

A REPORT FROM
THE UNIVERSITY
OF WISCONSIN
FOUNDATION

WINTER 2008

W I S C O N S I N

insights

No name needed
Consortium of donors
steps up for business

Play time
Theater festival benefits
from behind-scenes alum

Still swingin'
Wisconsin Singers
use support on road



Being around students makes working on the University of Wisconsin-Madison campus interesting though admittedly, at times, puzzling. We have about 100 students employed here at the UW Foundation at any given time. They are an

invaluable source of information on things mostly wearable, audible and edible. They also enjoy diverse interests and are involved in a host of social, intellectual, political, artistic and athletic activities. To talk with them is to see our own pasts in their struggles and dramas, their dreams and ambitions. They also give us a glimpse into our futures. I am an unqualified optimist.

Last fall, seniors were invited to submit essays answering the question, "What would you tell a

new student about life at the University of Wisconsin-Madison?" Four finalists were selected and the winning senior delivered the keynote speech at the Chancellor's Convocation for New Students. Although written for incoming freshmen, the advice these seasoned campus veterans offered is timeless. I'd like to share some with you, in their own words. When these seniors graduate in a few months, I think you'll agree they are ready to

assume leadership roles in whatever professions they choose. I think you'll also agree that their advice is well worth heeding in our own lives.

Don't be afraid to introduce yourself to someone completely at random. This is how you'll meet some of your best friends.

Act on your curiosity.

Don't be afraid to change. That is what experience is all about.

Find out what went wrong and learn from it. It's not really what the obstacle is, but how you overcome it that matters.

Don't ever forget where you came from or who supported you along the way.

Don't be afraid to reach out and push the limits of your world.

Organic chemistry is not as bad as everyone tells you.

And finally, write those thank-you notes.

This is our thank-you note to you for the generosity that is making the difference between a great university and an extraordinary one. You make it possible for us to push the limits of our world for the betterment of the entire world. You steadfastly support us along the way in our education, research and outreach efforts. For all you do, we are sincerely grateful.



Sandy Wilcox

BOB RASCHID

PEOPLE: JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

BACKGROUND PHOTO: AARON MAYES, UW-MADISON, UW COMMUNICATIONS



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insights is published three times a year by the University of Wisconsin Foundation for donors and friends of the University of Wisconsin-Madison.

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On the cover

The “no-name” gift to the School of Business, announced at a Homecoming celebration at the school, was greeted with much fanfare and applause, on campus and nationwide.

PHOTO: Bruce Fritz

Winter '08

Volume 6 Number 1



12



14

Overview

2 Message from the president

Gift stories

6 No name needed to make a splash

10 A boost for school leaders—in honor of school leaders

12 From rural backgrounds to Dean’s Scholars

14 Union’s solace rewarded

16 Playing in the Union Theater

20 Let them play

22 Proud parents offer gift of philanthropy

24 Funds work for school as well as for investors

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



20



28



26



30



34



- 26 Engaging the world
- 28 Mentoring young physicians
- 30 "...like the sweet sound of a choir":
Forty years and still rockin'
- Women in Philanthropy**
- 34 Serious game opens imagination
- 38 Award winners boost chosen programs
- Bascom Hill Society**
- 40 Riding the fast track
- 42 No boundaries for these Badgers

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!

No name needed to make splash

The naming gift for the Wisconsin School of Business is in keeping with the character of the state and the University of Wisconsin-Madison: powerful in impact, yet humble when it comes to taking credit.

this school, this university and this state is passed along to the next generation of business students," he said.

The 13 gifts were made by Paul and Carol Collins; Wade and Beverly Fetzer; Pete and Pat Frechette; Jon



Dean Michael Knetter, at the microphone, is flanked by, from left, donors Jon Hammes, Pete Frechette, Wade Fetzer and John Oros, Gov. Jim Doyle and Chancellor John Wiley as he announces the business school gift.

On Homecoming Saturday in October, the school received an unprecedented gift totaling \$85 million from a group of alumni assembled as the "Wisconsin Naming Partnership." The partnership preserves the Wisconsin School of Business name for at least 20 years. At the end of that period, the school may revisit the naming issue if it so desires.

Chancellor John D. Wiley called the gift "a creative act of philanthropy and a major milestone for our university.

"These partners have stepped forward to ensure that their deep pride in

and Ann Hammes; Ted and Mary Kellner; Paul and Julie Leff; Sheldon B. and Marianne Lubar; John and Tashia Morgridge; Albert O. "Ab" and Nancy Nicholas; John and Anne Oros; H. Signe Ostby and Scott Cook; and two donors who wished to remain anonymous. Each partner committed a minimum of \$5 million to join the consortium.

Word of the novel gift, its genesis and the donors who made it happen spread far and wide. The story ran in newspapers and on news stations around the nation and world, in out-

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These partners have stepped forward to ensure that their deep pride in this school, this university and this state is passed along to the next generation of business students."

lets such as the *China Daily News*, Toronto CityNews and CNN. As might be expected, it hit the Bloomberg business wire and was picked up by *BusinessWeek*, *Kiplinger's Personal Finance*, the *Chronicle of Philanthropy* and the *Chronicle of Higher Education*. It was the November 5 subject of Charles Osgood's "Osgood File" on CBS Radio.

The *Milwaukee Journal Sentinel* wrote in an editorial on October 29: "It's both a savvy fundraising move and a vote of confidence for the dean of the school, Michael Knetter, who came to Madison from Dartmouth College in 2002. It's smart fundraising because the school can turn around and raise more money at the end of the 20-year period. If it sold the naming rights in perpetuity, that wouldn't be possible. It's a vote of confidence because most of the money is unrestricted. Knetter is relatively free to use the donations as he sees fit."

As one of the donors, Ted Kellner ('69 BBA BUS), chief executive of Fiduciary Management in Milwaukee, told the *Journal Sentinel's* Erica Perez: "All of us know and respect (Knetter) tremendously, and we think this will take us to another level completely."

In its structure and execution, the gift practices what the school preaches.

"Three of the core principles we teach our students are option value, brand equity and teamwork," Knetter said. "There are three big things our gift accomplishes that make it unique. One is the preservation of the option value to rename after 20 years, and that's worth a lot.

"Second is the preservation of our brand," he said. "Purposefully keeping the Wisconsin name makes clear that we value the connection to the rest of

campus and our Wisconsin brand. And third, to be able to do this with a team of outstanding alumni sends a powerful message that the school belongs to all of us.



BRUCE FRITZ

"So in one tidy exercise, we practiced what we teach, and it's nice to be able to show that to our students," Knetter said. "We could never thank these generous donors enough for making this concept a reality."

The gift will help with faculty retention, bolster the nationally acclaimed undergraduate program, increase resources for the school's specialized MBA programs and strengthen already successful executive education offerings.

(continued on page 8)

No name needed continued from page 7

“I think a lot of this gift becoming a reality has to do with the confidence we have in Michael,” said Pete Frechette (‘61 BS L&S), chairman of Patterson Companies in Minneapolis and a one-time member of the Dean’s Advisory Board for the school. “When the business school students voted for the incremental tuition plan, that was a solid sign, because it demonstrated that they were committed, and that swayed me, too.



A crucial and unique aspect of the Wisconsin Naming Partnership is that approximately \$70 million of the \$85 million is unrestricted funding.



Dean Knetter and Chancellor Wiley enjoy the Homecoming tailgate in October.

“I don’t believe money is the solution to all the obstacles the school faces, but it might be the fuel that leads to solutions,” said Pete, who with his wife, Pat (‘60 BSE EDU), has supported initiatives on campus such as the School of Education and Grainger Center for Supply Chain Management. “Now it’s up to the school to make the most of it, to use those resources wisely on faculty and people. I have confidence they will.”

A crucial and unique aspect of the Wisconsin Naming Partnership is that approximately \$70 million of the \$85 million is unrestricted funding.

“There were two reasons to do it that way,” Knetter said. “One, that’s certainly the kind of funding that the University needs at this time, because the usual sources of unrestricted funding, state tax money and tuition dollars, have not been growing rapidly enough to keep up with the costs of a world-class university, which is essentially the cost of a great faculty like we’ve assembled here,” he said. “We needed to find new sources of unrestricted funding, so that was a big reason we insisted the initial



ZIMMERMAN ARCHITECTURAL STUDIOS

This photo rendering shows what the School of Business will look like when construction is complete in Fall 2008.

commitments people made to this project were unrestricted in use.”

