staff.



Margaret and Hugh in 1960.



Dr. Hugh A. Kennedy, 1939.

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The Kennedy boys in 1956. Front, left to right, Ralph ('48 BS, '50 MD), George ('45 BS, '47 MD), James ('43 BS, '45 MD) and Colin. Back, left to right, Jed, Hugh ('38 MD), John and Charles ('36 LLB).

“What a wonderful atmosphere in their home, where everyone is striving to learn and achieve. Learning is a pleasure with everyone on the team eager to learn.”

Hugh A. Kennedy
in a letter to
his brother George

Hugh and Margaret enjoyed playing golf together weekly and attending family reunions in Wisconsin, where they stayed connected to the growing Kennedy family of health-care professionals. Several of Hugh’s brothers had children who followed them into the medical field, and the family legacy continues today.

“I knew I wanted to do something with medicine, people and science,” said Erika Smith ('06 PharmD), Hugh and Margaret’s great-niece. “My parents were both children of physicians, so I think they had an interesting perspective in helping me decide what I wanted to do.” Erika is a pharmacist at Froedert Hospital in Milwaukee, Wisconsin.

Hugh and Margaret’s estate gifts to the School of Medicine and Public Health have enlarged the Kennedy family of physicians even more. Students from the Kennedy’s adopted hometown of Corpus Christi are given preference when applying for the Kennedy Foundation Medical Student Scholarship.

Selected in 2005, Heather Peto is one of the first Kennedy Scholars. She has used her Spanish-speaking skills to take advantage of opportunities to participate in a community health assessment in Ecuador and work as a

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Heather Peto

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volunteer in a Madison medical clinic. She also has been a Global Health Fellow with the World Health Organization. Heather is a third-year medical student and currently a fellow with the Centers for Disease Control Division of Tuberculosis Elimination in Atlanta, Georgia. She will spend one year at Johns Hopkins University before returning to the UW to finish her medical degree in 2010.

“I am very thankful, beyond words, to the Hugh A. Kennedy Foundation for giving me the financial freedom to think critically and broadly about the kind of physician I want to become

and to take purposeful steps to pursue that training without the restrictions of looming debt,” Heather said. “I am now able to add a public health component to my medical school curriculum so that I can address the health of both individuals and communities. There is no way to tell the Kennedy family and Foundation how much their gift means to me.”

Christina Mireles of Kingsville, Texas, is the most recent Kennedy Scholar. “I forced myself to believe that I could make a better life for myself by acquiring as much knowledge as possible,” Christina said. Her father left the family; her mother struggled financially, and Christina’s drive to excel academically became an escape. Christina was asked to spend a summer with her aunts to help care for one who was experiencing complications of Type II diabetes. The women encouraged her and gave her confidence.

“You can have all the motivation in the world, but you can’t do everything on your own,” Christina said. “I wouldn’t be here today had it not been for the support of my aunts, friends and teachers. This scholarship is just another example of the support I gratefully accept in order to achieve my lifelong goal.”

“This tremendous gift has inspired a renewed and energized desire to pursue charity and service,” said Christopher Seebruck, a Kennedy Scholar since 2005. “The result will be in the impact of their single gift extending far beyond a single person to those that I have been able to help as well.”

“It is very rewarding to see the reflection of Dr. Kennedy’s life in these medical school students,” said Martin Davis, president of the Hugh A. Kennedy Foundation.

Other gifts made by the Kennedy Foundation

In addition to scholarships, the Dr. and Mrs. Hugh A. Kennedy Foundation has supported several ventures within the School of Medicine and Public Health, including a Kids with Courage event for childhood cancer survivors and two cancer research laboratories currently under construction.

“The laboratories funded by the Kennedy Foundation will ensure that Dr. Kennedy’s commitment to patients and community will become a lasting legacy,” said Dr. George Wilding, assistant dean for oncology and director of the UW Paul C. Carbone Comprehensive Cancer Center.

Barbara Suran leaves estate to School of Veterinary Medicine

A lifelong interest in science and medicine, both veterinary and human, motivated Milwaukee native Barbara A. Suran to leave her estate to the University of Wisconsin Foundation for the benefit of the UW-Madison School of Veterinary Medicine.

