

A REPORT FROM  
THE UNIVERSITY  
OF WISCONSIN  
FOUNDATION

WINTER 2012

W I S C O N S I N

# insights



**CHAZEN MUSEUM A BREATHTAKING GIFT  
UW STUDENT FOUNDATION SPREADS THE MESSAGE  
TEAMWORK BOOSTS LA BAHN ARENA**



**Michael Knetter**

**What kind of gift is most valuable to the University of Wisconsin-Madison?** Which gifts have the most impact? From one-time major gifts for facilities and faculty chairs to more regular annual fund support, often given as a way of saying “thanks for the education and experience,” all gifts have impact and are appreciated by faculty, staff and students.

The state of Wisconsin has built and grown a tremendous resource in the University of Wisconsin-Madison over more than 150 years. Given the new economic realities of public sector finance and the value of higher education in a knowledge-driven economy, however, philanthropy must play an increasingly important and evolving role in the University's teaching, research and outreach missions. State governments around the nation are struggling to meet the greater demand for higher education in the face of other program burdens.

At the same time, the winners in our economy have tended to be those who had the opportunity to earn a degree from a great university such as ours. The ability to maintain the UW-Madison as a world-class university will be largely determined by whether our alumni and friends see virtue in providing a greater margin of less restricted support to ensure the opportunity the UW-Madison provides is available to the next generation of Badgers.

Traditionally, private institutions have relied much more heavily on philanthropy than public institutions, often in the form of regular annual giving from a high percentage of graduates. As our university's funding sources are shifting, regular annual support from alumni and friends will become increasingly important. With more than 400,000 alumni and friends, the UW-Madison is well positioned to meet upcoming challenges. It would take only \$100 per alumnus to generate close to \$40 million to support the University's mission. That's the power of many.

Our job at the UW Foundation in the years ahead will be in part to ensure that the power of many is harnessed. Historically, a small group of donors has done the heavy lifting in philanthropy. Now, they need more help to do the job. It will be up to all of our alumni and friends who have benefited from the University to ensure it remains a world-class institution for generations to come. It will be incumbent upon campus leadership and those of us here at the UW Foundation to demonstrate the value and impact of that flexible giving, and that's a task we will take on gladly.

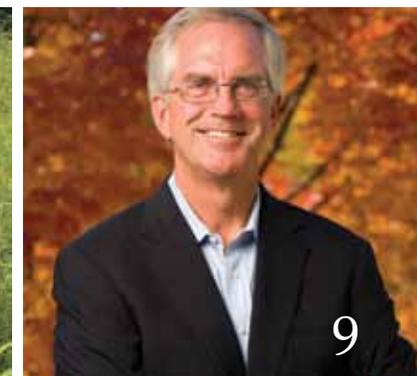
Once again, it is our privilege to show in these pages how your investment in the UW-Madison is touching and improving lives, advancing knowledge and benefiting society. Please continue to share your opinions and ideas. As always, thank you.

On Wisconsin.



# Winter '12

Volume 9 Number 2



## 2 PRESIDENT'S MESSAGE

## 6 BRIEFS

Anonymous \$1 million gift sparks Alumni Park  
Award supports research in 4-D  
The Bucky Challenge connects  
Blanchards preserve trails

## 9 MEET THE BOARD: Frederick A. Robertson, MD

## 10 GIFTS IN ACTION: Teamwork boosts arena effort

## 14 GREAT PEOPLE: Storyed career inspires generous gift

## 18 GIFTS IN ACTION: Campus and community celebrate Chazen Museum of Art addition

## 24 Nursing looks to the future

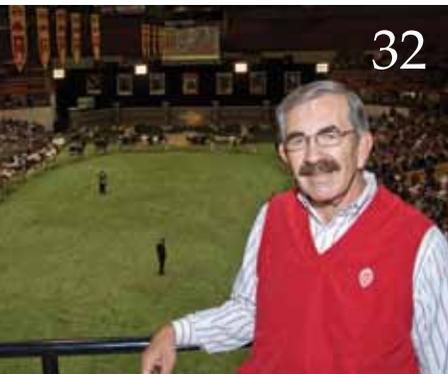
## 26 Patients, families join wedding party

## 28 Spreading the Word: The UW Student Foundation

## 32 A Hoof in the Door

## 34 The American Dream

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



**UW FYI**  
FOR YOUR INFORMATION

The University of Wisconsin-Madison wants to stay in touch with you. As primary manager of the University’s alumni and friends database, the UW Foundation continually seeks up-to-date contact information. You can update your information online by visiting [www.supportuw.org/update](http://www.supportuw.org/update). Please use the identification number located above your name on the *insights* mailing label to log in to the website. You will help us maintain accurate information that is shared selectively with the Wisconsin Alumni Association and any other campus departments and programs with which you may be involved as an alumnus, volunteer, faculty member or donor. Thank you!