The other reason? “When you think about the whole ‘no-name’ concept, you might wonder, ‘Why was there even a restriction of \$5 million in the gift size? Why couldn’t anyone be part of the naming gift?’” Knetter said. “It’s a high bar to get over to make the gift size required in a conventional naming gift, where one person may give \$50 million. We weren’t going to have one person giving that, and we certainly didn’t want to sell our name - or

not sell our name, as the case may be - for what other people might view as ‘regular’ giving to the University.

“We wanted to make sure that what we did was so different that no one would say, ‘Well, you just took your fundraising for this year, put a fence around it and called it your naming gift.’ We clearly didn’t do that,” he said. “Our school has never received a \$5 million unrestricted gift in its history, so to get 13 of them on one occasion is quite extraordinary.”

A boost for school leaders— in honor of school leaders

It's a long way from one-room schoolhouses to the corridors of power at the Wisconsin state Capitol. Barbara Thompson ('59 MS EDU, '69 PhD EDU) made that improbable journey as the first woman elected state superintendent of public instruction in 1973.

Her late husband, Glenn ('60 MS EDU, '69 PhD EDU), also was an educator who made an impact as a teacher, principal, superintendent of schools in Waukesha County and Cooperative Educational Service Agency administrator.

Their son Jim Thompson ('73 BS ALS) and his wife, Georgia, have saluted his parents' careers and are helping the next generation of K-12 educators through the Barbara S. and Glenn T. Thompson Graduate Award Fund. The award is targeted to a first-year PhD student in the University of Wisconsin-Madison School of Education's Educational Leadership and Policy Analysis program.

"We recognize the needs the University continues to have in attracting funding, especially scholarship funding," said Jim, retired executive vice president of The Mosaic Company and former Cargill executive. "One of the opportunities we saw was to help develop the next generation of leaders in education. Those who qualify for this PhD program are dedicated to leading the way. Considering that's what my mother and father did for the last 15 to 20 years of their careers, it made sense to direct our gift to help new leaders make their mark



Barbara Thompson at DPI

SUBMITTED PHOTO

and serve Wisconsin and the world.

"You do it because you want to honor the contributions they've been able to make to Wisconsin and to education, and you want to honor the education they received at the University," he said.

Jim's parents both grew up on farms - Barbara in McFarland, Wisconsin, Glenn just west of Mount Horeb, Wisconsin. "Both of my parents were 4-H members and leaders from agricultural backgrounds," he said. "Both of my parents went to one-room schools, and my mother taught in one-room schools in western Dane County. From those humble beginnings, both achieved PhDs from the UW, and they earned them on the same day."

It's not surprising that, with those backgrounds, the Thompson family has stated that a preference be given to candidates with rural backgrounds. "We are aiming to attract high-caliber applicants who have that rural experience and who will, we hope, go back and serve those schools in the rural parts of the state," said Jim, who lives in Minnetonka, Minnesota. "My parents both had opportunities to move out of state during their careers, but they chose to serve the people and children of Wisconsin. We would love to have the recipients of this award do the same kind of thing."



"You do it because you want to honor the contributions they've been able to make to Wisconsin and to education, and you want to honor the education they received at the University."

—Jim Thompson



KERRY HILL, UW SCHOOL OF EDUCATION EXTERNAL RELATIONS OFFICE

Left: Jim Thompson talks about his parents' careers and legacy at a School of Education reception.

Above: Former state Superintendent of Public Instruction Barbara Thompson speaks with ELPA faculty member Jim Shaw.

Barbara, who with Jim and other family members attended a School of Education reception celebrating the gift in October, said she was flattered to have the fund carry her and Glenn's names. "Ours is a strong family, and as a family we've always treasured and guarded that opportunity to get a better education," she said from her winter home in Bradenton, Florida. "To have our names on it is a real honor."

Barbara was working in the Department of Public Instruction in the early '70s when it became clear the superintendent's office would have a vacancy. She seized the chance to run in 1973 and won the election.

"I worked a lot with school district administrators at the time, and many of them encouraged me to run," she said. "My approach as superintendent was a softer one, I think. I would approach people and say, 'We'll do it together and make it look good.' That seemed to go over pretty well.

"It was a wonderful time, and I'm still very close with many of those administrators and school board members," she said.

A condition of the fund is that, if possible, the winner would meet with Barbara.

"The Thompson Graduate Award Fund is a most fitting

way to honor the Thompsons' passion for education, especially rural education, and to recognize their contributions to the state," said School of Education Dean Julie Underwood. "This fund will be a great resource in helping us to continue attracting extraordinary students to the University."

At a School of Education reception saluting the Thompsons and their gift, current state Superintendent Elizabeth Burmaster said, "As the first woman to serve as Wisconsin State Superintendent of Public Instruction, Barbara Thompson led the way for thousands of young women educators to see themselves as an education leader. And she led the way in helping me to see the possibility of being state superintendent. She was the pioneer—the woman who paved the way."

Jim said his parents did not push their children to go into education. "They were Mom and Dad to us," he said. "There certainly was a lot of dinner discussion about education through the years, but there was never any pressure on my brother or me to become educators."

Jim was on campus during the turbulent years of the late '60s and early '70s. "It was quite a dynamic place to be," he said. "There was a lot of energy, a lot of diversity of opinion on campus. It was a great experience." Jim, who stays connected to the University, is on the board of visitors for the College of Agricultural and Life Sciences.

"Serving on the board, one gets a unique appreciation of the caliber of the University. My experience also has given me some insight to the continuing needs the University has for funding scholarships and other activities," said Jim, whose son, Christopher, is a sophomore at the UW-Madison. "It has really enlightened me on how funding is determined and what a key position alumni are in to help.

"At the end of the day, you end up giving to benefit that area you want to help, but until you go through that process, I don't think you really know the meaning such gifts have for the giver as well," he said. "It means something not only to the recipient, but also to the individual making that gift. It is such a great experience."

From rural backgrounds to Dean's Scholars

In many small communities all across Wisconsin, the local pharmacies and the pharmacists who staff them are facing a changing landscape.

Leona Sonderegger saw that reality and took action. Having made many gifts to the School of Pharmacy and other areas of the University of Wisconsin-Madison, Leona decided to establish scholarships to assist students from those rural areas facing a shortage of pharmacists.



Leona Sonderegger

SUBMITTED PHOTO

WOLFGANG HOFFMANN

"I wanted to give opportunities to students who might not be able to afford the tuition to get a PharmD degree," she said of the Sonderegger Dean's Scholarships she has established. The scholarships provide up to full tuition and are among the most prestigious scholarships on campus. "I knew that there was a need, especially for students who can't afford college on their own.

"I also am aware that there is a growing shortage of pharmacists, particularly in the smaller towns and communities," said Leona, who now lives in Green Valley, Arizona. "I'm glad to do anything I can to help that situation."

Anne Kathryn Szulczewski, a native of New Berlin, Wisconsin,

received a Sonderegger Dean's Scholarship for her fourth year in the PharmD program. Her parents are both pharmacists, and she's considering community pharmacy as a career choice.

"I'm so grateful to have received the Sonderegger scholarship," she said. "It took a lot of pressure off financially for my last year. Receiving this support also encourages me to give back to students and the pharmacy school in the future.

"It amazes me that people are so generous, to fund not just one but multiple students each year," Anne Kathryn said. "It motivates me to succeed in my profession, to give back to the people coming next and to really embrace all that philanthropy means."

Jorja Masters of Dodgeville, Wisconsin, was a second-year PharmD student when she received her Sonderegger Dean's Scholarship.

"I grew up in the country and went to public schools," she said. "I knew I wanted to go to UW-Madison,

"You don't even know what it means to students and their families to receive something like this," she said. "It inspired me to do well again this year and keep pushing forward. It was a big boost to my getting through second year."

Jorja said other students who get scholarships feel the same way. "I think I definitely will donate toward scholarships in the future. So many people benefit from them," she said.

"And scholarships help more than just financially. The pat on the back is a real form of encouragement."

She is leaning toward a career in hospital pharmacy and clinical pharmacy, "but I've started thinking about independent community pharmacy, so that's a possibility too."