Her goal was to provide the school with the resources needed to tackle the pervasive issue of cancer. To attain her goal, Barbara established the Barbara A. Suran Oncology Research Institute. Before she died in March, she talked about the gift and her motivation.

"I want the school to be able to attract the best scientists, so we can conquer this horrible disease," she said.

Her desire was based on firsthand experience. Two of her beloved champion standard poodles succumbed to cancer. Jamie died of osteosarcoma, and Donna LaRose died of acute leukemia.

The first portion of Barbara's estate fully funds the Barbara A. Suran Oncology Faculty Chair. It enables the school to hire an internationally recognized, distinguished expert in oncology. The remainder of her gift will be used to endow the Barbara A. Suran Fund for Oncology Medical Science Research Excellence. The proceeds from this fund will be directed by the Barbara A. Suran Oncology Faculty Chair to support research related to cancer cures and treatments that will benefit both animals and humans.

"This is an incredible step forward for the school," said Dr. Daryl Buss, dean of the School of Veterinary Medicine.



Barbara Suran with her poodle, Ch. Foxmore Naughty Nadine.

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"Naming a faculty chair in oncology, combined with the Barbara A. Suran Fund for Oncology Medical Science Research Excellence, will allow us to recruit the profession's very best experts, who in turn help attract other quality faculty. We deeply appreciate Barbara's gesture and the confidence she showed in our oncology program and in our school."

Barbara, who wanted to become a veterinarian earlier in her life, was pleased to help make the world a better place by tackling the cancer issue. Her love of animals began early. After she was a student at the UW-Madison, she found a painted turtle and made it a pet. She also had four other turtles, plus tropical fish and goldfish. She did studies on these animals as well as on birds, canines and other animals. She wasn't allowed to have a dog while growing up but was thrilled to finally get her first standard poodle after she was married.

After years of sharing her home with standard poodles, she transitioned to miniatures. Losing a beloved pet is always devastating. She recalled that after her dog, Jamie, died of osteosarcoma in October 2007, she heard about a dog in California that recovered from the same cancer after being given a new drug.

"I'm hoping Wisconsin can become the leader in cancer research," Barbara said. "I'd like my gift to make Wisconsin No. 1 in this field, and to benefit both dogs and people."

A helping hand leads to a foreign land

When a group of University of Wisconsin-Madison engineering and genetics students ventured to South Africa in January for the LeaderShape Institute, they had a partner in Gary Wendt.

Wendt, a retired business executive living in Connecticut, was not just a financial supporter. He made the trip to Cape Town as well.



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Rosemarie and Gary Wendt

“I was a graduate of the College of Engineering who was given an opportunity to expand my horizons in the business world,” he said. “I spent a good deal of my working career traveling around the world, and that showed me a lot of what was out there

beyond the United States. I jumped at the opportunity to give UW students the chance to taste that. I had been to South Africa a couple of other times, and I was happy to be able to interact with the students.”

The two-and-a-half-week venture featured a leadership seminar and service projects on the ground. UW-Madison’s annual LeaderShape Institute—aligned with the national, non-profit Leader-Shape Inc.—started with a cadre attending a 1996 conference in Champaign, Illinois. The first Wisconsin LeaderShape Institute was held in August 1997 with 42 students from the College of Engineering and the School of Business attending. This year marked the first time the program left the Madison campus for a location abroad.

“I spent a good deal of my working career traveling around the world, and that showed me a lot of what was out there beyond the United States. I jumped at the opportunity to give UW students the chance to taste that.” —Gary Wendt

Building leaders a half-world away

“There were two key goals for the LeaderShape 2008 experience: to provide consequential leadership training and a meaningful international experience,” said Kathy Prem, trip organizer and the college’s assistant director of Engineering Career Services. “It is difficult for many engineering students to schedule a semester-long study abroad program into their planned engineering curriculum. We wanted to offer a program that greatly expanded our students’ cultural awareness but without a four- to six-month commitment.

“In addition, we wanted to see results in the campus community as a result of the leadership training,” she said. “We are continuing to see the

impact the program had on the participating students and on their contributions to our campus and community.”