W I S C O N S I N  
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**On the cover**

What is art? What is beauty?  
What exactly is that thing?  
This issue of *insights* takes you inside the stunning Chazen Museum of Art addition, where the contemporary complements the ancient and the creativity of diverse cultures is free for all visitors to enjoy. You can see this entire work by Ghanaian sculptor El Anatsui on page 18.

## Anonymous \$1 million gift sparks Alumni Park effort

An anonymous donor has made a \$1 million gift to Alumni Park, a Wisconsin Alumni Association (WAA) initiative that is a major part of the Lakefront Gateway project. The gift was announced at October's Red Tie Gala, part of WAA's 150th anniversary celebration.

The Lakefront Gateway project also will include the renovation and expansion of Memorial Union.

"This special place — the heart of the UW campus — is the backdrop for so many student and alumni memories that make us Badgers to the soul," said WAA President and CEO Paula Bonner ('78 MS EDU).

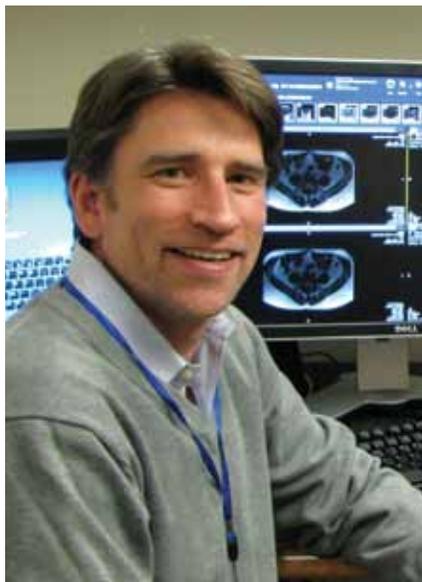
Alumni Park will extend the social scene of the Lake Mendota waterfront, create a promenade and green space along the east end of the lakeshore, and give UW-Madison students and alumni a new place where they can enjoy their own Wisconsin experience. Built into the park's design will be the story of the Wisconsin Idea — how UW-Madison contributions, discoveries and personalities have made an impact across the state and around the world.

The park will expand public access to the lake, with a seasonal boat dock and pavilion off the shore north of the Below Alumni Center, home of WAA. It is part of the lakeshore rehabilitation project to improve safety, accessibility and environmental impact.

The vision creates a capstone for the area between the Red Gym and Memorial Union, from Lake Mendota to Langdon Street.

### **UWFYI** FOR YOUR INFORMATION

Visit [supportuw.org/giveto/alumnipark](http://supportuw.org/giveto/alumnipark) for more on Alumni Park.



**Researcher Sean Fain**

## Award supports research in 4-D

The quality of life for children with cystic fibrosis has been improving over the years, in part through earlier diagnosis and clinical intervention.

Thanks to a \$300,000 Collaborator Award from The Hartwell Foundation, researcher Sean Fain of the University of Wisconsin-Madison and Dr. Talissa Altes at the University of Virginia are exploring 4-D imaging of the lungs in young children with cystic fibrosis. The hope is that research will allow examination and treatment of children at younger ages.

The project grew out of Fain's research that was made possible in part by an earlier Hartwell

Investigator Award. "That was for investigating childhood asthma with magnetic resonance imaging, doing what we call 4-D imaging, which is three dimensional plus time," said Fain, an associate professor of medical physics.

In that asthma study, Fain and his team worked closely with Dr. Robert Lemanske, who has been studying the childhood origins of asthma, following a group of children since birth. Through that work, Fain, whose research is done through the Wisconsin Institutes for Medical Research, and his team created new tools for imaging of the lungs.

Cystic fibrosis has meant a lower quality of life and early



Illustration courtesy WAA

## Bucky Challenge connects

A novel social media campaign created new avenues for communication with University of Wisconsin-Madison alumni and friends, raised money for need-based aid and gained widespread media attention.