"I want to thank Leona Sonderegger personally," Anne Kathryn said. "This gracious

award is helping students like me turn their dreams into reality. The scholarship also makes me happy to be in this profession. People involved in pharmacy really display a feeling of community. Pharmacy is a small world, and those helping hands encourage students to do the same when they have the chance."

Leona loves to hear this kind of gratitude. "I've enjoyed the fact that these young people write letters to thank me," she said. "I'm sure other people would give if they could see the difference scholarships make in the lives of these outstanding students."



Established by Leona Sonderegger in 2005, the scholarships are awarded to academically qualified students from rural areas of Wisconsin. Dean Jeanette Roberts, left, with the 2007 recipients of the Sonderegger Dean's Scholarship: from left, Ashley Fargen, first year PharmD; Ceanne Veldhorst, fourth year PharmD; and Rachel Borens, fourth year PharmD.

SUBMITTED PHOTO

but I wasn't sure about pharmacy school at first. I knew I wanted to do something in the health-care field. I'm glad I chose it, and I'm really excited about the future and pharmacy as a career.

"I wanted to help people somehow," she said. "A lot of people I talked to said it's a great career for women. I love chemistry, and it seemed like a way I could get involved in a health career and have a family."

For Jorja, getting the scholarship "was amazing. When I received that letter I couldn't believe it. It took a huge burden off second year. Second year is so challenging. It helped my family out, and I didn't have to take on as many loans.

Union's solace rewarded

Ruth Nelson ('48 BBA BUS) was not happy. In fact, she was miserable her first weeks at the University of Wisconsin-Madison. But the Chicago native had chosen Madison sight unseen and told her parents it was where she was going to school. When Ruth Nelson makes up her mind, the decision is final and she had decided to be a Badger.

Fortunately, it all worked out. Nelson moved into the Badger Club, a women's residence on the site now occupied by the Chazen Museum of Art, pledged Alpha Gamma Delta and made lifelong friends.

Nelson watched her father commute by train to his office in the city and decided to major in business. It was not what women in the 1940s usually studied, and she was often the only female in her classes.

"Nobody told me business wasn't for women," she explained. Although she spent time in Memorial Library, the Union Rathskeller was her "living room," her favorite spot for studying and socializing. "We danced in the Rath on Friday nights to big band music."

Both the School of Business and the Union hold special memories for Nelson, and she has designated current and deferred gifts to each. Her most recent gift to the Union Building Fund will benefit planned physical and technological upgrading projects—the Rath, of course, will remain in its iconic state.

After graduation, Nelson headed to St. Paul, Minnesota. She easily landed a management trainee job at forward-thinking Montgomery Ward. "If women were not supposed to be in business, they didn't get the message," Nelson commented wryly. She then entered computer programming at Time Inc. as the emerging field was moving from punch card to magnetic tape. She went on to work as an executive in Chicago and New York and



SUBMITTED PHOTO

"Nobody told me business wasn't for women," Ruth explained. Although she spent time in Memorial Library, the Union Rathskeller was her "living room," her favorite spot for studying and socializing. "We danced in the Rath on Friday nights to big band music."

retired for the first time in 1985. After another 13 years as vice president of publisher relations with American Family Publishers, she retired again in 1998, coincidentally the year of her 50th School of Business classreunion. Her last official job was director of education at Fifth Avenue Presbyterian Church in New York and she retired a third time last year, ready for the next challenge.

Nelson had always wanted to volunteer somewhere in Central America, though she had never been there. After a semester-at-sea program, which included study and travel with college students and

adults in Mexico, Panama, Chile, Ecuador, Peru, Nicaragua, Costa Rica and Guatemala, she was invited to work at a church in Costa Rica. For about six months, Nelson lived with a Costa Rican family, sleeping in a small un-air-conditioned room, sharing family meals, typically beans and rice, and navigating the unpredictable Costa Rican roads by bus.

Although she could spend her current retirement in more leisurely surroundings, Ruth Nelson has already decided to go back to Costa Rica or another Spanish-speaking country, like Colombia, soon. "I never thought what I was doing was unusual for a woman. I feel the same way about age," she said.



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

The Rathskeller today



MEMORIAL UNION

Rathskeller opens to women in early 1940s

Playing in the

Marcia Légère-Binns ('46 BA L&S) of Los Angeles, California, has always preferred life behind the scenes. Because her mother was a fashion buyer and family friends included designers and actors, Marcia was exposed to theater at a young age. She was terrified of being on stage but relished operating the light board or helping with props and scenery backstage. At the University of Wisconsin-Madison, she found the quiet, empty dressing rooms of the Memorial Union Theater were perfect for doing homework.



Marcia Légère-Binns in 1945

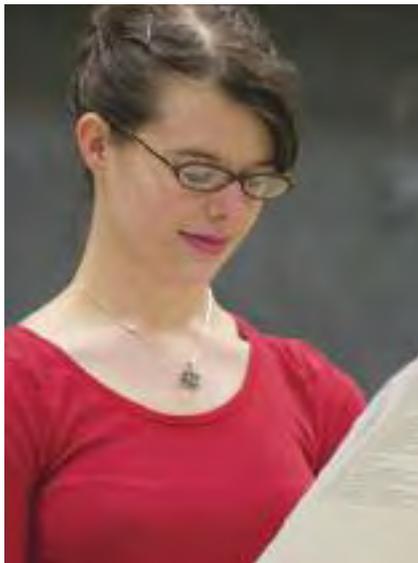
Marcia's original plans were to build on her high school reporting experience by studying journalism. However, she soon changed her major to comparative literature and pursued her journalism career by joining the *Daily Cardinal* staff and serving as a college correspondent for *Mademoiselle* magazine.

Marcia's first play was a full-length drama written as a class assignment and submitted for the first Wisconsin Playwrights Contest in 1945 by her professor, without her knowledge. Marcia won the award, and her play, "The Glory of Children," was produced by the Wisconsin Players as part of their regular season lineup in the Union Theater. "It was wonderful to watch it take shape and performed in that big, beautiful theater," Marcia said.

Marcia's first post-graduation job was writing copy for the CBS documentary unit in New York City, which led to writing scripts for a weekly television documentary "Science in Action" in San Francisco, then freelance scripts, articles and field production of feature news segments. Marcia delighted in watching
(continued on page 18)

SUBMITTED PHOTO

e Union Theater



JAMES GILL

Playing the Union Theater

continued from page 17

someone else bring her words to life, and her highlight experience was seeing “The Glory of Children” produced.

When Marcia decided to include the University in her estate plan several years ago, she visited with University of Wisconsin Foundation Vice President Russell Howes. “We were kicking around possibilities, and Russ said, ‘You don’t have to wait until you’re dead, you know, to give something back to your University.’ What an astonishing notion!” thought Marcia. “That’s how the play festival contest idea came to be. I’m forever grateful to Russ for planting the idea.” Russ and Marcia learned that no playwriting award existed on campus any longer, so Marcia made an outright gift to endow and revive the contest.

Today, UW students of any major can participate in the Marcia Légère Student Playwriting Competition as playwrights, actors, directors, marketers and backstage volunteers. Faculty or professionals in creative writing, English, theater or related disciplines judge the one-act plays that are submitted each fall and select three winning plays. Volunteer directors are interviewed, actors auditioned and the plays are performed consecutively on two evenings in late winter. UW students generally refer to the entire enterprise—from play submission through performance—as the “Marcia Légère Play Festival.”

From top: Sam Kanson-Benanav, Lauren Belisle and Erin Bannen braved a December snowstorm to audition for roles in upcoming productions.



“There was no place for students who weren’t theater majors to indulge their love of dance, spoken word and performance,” said Adam Robinson (’06 BA L&S), who managed publicity for the play festival while he earned a degree in political science. “The Marcia Légère Play Festival fills a gap. Being involved gave me organizational and leadership experience in managing volunteers and programs. After graduation, I had an internship with the John F. Kennedy Center for the Performing Arts, and now I’m a field organizer for the Hillary Clinton presidential campaign in Iowa.”