Working with the University of Cape Town made perfect sense, Kathy said. “The incredibly diverse culture, with the fairly recent political changes, made South Africa an attractive location,” she said. “English is one of the official languages, removing a potential barrier.” A strong faculty contact at the University of Cape Town, that campus’ commitment to leadership training and matching academic breaks made for an ideal fit.

Sarah Steenblock, a junior mechanical engineering major from Janesville, Wisconsin, made the journey. “I think we all instantly connected with the

University of Cape Town students, and, even though we had different backgrounds, we could all relate to one another,” she said. “We spent night after night in the residence hall common room playing games past midnight, and the jokes and songs were never-ending during our days pulling water hyacinth on the service project.

“The people we met in the townships were the most welcoming people, and they really exemplified what a strong community is,” she said. “I learned that people are people, regardless of background or geographical location, and we all deserve to have the opportunity to live to our potential.”

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Seeing a return on investment

Those sorts of comments make Gary happy to have taken part and provided support. “The trip was very satisfying,” Gary said. “The kids appeared to be getting into it and absorbing everything they could. They were interacting with their contemporaries from the University of Cape Town, and you could tell they were eager to learn and were letting their imaginations go to work.”

Gary grew up in Rio, Wisconsin, where his father owned a small business. After graduating from the University, he earned an MBA from Harvard Business School. “That opened lots of new horizons for me,” he said. “If I

hadn’t gone to the UW, I would not have had that chance.”

Gary spent much of his career with General Electric in ventures outside of the United States. “I was responsible for GE’s financial services activity,” he said. “Traditionally, they had made things in the U.S. and sold them abroad.” In the middle to late 1980s, the world had begun to change. “The company saw they could manufacture elsewhere and sell it anywhere.”

He persuaded GE to expand its financial services outside the country. Ten years later, the firm was active in 45 nations, with \$10 billion in revenues and \$1 billion in profit.

“Dean Paul Peercy wants the college and its students to





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be globally relevant. I hope I can help him with that,” Gary said. When presented with the opportunity to support the LeaderShape trip to Cape Town, “it didn’t take me but 20 minutes to say yes,” he said. “It was a chance to have me help others experience a little of what I had.”

Grateful for the opportunity

Sarah was certainly glad he gave her that chance. “Especially having had a few years of education in engineering, I see engaging with the world as a requirement instead of an option,” she said. “Since companies rarely conduct business in just their home country, any experience I can have dealing with people who live outside the U.S. is invaluable. Gaining a global perspective definitely makes you more marketable as a student seeking internships and full-time positions.

“More importantly, I also think that resolving the issues our world faces—like poverty and wealth distribution, the environment and education—will take the cooperation of people around the globe. Since I’m interested most in improving our environment, I can see how it is inappropriate to view these problems as problems of one country alone. We all breathe the same air and use the same water.”

Sarah and the LeaderShape group met with Gary on their fourth day in Cape Town. “Mr. Wendt addressed the group of UW and University of Cape Town students, telling us how excited he was for us all to have this opportunity,” she said. “We got to speak more intimately with

Mr. Wendt when we had a guest leadership panel discussion in the middle of the six-day LeaderShape Institute... We had developed visions for our world earlier that day, and Mr. Wendt helped us think about making those visions manageable.

“This was great to hear because we all had these lofty ideas and there was definitely a disconnect in my mind of how I could get from point A to point B,” she said. “He reminded us that we would be making many more ‘tooth-paste decisions’ throughout our careers than life-altering ones, but, if we kept ourselves focused on the bigger goal, we could achieve it. He was very approachable.”

A few months after the experience, Sarah is noticing how attending the LeaderShape Institute has changed her. “I’ve always had trouble making decisions and setting realistic and meaningful ‘big-picture’ goals for myself,” she said. “LeaderShape and conversations with participants in the program have helped me to determine what I value and how I want to make an impact.

“The program has really been like acquiring a toolkit to decide where and how I can make an impact,” she said. “Now I hear people say, ‘But it’s always been like that,’ or ‘that will never happen,’ and I approach the situation as ‘what is standing in the way?’ I’d tell Mr. Wendt that he not only invested in the UW students who went to South Africa, but in our communities, our campuses and the global community.”

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