The Bucky Challenge, a donor-driven approach to engagement, created close to 20,000 new social media connections for the UW-Madison and the Wisconsin Alumni Association (WAA) from mid-September through October 3.

The challenge originated with Will ('00 BBA BUS, L&S) and Jenny Hsu of Minneapolis and Will's parents, Paul and Sharon Hsu of Wausau, Wisconsin. They pledged to give \$1 to support the Great People Scholarship for each new Facebook like and Twitter follower for UW-Madison and WAA. As a result, the Hsus are donating \$19,432 to Great People.

The Bucky Challenge was the first effort to raise need-based funds in such a way for higher education. "I'm incredibly excited by the response to the challenge," said Will Hsu, who uses the handle @wphsu on Twitter. "It was energizing to see so many people get excited on social media and share this challenge with their family and friends."

"When a call goes out to the UW community looking for help, Badgers respond," he added.

The campaign was spotlighted in major media, including a *New York Times* blog post. "We're enormously grateful to the Hsu family for its generosity," said Vince Sweeney, vice chancellor for University Relations. "What might be surprising is that the scholarship funds generated are only part of this unique initiative's success."

The Bucky Challenge was a perfect opportunity to reach out to the University's more than 350,000 living alumni, through traditional means like the alumni magazine, *On Wisconsin*, and new venues like Twitter and Facebook.

Participation by alumni like Houston Texans defensive end J.J. Watt (@jjwatt), Salon.com editor at large Joan Walsh (@joanwalsh) and CBS News correspondent Jeff Greenfield (@greenfield64) was invaluable, Sweeney said.

death for many children. "The thought is, if we can intervene at an earlier stage, we may be able to prevent the bacterial colonization of the lungs entirely, or at least reduce it substantially and put it off further," Fain said.

Fain said his research would not have been possible without the support of The Hartwell Foundation. "It's an awesome opportunity that they've provided," Fain said. "I enjoy working with them because they bring together really innovative investigators from a broad array of fields. There's also an entrepreneurial aspect in translating new ideas into practice and making these things really work in the clinic."



Will and Jenny Hsu

## Blanchards preserve trails

Nine miles of footpaths and 9.7 miles of service lanes wind through the University of Wisconsin Arboretum. Hikers, skiers, naturalists, families, scientists all count on the trails to lead them into Madison's natural laboratory. For the family of late Professor Emeritus Connie Blanchard ('48 MS L&S, '50 PhD L&S), these trails signify hard work, good memories and a chance to make the Arboretum a nicer place for walkers. Blanchard's widow, Professor Emerita June Weisberger Blanchard, established a fund to buy materials for trail repair, and his children and grandchildren have adopted part of Curtis Trail in his honor, spending time laying landscape fabric and spreading gravel to keep it passable. "It's quite an event," said daughter Margy Blanchard ('75 BSE EDU, '88 MS L&S, '98 EMBA BUS), adding her dad would have hated the idea of a big memorial. Acknowledging the difficulty of hauling gravel, Blanchard added, "The teen-age boys and their friends are key."

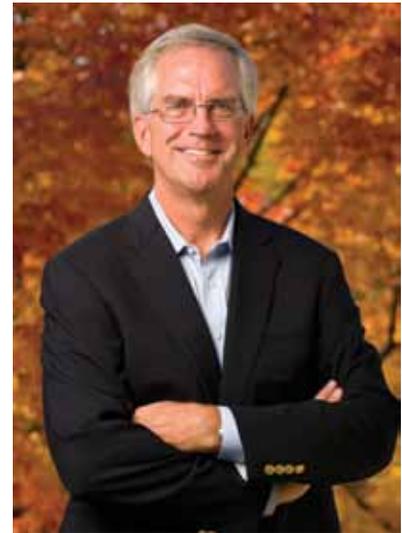
### **UWFYI** FOR YOUR INFORMATION

*To learn more about the Arboretum trails, visit [uwarboretum.org](http://uwarboretum.org).*



# Frederick A. Robertson, MD

Fred Robertson ('80 MD MED) retired in June 2011 as president and CEO of TomoTherapy Inc. in Middleton, Wisconsin. He began his career by spending more than a dozen years as a practicing anesthesiologist, then earned an MBA and became CEO of what is now GE Marquette Medical Systems. He joined TomoTherapy in 2005, and he was elected to the University of Wisconsin Foundation Board of Directors in 2008. Now in his fourth year of service to the Board, he recently became chair of the membership committee.