Jeff Landow (’07 BA L&S) earned his bachelor’s degree in English and submitted his first script to the play festival on a whim. “In a million years,



JEFF MILLER, UW-MADISON, UNIVERSITY COMMUNICATIONS

I never expected to hear anything back about it," he said. "Seeing the show come to life was amazing—characters that had, prior to that night, only existed in my head suddenly were three-dimensional, flesh-and-blood people saying and doing the things I'd only ever imagined them doing.

"Ultimately, the great thing about the Marcia Légère Play Festival was that it made me realize that a hobby could actually be a profession," said Jeff. "It wasn't outside the realm of possibility to write a show, have it performed and have people come see it. I'm still writing scripts, and I'm still planning to—someday—try and make a go of it as a profession. At the moment, however, I am in the process of getting certified to teach high school English in my hometown of St. Louis, Missouri."

Amy Sawyers ('06 BA L&S) acted in the play festival as a freshman, directed a play as a graduating senior and now observes the process as Wisconsin Union music and student performance advisor. "If we didn't have this gift, money would either be shifted away from other program-

ming or the play festival wouldn't exist," she said. Typically, each play is produced for less than \$500—including publicity, props and costumes.

Students occasionally send Marcia publicity posters, scripts and thank-you notes for her support of the unusual program. "I never expected to hear from the students," Marcia said. "It has been a joy to hear from the kids along the way and to read about their plays."

The winning plays from the Marcia Légère Student Playwriting Competition will be performed on March 8-9, 2008 in the Fredric March Play Circle in the Memorial Union. The play circle is a small, intimate theater in the round, coincidentally named for Marcia's family friend, the late Fredric March ('20 BA BUS), Academy Award-winning actor and fellow Badger.

"This fits a specific niche for undergraduates," said Rachel Bocek, an undergraduate who has acted in the play festival and is the current director of the Union Student Performance Committee, which oversees the event. "There really isn't another opportunity like it."

Let them play

Do you remember when your children were little and they couldn't wait to go outside to play? Even on rainy or cold days? Preschoolers have a lot of energy. They can be an unstoppable force—running, spinning, leaping and climbing at every opportunity. Their desire to constantly be on the move is amazing.

Charles “Chuck” Koeble, a retired vice president circulation director at the Journal Sentinel Inc., Milwaukee, Wisconsin, understands. In July, he and his niece visited the University of Wisconsin-Madison School of Human Ecology preschool lab, where he was able to watch children playing on the play structure that was purchased with his gift.

The gift was made in honor of his late wife, Signy, a 1954 graduate of the School of Human Ecology who majored in preschool education. “She was a firm believer that children deserve to learn and grow in a healthy and safe environment,” said Chuck.

“When she died, I thought I should do something to honor her and her beliefs,” he explained. “I felt my contributions would go far in the School of Human Ecology.”

Chuck and Signy’s niece, Barbara Bautel (’72 BS HEC), is an elementary and early childhood professor at Bridgewater State College in Massachusetts, where the early childhood education program operates a small preschool. She was eager to visit the School of Human Ecology’s preschool facilities where her uncle honored her aunt. Barbara credits Signy as being instrumental in her pursuit of a career in early childhood education.

“It’s remarkable how well the staff has maximized the use of the facility,” said Chuck. “I am aware of the challenges the school faces in operating this facility because I learned firsthand of child-care needs by sitting on the board of a nonprofit agency in Milwaukee that operates



“For large motor development, children need space to move and to experiment with their bodies,” Jacquelyn Leckwee said. “They need to interact physically and kinetically with materials in their environment.”

preschool facilities for blind and visually impaired children, ages six months to 5 years.”

Chuck continues to provide support to the preschool for supplies and equipment of greatest need. “The games and equipment don’t need to be fancy,” he said. “Preschool kids are working on skills such as hopping, balancing on one foot, throwing and catching balls, pedaling tricycles and skipping.”

Jacquelyn Leckwee, instructional program manager at the preschool lab, agrees.

“For large motor development, children need space to move and to experiment with their bodies,” she said. “They need to interact physically and kinetically with materials in their environment.”



JAMES GILL

The preschool laboratory provides child care to about 120 children each year and serves as a research facility for faculty and graduate students. A staff of 16 has a collective 177 years experience at the preschool and 307 years of total experience in early childhood education. In an industry often noted for high turnover, the staff has worked at the preschool an average of 11 years.

“Education has been a part of our family tradition for many years,” according to Chuck. He graduated from the UW-Madison in 1953 with a bachelor’s degree in business administration. He met Signy on campus. After graduation, the couple married and had two children, John (‘78 BBA)

and James (‘82 BBA, ‘83 MBA), who also graduated from UW-Madison. Chuck has a granddaughter, Colleen, at the University who is studying elementary education and lives at the new Ogg Residence Hall. Chuck’s younger granddaughter, Jenna, can’t wait to follow in her grandmother’s footsteps and study at the School of Human Ecology starting in fall 2008.

Chuck believes that being associated with kids keeps him young at heart and because of that, he is enjoying retirement in Elm Grove, Wisconsin, and has no intention of leaving friends and family for warmer climates.

Proud parents offer gift of philanthropy

Margaret “Maggie” Kaiser (’06 BA L&S) earned her bachelor’s degree in social work and is using her knowledge as a career advancement specialist in welfare-to-work programs with the Employment Action Center in West Saint Paul, Minnesota. She is acutely aware of the financial struggle her clients and many new college graduates face, so she is quick to deflect the credit to her parents for her gift to the University of Wisconsin-Madison.

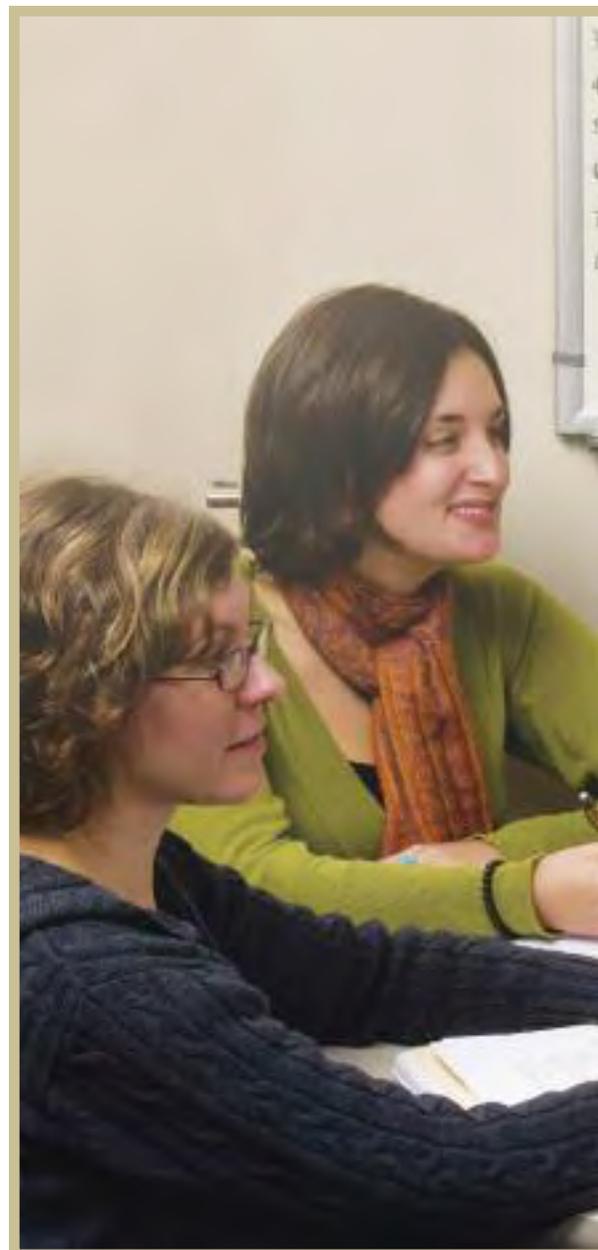
“As a graduation gift, we offered to give a donation in Maggie’s honor to a project or fund of her choosing at UW-Madison,” said her father, John “Jack” Kaiser (’76 JD Law). Maggie’s mother, Marcia Van Beek, had a first career in social work and is now director of major gifts with the University of Wisconsin-Eau Claire Foundation, so generosity has always been valued and practiced in their family.

Maggie chose Tracy Schroepfer, assistant professor in the School of Social Work and a member of the University of Wisconsin Paul P. Carbone Comprehensive Cancer Center, to receive the gift to support her research project Partners Addressing Cancer Health Disparities in Underserved Communities. Professor Schroepfer is researching disparities in cancer care and is working in partnership with three bands of the Lake Superior Chippewa—Red Cliff, Bad River and Lac Courte Oreilles—as well as American Indians in urban Milwaukee. Schroepfer and her students partner with the tribes to assess the barriers tribal members experience in regard to accessing cancer screening, cancer treatment, and physical and psychosocial care at the end of their lives.

Schroepfer and her research team train pre-professional tribal members to conduct community assessment interviews with tribal leaders and individual assessment interviews with tribal members who have had or have cancer. The data they gather will be analyzed and appropriate interventions developed. Schroepfer plans to use Maggie’s gift toward the implementation of interventions focused on improving access to end-of-life care.

“I was amazed by her gift,” Schroepfer said. “It was a gift to her from her parents and now it will be a gift to the tribes.”

“We were very happy she chose Professor Schroepfer’s project, because it will benefit not only UW-Madison, but also many underserved but deserving Wisconsin citizens, and that is the Wisconsin Idea,” said Jack Kaiser.





JAMES GILL

Professor Tracy Schroeffer, standing, and graduate student project managers Rebecca Paradiso, Angela Waltz and Melinda Kavanaugh discuss data gathering in their assigned communities. These researchers are pursuing master’s or doctoral degrees in social work.

Funds work for school as well as for investors

While enjoying a working retirement in Arizona, Irwin Smith ('62 BS L&S, '64 MBA BUS) wanted to help support the Applied Security Analysis Program (ASAP) in the School of Business. In the late 1990s, he established Nakoma Capital Management LLC, an SEC-registered investment advisory firm headquartered in Madison, Wisconsin. He asked fellow School of Business alumni and former investment associates Dan Pickett ('87 BBA BUS, '88 MS BUS) and Mark Fedenia ('77 BBA BUS, '79 MS BUS, '87 PhD BUS) to combine their years of investment expertise with the work he was doing. Today, Dan is the chief investment officer at Nakoma and also teaches in the School of Business. Fedenia is on the School of Business faculty.

The company manages direct investments as well as fund of funds investments. With fund of funds, an investor designates money to one primary fund manager, which in turn invests this money in a group of funds. "Fund of funds is not a unique idea. They have been around for a long time," explained Smith, who today calls himself an emeritus partner of the firm. "It involves using a mix of fund managers."

"The advantage to the investor is diversified exposure to fund managers," said Pickett. The investor relies on the primary fund manager to research and evaluate the various fund managers.

Nakoma Capital Management's fund of funds portfolio is called the Mendota Partners LP. According to Pickett, all of the fund managers selected have some association with the School of Business by intent. "To successfully manage a fund like this, knowing the sub-managers is critical.

"The advantage to the investor is diversified exposure to fund managers," said Dan Pickett. The investor relies on the primary fund manager to research and evaluate the various fund managers.

We seek to know these managers well by knowing the program they came from well," he said. "This gives us more confidence in these managers."

Since its inception, a percentage of the Mendota Partnership profits have been donated to the business school. Pickett noted that while the profits have been modest thus far, as the fund grows, the amount going to the school could grow accordingly.

Smith balances his financial expertise with a wry wit. Years ago when he first retired and established his own financial management firm, he was briefly stumped for a name. Then it came to him. "I called it Tortoise Capital Management," he deadpanned, "because it was so slow to get started."

Today, Smith's ties to the University remain strong. He has served on the Dean's Advisory Board and UW Foundation Board of Directors. Most recently, inspired by his wife Linda's professional nursing background, the Smiths became one of the American Family Children's Hospital Founding Families.

One might think the name Nakoma Capital Management pays homage to Smith's childhood neighborhood in Madison. "Actually, Dan (Pickett) once told me that 'Nakoma' is a Native American word that means 'we do what we say we'll do.'" It is the perfect name for the company and for the UW-Madison alumni who manage it.

Mendota Partners LP Participating Firms

Blackrock
 Camden Partners Holdings
 Harris Associates L.P.
 Inflective Asset Management
 Pacific Management Ltd.
 Phoenix Investment Advisors
 JP Morgan Fleming Asset Management
 Wellington Management
 Nakoma Partners LLP
 Perry Capital Management
 SSI Investment Management

Stark Investments L.P.
 Tatarian Funds, LLC
 Zazove Associates

UW-Madison alumni

Mital Kotecha	'98 BBA BUS, '00 MS BUS
David Warnock	'82 MS BUS
Bill Nygren	'81 MS BUS
Tom Ray	'89 BBA BUS, '90 MS BUS
Brian Dombkowski	'94 BBA BUS, '95 MS BUS
Jeff Peskind	'85 MBA BUS
Helge Skilbeli	'90 MBA BUS
Karl Bandtel	'88 BBA BUS, '90 MS BUS
Paul Leff	'83 BBA BUS, '83 MAJ BUS, '84 MS BUS
George Douglas	'74 BA L&S, '76 MS BUS, '78 MBA BUS
Ken Raguse	'89 BS L&S, '95 MS BUS
Michael Roth	'77 BA L&S
Dan Sherman	'92 MS BUS
Gene Pretti	'84 BBA BUS, '85 MBA BUS

Jeff Miller, UW-Madison, University Communications.



Engaging the world



George McReddie



Gilles Bousquet

Many students come to the University of Wisconsin-Madison and discover a bigger world than they ever knew. George McReddie ('76 BA L&S) discovered the University while he was a resident of that larger world.

"I was just a kid from Long Island who moved to Buenos Aires, Argentina, in high school because my father was from there and he decided to return," said George, a senior managing director at Bear, Stearns & Co. Inc. in New York. "By some good graces, the principal of the American Community High School in Buenos Aires, Tom Kalish, had earned his undergraduate degree, master's and PhD at Wisconsin, and he encouraged me to investigate Madison.

"I knew it was a campus that was interested in engaging with the world, and that was something that drew me there," he said.

Once enrolled, he liked what he found.

George already had an interest in Latin American studies and political science. "My experience at the University put a solid academic framework around ideas and interests I already had. I was somewhat familiar with that part of the world," he said. "I was in Argentina during a very turbulent time. I was able to step back and ask, 'What does this mean from a political standpoint, from an economic point of view?'

"I decided to build up my Spanish language skills, to

study more about the economies and political culture of Latin America, to try to understand what made these countries what they are," he said.

George and his wife, Lisa, have established a scholarship for students in Latin American Studies to spend time studying abroad.

"I hope this modest investment in students, enabling them to study abroad, will allow each one to build on an experience that sets them apart," he said. While the world brought George to Madison, he's committed to helping students go from Madison into the world.

"It's important for students to enhance their experience if they can, and they are. I was at Dean Gilles Bousquet's advisory board meeting in fall 2007, and three students talked to us about their experiences living and studying abroad, how that changed their lives. They said they would recommend it to anyone.

"That was a powerful message, especially hearing it from the students," he said. "It's clearly an advantage the University can give its students, and I subscribe to that."

George's journey after earning his bachelor's degree took him to the Thunderbird School of Global Management in Glendale, Arizona, where he earned an MBA in international management. He then began a career in commercial and investment banking, capital markets and brokerage

that has put to work his expertise in the cultures and economies of other countries, especially in Latin America.

"I was fortunate enough to go back to Argentina to live and work for several years," he said, adding that he also has lived in Sao Paulo, Brazil, and London, England, for periods of his career.

While his field and areas of geographic concentration are becoming more visible as the world shrinks, George found himself ahead of the curve "sort of by accident," he said, "I chalk it up to being at the right place at the right time. I credit UW-Madison for a lot of that. It's who I was and what I was interested in, and I'm a big believer in taking what you've been given and trying to capitalize on that."

George said he sees today's students as open-minded and willing to consider new opportunities in the United States and beyond.

"If you have the outlook that you live in a much smaller world, it changes your approach," he said. "You are much more open to new ideas, to new solutions. We are not an isolated country. To be successful working outside the United States, you need to learn the cultural nuances, the ways people communicate, what's important to them.

"That's what studying abroad can give a person."

"George is exactly right," said Dean Bousquet. "Whatever their major, wherever they go, our students need the skills, knowledge and attitude to succeed in a global environment. It's also an asset for Wisconsin to develop homegrown global talent."