Frederick A. Robertson, MD

**Q:** Why is the work of the membership committee important in shaping the Board?

**A:** Our primary function is to recommend prospective candidates for nomination to the Board. We look at an individual's commitment to the University of Wisconsin-Madison as expressed through philanthropy, service on boards of visitors and professional contributions.

New Board members need to understand the role of the Foundation and the growing importance of philanthropy as a source of future funding. They need to be passionate about the University of Wisconsin. We want Board members who are actively engaged, and they need to have the time and energy for service.

Individuals bring professional expertise to enhance the work of the Board, and we need a diverse set of skills. The Board oversees all Foundation activities—the development piece is only one critical part—we need to have a broad view.

**Q:** Are Board members “hands on” in Foundation functions?

**A:** Yes. One example is the Foundation's leadership role in oversight of the campus-wide Information Technology project that will lead to a shared, robust data platform for the University, the Wisconsin Alumni Association and the Foundation. The Foundation Board has created an IT subcommittee within our audit committee to assist in overseeing this project. Success is tied to working together to enhance the University, and this is critical because we will need to reach and manage our donor base even more effectively in the future than we do today.

**Q:** Why did you accept nomination for Board service when you were asked in 2008?

**A:** I'm grateful for the opportunities my University of Wisconsin education has afforded me. Of my three children, two are current UW students, a junior and a senior, and one has graduated from UW-Madison. I have the energy and passion to work on behalf of the University to ensure its ongoing success for future generations.

# Teamwork boosts arena effort

Wisconsin hockey is a powerful brand. The men's tradition springing from the late Badger Bob Johnson runs deep, and the fairly young women's program has added to its luster with four national titles in a little over a decade of competition.

When it came time to support the La Bahn Arena Project, many University of Wisconsin-Madison hockey alumni joined with other major donors to assure that future players will have the best opportunity to add new chapters to a remarkable story.

The men's alumni called on a championship tradition built through the years in rallying their number. A compelling case persuaded generations of men's players to back the new space, which will move men's practices next door to the home Kohl Center.

For the younger women's program and its alumnae, the prospect of having an intimate home arena and saying goodbye to shifting practice locations had definite appeal.

In building support, the prime movers organized "captains' teams" that made peer-to-peer contacts.

"It was an opportunity for the alums from all the different eras to come together in support of Badger hockey, and they all responded," said Steve Alley ('77 BBA, '82 MBA BUS), founder and president of Alley Company LLC in Chicago and a member of the national championship team of 1976-77. "That's pretty special."

✓ This artist's rendering from Kahler Slater depicts the completed La Bahn Arena, under construction next to the Kohl Center. The hockey and swimming complex, due to open in fall 2012, will include an ice rink for men's and women's hockey practice and women's games, locker and team room functions for the men's and women's swimming programs, a connecting tunnel to the Kohl Center, skywalk to the Southeast Recreation Facility and more.



» From top, Badger hockey alumni Steve Alley, Theran Welsh and Karen Rickard were among the fundraising captains for the effort supporting La Bahn Arena.



Alley headed up the men's captains, and he said they saw the benefits right away.

"Speaking on behalf of the alumni, we felt a great responsibility to the program, and I know many people were thankful to be asked and given the opportunity to be part of it," he said. "This is a real way to energize the program, and the alumni I spoke with wanted to get on board. They really cherish their Wisconsin experience and were happy to give back something for the future of the program."

Traveling to the Alliant Energy Center's Veterans Memorial Coliseum for practice was wearing on the program and its reputation with recruits.

"One of the biggest issues for the program was the practice facility," he said. "It was cumbersome to have to pack all the equipment and everything a hockey team needs and transport that to the Coliseum and back. Those hurdles were not exactly in synch with one of the best, if not the best, college hockey programs in the country."

Theran Welsh ('84 BA L&S), a principal with SVA Certified Public Accountants SC in Madison, a member of the 1980-81 national championship team and a color commentator on Badger broadcasts for Wisconsin Public Television, was a campaign captain as well. He said practice logistics weren't the only problem.