During George's years at the UW-Madison, he befriended a group of engineering exchange students from Monterrey, Mexico. "We shared some cultural experiences and got along well," he said. "I remember being friendly with a hodgepodge of students from throughout Wisconsin, from across the country and from around the world. That's what makes the whole thing tick, these people exchanging ideas and experiences—learning from each other."

George said he feels good about reconnecting with the campus community after all these years. "It made me think, 'Wait a second, my experiences abroad were very important. Maybe it can be important for others.'

"The United States is being more and more influenced by Hispanic culture, and in economic terms, Latin America is an increasingly important part of the world," he said. "If we can help support a UW-Madison student studying in Latin America, we feel we would be making at least a little difference in preparing them for the future."

Mentoring young physicians

Throughout his life, Dr. Laurence D. Tempelis ('74 MD) was strongly committed to mentoring. Whether it was providing guidance for medical students, words of wisdom for his children, advice for a colleague or moral support to the child next door, everyone benefited from his counsel.

Dr. Tempelis also was a shining example of professionalism throughout his career, serving as a role model to University of Wisconsin-Madison students, staff and colleagues. As a physician, he was a devoted clinician, researcher, teacher and patient advocate who provided hope and compassion, as well as a team approach to treating patients. He had a strong moral compass, characterized by honesty and sensitivity to the feelings and needs of others.

Dr. Tempelis loved practicing medicine and caring for patients and their families. He was certified in internal medicine, medical oncology and hematology by the American Board of Internal Medicine. The Dr. Larry Tempelis Peer Mentoring in Professionalism Award was created by his colleagues, family, friends and patients to honor his memory following his death in November 2006.

The UW School of Medicine and Public Health has developed five learning communities. Each serves as the academic home of one-fifth of the students throughout their four-year curricula. This structure creates an opportunity for mentoring relationships in the first two years



Dr. Laurence D. Tempelis

“The patient is what matters. Always give them hope.”

Dr. Larry Tempelis

between students in their clinical years and their more junior colleagues. A major mentoring focus is professionalism—the body of knowledge, skills and attitudes that enables physicians to serve their patients with respect, sensitivity and compassion. Senior medical students serve as role models and mentors to other students by leading organizations, communicating clinical experience and other experiences in the learning communities.

In his roles as a clinician, teacher and research scientist, Dr. Tempelis enjoyed passing on skills, wisdom and perspective to others as they were developing their careers. He also served as a mentor to UW students, in-house staff and his colleagues.

Dr. Tempelis advised his own children to seek mentors in developing careers in public service. He also

actively mentored many other young people contributing to their careers as nurses, physicians and other health-care professionals. The donors of this award wish to memorialize Larry's accomplishments and continue his legacy by recognizing one senior medical student each year who has been most successful mentoring junior colleagues.

The first recipient of the award is Gina Shirah, 26, who graduated in 2007 from the UW School of Medicine and Public Health. She currently is doing her residency at Maricopa Medical Center in Phoenix, Arizona.

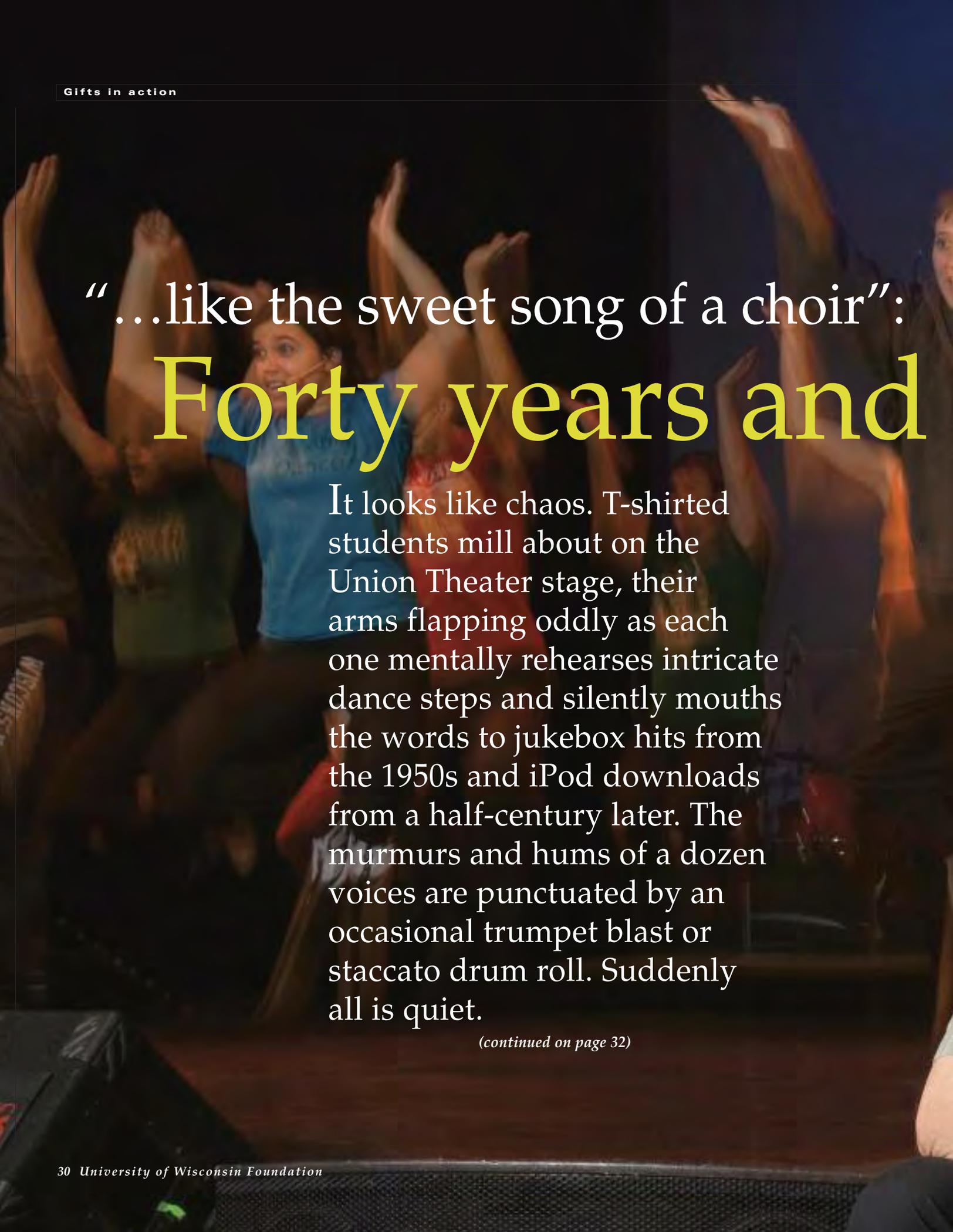
SUBMITTED PHOTO



JAMES GILL

The Tempelis family, from left, Jenny, Anne, Jane, Peter, Eric and Mindy, honored his philosophy, "The patient is what matters. Always give them hope," in creating the Dr. Larry Tempelis Peer Mentoring In Professionalism Award.

UW-Madison degrees represented: Jennifer Lofquist Tempelis, '03 PharmD; Anne Reich Tempelis, '01 BS; Peter Tempelis, '01 BA, '06 MPA and JD; Eric Tempelis, '01 BA, '03 MPA, '06 JD; Mindy Tempelis, '98 BA, '02 MPA and JD.



“...like the sweet song of a choir”:
Forty years and

It looks like chaos. T-shirted students mill about on the Union Theater stage, their arms flapping oddly as each one mentally rehearses intricate dance steps and silently mouths the words to jukebox hits from the 1950s and iPod downloads from a half-century later. The murmurs and hums of a dozen voices are punctuated by an occasional trumpet blast or staccato drum roll. Suddenly all is quiet.

(continued on page 32)

still rockin'



BOB PASHP

Forty years and still rockin'

continued from page 30



“When we perform in a community, the students often work with local high school and junior high school students. Not only do the younger kids get individual attention, they watch our rehearsals and see the kind of work ethic our students have. The Singers touch the lives of students who think college might not be for them. We meet alumni and people who never have contact with the University.”