"Having to go out to the Coliseum was being used against us in recruiting," he said. "A lot of our competitors have their location on campus. Players go to one place. They get to practice in the facility they actually play the games in. It was time to make the investment."



### **The legacy of Badger Bob**

In particular for the players who played for Badger Bob, the chance to name the Kohl Center ice surface in his honor also played a role.

"That really resonated with people, even non-hockey players, who were associated with him or even knew of him," Alley said. "Bob Johnson is the absolute father of hockey in Madison and at the University of Wisconsin. He's known all around the world as Badger Bob."

"He built a monster program, and people identify with the Wisconsin hockey tradition through Bob Johnson."

Welsh echoed those sentiments. "Bob Johnson's not just known in Wisconsin or college hockey or the United States and Canada," he said. "He's known the world over as a hockey innovator, and I felt privileged to play for him."

"You really see Bob's image reflected on the program today. You've got one of the all-time greats, and one of my teammates, Mike Eaves, leading the men's program," Welsh said. "Bob's son, another teammate of mine,



## Gifts in Action

Mark Johnson, coaches the women's program. The amount of attention the women's team is getting, the quality of recruits Mark is bringing in, speaks very well for both programs.

"It's no surprise the programs are having the kind of success we have seen," he said.

### A fitting home

Karen Rickard ('04 BS CALS) played right wing starting with the second season for the women's team in 2000. After getting her graduate degree at Ohio University, she now works in the corporate sales department for the NBA's Dallas Mavericks. She was happy to be a captain in the La Bahn Arena effort.

"My experience at Wisconsin is so hard to put into words. I wouldn't trade it for the world," she said. "It's something that gave me so much and so many opportunities in life. I felt it was important for me to give back.

"When they approached me about helping with the fundraising side of things, there was no question about whether I would do it," she said. "It was an honor and a privilege to be a part of it."

## Arena's benefits spurred La Bahns' support

Helping create a facility that would be a boon to the University of Wisconsin-Madison hockey programs and swimmers resonated with Charles "Chuck" ('49 BPH L&S) and Mary Ann La Bahn.

"The project has great utility," said Chuck La Bahn, retired CEO and chairman of CPL Industries Inc., formerly known as the Orion Corporation, in Grafton, Wisconsin. "This is something they need. The hockey people are very desirous of having a practice facility, and the women's varsity can have games there as well. It provides some relief for the Kohl Center, which is overburdened with events.

"For swimming, it's a boon because the SERF (Southeast Recreational Facility) building, designed for recreation, actually has a very good practice pool," he said. "It has moveable

bulkheads, is 50 meters, so on. With the showers, lockers, offices and meeting rooms in the new building, and the bridge going over to the SERF, it will be just ideal for swimming."

Swimming is something Chuck La Bahn knows well. He earned his Badger varsity letter during the years just after World War II.

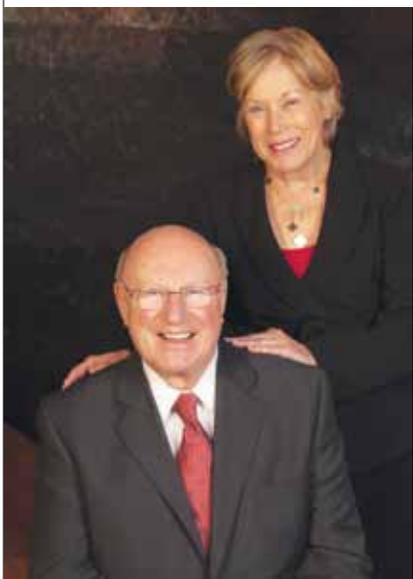
Having graduated from high school early in 1945, "I was expecting to go into the military, as everybody else was, but the war ended," he said. "I was 16 years old; I couldn't have gotten into the military until I was 17 anyway. So I thought, why don't I go up to Madison and get a year in? Which I did."

La Bahn joined the Army ROTC – ROTC training was mandatory for young men on campus at the time – and was in gym class when he heard something that piqued his interest.

"They said that if you went out for a varsity sport, you wouldn't have to be in gym. I said, 'What the heck, I'll go out for swimming.'"

He found himself the only civilian on the squad. "All the other swimmers were military people. They were Navy V-12ers who later transferred over to Naval ROTC." The Navy V-12 Training Program was started in 1943 and sent thousands of young servicemen to colleges and universities. "We only had about 17 people. It was a very small squad.