—Robin Whitty-Novotny

At Robin Whitty-Novotny’s (’74 BM L&S, ’90 MM L&S) cue, the Wisconsin Singers instantly become a



poised, precise ensemble singing, dancing and playing their way through



the technical rehearsal just hours before their annual fall on-campus shows. “Celebrate” is the appropriate theme for the 2007-08 season, as the group, founded by the late legendary Badger Arlie Mucks (’47 BS ALS), marks its 40th anniversary.

Tom Novotny (’75 BBA BUS) sits in the darkened theater with a broad smile on his friendly face. He has applauded his way through nearly 15 years of rehearsals and performances in Madison, in small-town high schools and theaters around Wisconsin and even in Florida. To say that Novotny is a Wisconsin Singers fan is like saying Sinatra could carry a tune. His support runs the gamut from regular financial gifts to active involvement on the Singers Board to attending as many performances as

possible. He gets a special kick out of going to new venues to hear the comments of audiences bowled over by their first Singers experience.

“These kids amaze me with their commitment and the kind of hours they put in—up to 600 in a calendar year. Many of them also hold down part-time jobs. They come from every college on campus, and very few are music majors, so they represent everyone but belong to no one department.”



SUBMITTED PHOTOS

Last year, the UW Student Organization Office chose the Wisconsin Singers from more than 600 registered

student organizations to receive its Outstanding Achievement Award.

For the Novotnys, the Wisconsin Singers means family. The relationship began when Tom’s son Chris (’97 BBA BUS) joined the troupe in 1993. After graduation, Chris went on to perform professionally with the a capella group BC3. Today, he helps on the business side of the student-managed operation. Robin Whitty-Novotny also is a Wisconsin Singer alumna. Now in her 18th year as director, she is married to Chris.

Though understandably proud of the Singers’ theatrical talents, she explained that what people see on stage is only part of the story. “These young people learn lessons outside the classroom. They need to adapt quickly because they are in a different theater



The Wisconsin Singers captured in a rare moment of stillness. Circled in this 1993-94 photo are Robin Whitty-Novotny and future husband Chris Novotny.

every night. There’s a strong parallel with athletics. Our students travel on behalf of the University. They must learn to make wise choices about time management, health and academics. What they do is athletically challenging. In any show, they dance for up to 90 minutes, which is more than a Broadway show.”

“They run the company themselves so they learn management, marketing, scheduling and bookkeeping,” added Tom. “Employers love hiring Singers because they are good quality adults

— dedicated, dependable and an asset to any employer.”

“There also is a strong outreach component,” explained Robin. “When we perform in a community, the students often work with local high school and junior high school students. Not only do the younger kids get individual attention, they watch our rehearsals and see the kind of work ethic our students have. The Singers touch the lives of students who think college might not be for them. We meet alumni

and people who never have contact with the University.”

Dean of Students Lori Berquam agrees. “The Wisconsin Singers really embody the Wisconsin experience by representing UW-Madison across the state of Wisconsin and beyond, providing entertainment for faculty, staff, students, alumni, parents, prospective students, community members and families. These students gain ‘real world’ experience in public relations, fundraising, performing, traveling and more. This is truly a great program, not only for the students involved, but also for those of us who get to watch them.”

Originally, the Wisconsin Singers performed under the auspices of the Wisconsin Alumni Association

and the School of Music. In the face of campus-wide budget cuts, they began raising funds to support themselves around 1993 and became completely self-supporting in 1996. Ticket, CD and merchandise sales along with private gifts currently provide operating income.

“We are trying to build a fund for scholarships to give students more time to focus on their studies, rehearsing, traveling and performing,” said Tom. The Wisconsin Singers stage up to 40 shows during the school year to meet the program’s budgetary needs, and about 5 shows in the summer to supplement scholarship support.

As he watches the Singers polish their moves, Novotny sees more than talented kids he is helping pursue their dreams. He sees young adults doing something they love, learning about life, developing long-term friendships and acting as ambassadors for the University. Tonight a foot-tapping, hand-clapping, head-bopping, finger-popping audience will be grateful for the generosity and determination of Tom and the entire executive board to make sure the beat goes on. Tom will be there tapping, clapping, bopping and popping right along with them.

Serious game opens imaginations



Imagine, if you will, that you have been given an envelope. Imagine that the envelope contains a piece of paper with a dollar amount. It may be \$1,000; it may be \$10 million. This money is yours, but you must give all of it away for a single purpose. You may choose education, global health, the environment, arts and humanities, the elderly, international relations or women's leadership. How would you direct your money to



Motivated, entertained and guided by internationally renowned philanthropist Tracy Gary, approximately 150 people at the 2007 Women's Philanthropy Council's

Eighth Biennial Forum in November accepted the Giving Game challenge with enthusiasm and creativity.

where it will do the most good? The decision is harder than you might think.

Motivated, entertained and guided by internationally renowned philanthropist Tracy Gary, approximately 150 people at the 2007 Women's Philanthropy Council's (WPC) Eighth Biennial Forum in November accepted this challenge with enthusiasm and creativity.

Gary, heir to the Pillsbury fortune, is the founder of more than 17 charities and has given away nearly all of her inheritance. She calls philanthropy the "new American dream" because it is uniquely able



JAMES GILL

to create change in the world. She received a standing ovation from the capacity crowd at the noon luncheon following her keynote address. "As donors and investors, we can do more with our money for ourselves and those we love. We can give more generously and with greater impact," she said.

(continued on page 36)



Serious game continued from page 35

Following the luncheon, Christine Lodewick ('65 BSE EDU), chair of the Women's Philanthropy Council, and Martha Taylor ('71 BA L&S), vice president, University of Wisconsin Foundation, invited attendees to divide into groups according to seven interests for "If I Could Change the World: A Giving Game."

Each group met with a UW-Madison faculty member who framed the discussion about where, how and why the imaginary money



Founded in 1988, the Women's Philanthropy Council at the UW-Madison is the first major gift organization for women at a co-educational institution.

could have the most impact and meaning. After lively and involved conversation, a representative from each group revealed the group's gift amount and explained her group's decision.

The gifts were directed to such initiatives as campus child care, a swallowing clinic, a center for the arts devoted to social change, a center for international studies and a building for the School of Nursing.

"Part of our (WPC) mission is to show people that they can give more to the things they care about the most," explained Taylor. "Identifying our values, then comparing those to the gifts we actually make, often proves this. The Giving Game is a meaningful exercise that can produce



more strategic philanthropy, which is Tracy's key message to all donors."

Founded in 1988, the Women's Philanthropy Council at the UW Foundation is the first major gift organization for women at a co-educational institution.

Tracy Gary committed herself to philanthropy in her 20s. She has led efforts to change the environment, protect women and enhance opportunities for disenfranchised groups across America, not only as a donor,



JAMES GILL PHOTOS

but also as an organizer and coalition builder. The author of "Inspired Philanthropy," Gary is an expert in helping individuals assess their values, identify philanthropic partners and prioritize giving interests.



Award winners boost chosen programs

Jennifer Sheridan, executive and research director of the Women in Science and Engineering Leadership Institute (WISELI), and Richard L. Barrows, emeritus professor of Agricultural and Applied Economics and former associate dean for Student Academic Affairs, received their awards at the WPC's Biennial Forum on Philanthropy in November.

The 2007 winners of the Champion Awards, presented by the Women's Philanthropy Council (WPC) of the University of Wisconsin Foundation, are putting the attached grant money where their hearts and experiences are.

Jennifer Sheridan, executive and research director of the Women in Science and Engineering Leadership Institute (WISELI), and Richard L. Barrows, emeritus professor of Agricultural and Applied Economics and former associate dean for Student Academic Affairs, received their awards at the WPC's Biennial Forum on Philanthropy in November.

Jennifer won for her work on behalf of WISELI, and Richard was recognized for his efforts to develop and support the Women in Science and Engineering (WISE) Residential Learning Community. They each earned the opportunity to designate a \$5,000 grant to a program at UW-Madison. Jennifer chose WISELI as the beneficiary of her grant, while Richard directed his to the WISE Residential Learning Community.

"I always wanted a career where I could feel I was making a difference in this world," Jennifer said. "In my first job out of college, as one of the few women in the computer science work force, I realized I wanted to do something about leveling the playing field for women in male-dominated occupations.

"I joined WISELI to be part of that change," she said. "The nomination and receipt of this award is meaningful to me at such a deep level because it means



Jennifer Sheridan

"The nomination and receipt of this award is meaningful to me at such a deep level because it means that my work must be making a difference, just as I always wanted. I'm very grateful to my colleagues who nominated me, and to the Women's Philanthropy Council for the award."



Richard Barrows

“I am extremely honored by the recognition, but also humbled because I was nominated by faculty members who have been WISE directors over the years. They are the ones who deserve the award because they voluntarily donated their time and contributed their tremendous energy that made the program successful.”

that my work must be making a difference, just as I always wanted. I'm very grateful to my colleagues who nominated me, and to the Women's Philanthropy Council for the award.”

For his part, Richard said, “I am extremely honored by the recognition, but also humbled because I was nominated by faculty members who have been WISE directors over the years. They are the ones who deserve the award because they voluntarily donated their time and contributed their tremendous energy that made the program successful.”

He said he became involved with WISE because “it seemed like a reasonable thing to do. We knew from both research and experience that many young women with interests in science dropped out of science majors after the first year of college. The idea of WISE was to enrich the academic experience by integrating the living-social environment and the academic environment, and to provide a strong support network from both peers and faculty and staff.”

Jennifer received her BS in mathematical and computational sciences from Stanford University in 1989. After a brief stint as a computer programmer at IBM Corp., she enrolled at UW-Madison in 1994 and received her doctorate in sociology in 2001. She specialized in quantitative methodology and social stratification. She joined WISELI as executive and research director in 2002. In this role, she develops and oversees workshops and grant programs, as well as the research and evaluation produced by WISELI, including two all-faculty climate surveys administered in 2003 and 2006.

Richard joined the faculty of agricultural and applied economics in 1972, specializing in natural resource economics and policy, including both domestic and international policy issues, rural land use, and state and local public finance. He worked extensively with Wisconsin counties and local governments on land use policy and public finance, as well as with state agencies and the Legislature on land use and natural resource policy and with federal agencies and commissions on agricultural land policy.

In addition to his work on the faculty, Richard served in numerous administrative roles for the UW-Madison, including associate vice chancellor from 1988 to 1992, interim vice chancellor for Academic Affairs in 1993, and other positions at UW-Madison and UW-Extension.

Riding the fast track

Ali Weisberg Zelenko ('93 JBA L&S) has achieved what many would consider the impossible. By the age of 36, Ali has risen through the ranks of *People* magazine, CNN and Time Inc. to become vice president of communications for The TIME Group, overseeing all public relations and communications for *TIME* magazine's domestic and international editions, TIME.com, *TIME for Kids* and *TIME Style & Design*.

"It's nice to be recognized, but the real satisfaction comes from 'giving back,'" Ali said. "It's an overused phrase, but it's the most literal way to describe my support of the school that prepared me for a very fulfilling career."



JOSEPH MORAN

"Ali's analytical abilities and stunning energy made her a standout as a student, so we were in no way surprised to see her ascension at *TIME*," said School of Journalism and Mass Communication faculty member Kathleen Bartzen Culver. "We're just grateful she's continued to employ those smarts and that vigor in service of our students."

Despite the demands of her fast-paced career, Ali continues to be connected to the University of Wisconsin-Madison. She won the prestigious Ralph O. Nafziger Award in 2003 from the School of Journalism and Mass Communication and she has chaired the school's board of visitors since 2006.

"Ali has proven to be a wonderful addition to the board of visitors," said Professor James Baughman,





“Every day I draw upon something I learned in J-School,” said Ali. “Whether it’s as simple as writing in the inverted pyramid style or interpreting complex polling data, the education I received as a journalism major at UW has served me very well in my career, especially in the last 10 years, working for major news organizations.”

director of the school. “She is enthusiastic but also tough-minded about overcoming the challenges besetting us, especially in raising our national profile.”

“One of my top priorities for the board of visitors is to develop more of a national profile,” said Ali. “Promoting the strength of our school in a more strategic way to a greater audience will help on many fronts—job placement for graduating students, attracting top-notch faculty and generating private support.”

Her own annual gifts to the school and a company match from Time Warner qualify Ali for associate membership in the Bascom Hill Society. “It’s nice to be recognized, but the real satisfaction comes from ‘giving back,’” she said. “It’s an overused phrase, but it’s the most literal way to describe my support of the school that prepared me for a very fulfilling career.

“Every day I draw upon something I learned in J-School,” said Ali. “Whether it’s as simple as writing in the inverted pyramid style or interpreting complex polling data, the education I received as a journalism major at UW has served me very well in my career, especially in the last 10 years, working for major news organizations.”

Ali encourages other young alums to support the UW by giving, volunteering or mentoring. She lives in New York City with her husband, Dan Zelenko, and infant son, Mason.

No boundaries for these Badgers

Sherry Coatney ('82 BA L&S, '92 MS L&S) and David Niemi ('82 BS ENG, '93 MS BUS) of Minnetonka, Minnesota, personify the breadth of what the University of Wisconsin-Madison offers. Together, they hold degrees from the College of Engineering, the College of Letters and Science and the School of Business. In addition to being fans of UW academics, they are proud Wisconsin Alumni Association members who have followed the Badger football team to the University of Nevada-Las Vegas, Hawaii and two Rose Bowls.

Sherry, originally from Illinois, knew early on that she wanted to be a cartographer, and the UW-Madison was the place to learn this map-making craft.

"Wisconsin has an absolutely outstanding department and is a worldwide authority in geography and cartography," said Sherry. "Professor David Woodward was a guiding light."

Today, Sherry is a cartographer, working as a project manager for Intergraph Corporation, which specializes in spatial information management software for governments and large industrial organizations around the world. Sherry manages teams that build geographic information systems for local governments, departments of transportation and the like.

Sherry met David "Dave" Niemi at the UW, where they earned bachelor's degrees in cartography and electrical engineering, respectively, and married in 1984. Both earned master's of science degrees in the early 1990s, this time in cartography and business, respectively.

Dave feels his experience in the School of Business Applied Security Analysis Program (ASAP) was a significant factor in securing the position he has today as senior



Sherry Coatney and David Niemi

fixed-income portfolio manager with the Evangelical Lutheran Church in America Board of Pensions.

"I got exposure to real-world investing, firsthand knowledge of the investment world and heard great alumni speakers," said Dave. "I wouldn't be doing what I'm doing today, or be as successful as I've been, without the UW and the Applied Security Program."

"The alumni and friends of the program are a main pillar of the ASAP. They are our key competitive advantage,"

said Hawk Center for ASAP Director Kevin Spellman, CFA. "We are fortunate to have many very successful alumni and friends who give back in many ways. Not only do they fully support the operational funds of the program, but they give their time inside and outside the classroom, hire students, provide a very valuable network post graduation and become mentors for our students."

"We always knew we were going to give back, why not start now?" said Sherry. "The UW was a good investment for me and I'm paying it back," added Dave. Dave and Sherry are lifetime Bascom Hill Society members, supporting the School of Business, College of Letters and Science, College of Engineering and the Wisconsin Union.

"When you attend Wisconsin events or a Bascom Hill Society event, the stories you hear about Wisconsin are global in impact," Sherry said. "It's something I want to invest my money in, and the return is not to me but to the world."



WOLFGANG HOFFMANN

Bascom Hill Society upcoming events

BHS SHOWCASE LUNCHEON SERIES

March 11, 2008
Professor R. Alta Charo
Pyle Center

June 17, 2008
Arboretum

July 22, 2008
Arboretum

November 18, 2008
Memorial Union

December 16, 2008
Memorial Union

WISCONSIN WEEKEND AWAY

March 20-22, 2009
Tubac, Arizona

BHS FALL EVENT DINNER AND TAILGATE

October 2-4, 2008
Wisconsin vs. Ohio State
(tentative)

September 25-26, 2009
Wisconsin vs. Michigan State
(tentative)



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Sometimes simple things offer the most enjoyment and create the most lasting memories. A planned gift is a simple way to guarantee that the University of Wisconsin-Madison will benefit from your generosity. You may designate your gift for student scholarships and fellowships, for programs in your school or college or for projects of personal interest. Your gift will make a real difference. Our planned giving professionals are happy to discuss your gift with no obligation.



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