"I swam as kind of a filler," he said. "My normal event was individual medley, but Joe Steinhauer put me in the 440. The best



**Charles and Mary Ann La Bahn**

When Rickard started with the program, the women's players were putting on half their equipment in the Camp Randall Stadium women's locker room and walking down to the Shell for practice. "Eventually, we got the locker room at the Shell, and that was great, because we didn't have to do that anymore, have people look at us walking with our gear on," she said.

"Now, four championships later, we're building our own facility," she said. "There are not many programs that can say that about themselves. To be one of the people who was part of that and where it is now, it's really cool to look back and say, 'Hey, I was there at the start.'"

Sharon Cole ('07 BS CALS, '11 DPM PHM), a forward and captain on the 2005-06 national championship team, is one of the younger former players to be part of the arena fundraising campaign. Now working as a pharmacist at a Madison Walgreen's, she still has student loans from earning her graduate degree.

"I feel as though my experience with UW hockey and UW athletics enhanced me as a person and helped me to get where I am," she said. "I gained a lot from the experiences and lessons learned through Wisconsin athletics."

I did was a second place against Iowa. The swimmer against me was the national champion of Iceland."

Chuck La Bahn graduated as an economics major in the Centennial Class of 1949. He worked for Marshall and Illsley Bank for a year, went on to graduate school at Harvard University and then started a career that would take him to the boardroom.

He has been highly involved with the UW-Madison, Wisconsin Alumni Association and UW Foundation over the years. He has been vice chair of the Foundation's Board of Directors, president of the WAA's board and National W Club president, in addition to serving on advisory board and in other volunteer positions. He and Mary Ann were among the hosts for the WAA's signature Red Tie Gala in October, part of that organization's 150<sup>th</sup> anniversary celebration and a fundraiser for the Great People Scholarship.

As an "adopted Badger," Mary Ann La Bahn has come to appreciate the Wisconsin experience. "Chuck has had so many good friends because of the University, all the way back to swimming days," she said. "It's been great to meet all those people and go to tailgating parties and the various gatherings over the years. You just know how strong and deep those friendships are, and how meaningful."

In their philanthropy, the La Bahns "have certain primary interests," such as the United

Performing Arts Foundation in Milwaukee, the United Way and "organizations that improve the quality of life in the city," like museums, she said.

The La Bahns currently fund three swimming scholarships at UW-Madison, and they had made an earlier athletic infrastructure gift to install an irrigation system for a key portion of the cross-country course. "Coach Ed Nuttycombe said, 'Let's do the start and finish,'" Chuck La Bahn said. "It gives the runners a little more traction when they're in important stages of the race. It's a championship course, a very nice layout."

That ability to see the possibilities of infrastructure investment led to the proposal for the La Bahn Arena, under construction now. "Barry Alvarez floated the idea about naming the building, and we embraced that," Chuck La Bahn said. "We're delighted to be involved, and we're delighted the whole idea can happen. These practice facilities are badly needed. I think everyone benefits: the coaches, the athletes, the recruiting, the community and the campus."

-Chris DuPré

## **UW**FYI FOR YOUR INFORMATION

For updates on the construction of La Bahn arena, visit [www.uwbadgers.com/sports/w-swim/spec-rel/121311aaa.html](http://www.uwbadgers.com/sports/w-swim/spec-rel/121311aaa.html).

## Gifts in Action

“That’s why I thought it was important to give toward something that other girls and guys will be using as they make their own Wisconsin journeys. I do have student loans, but I figured my gift is just a fraction of what I’m making and is worth it to me.”

Cole said she’s excited for future Badger women’s hockey players and what they’ll experience. “The new arena will have everything in one spot, so they won’t have to be traveling between rinks,” she said. “They can go to class and then head to practice, go to games, hit the Fetzer Center for academics and have it all in one place. When you have so many things going on in those years, time is crucial. This new space will really help with that.”

The more intimate environment for home games will help the women’s team and its fans, Cole said.

“The fans will have a place to watch the games that isn’t the giant Kohl Center,” she said. “You’ll have more of an atmosphere. The games will be more fun to see, and the feeling in the arena will be completely different.”

The benefit both programs will get from La Bahn Arena is a source of pride for the hockey alumni who have made gifts.

“This will be a first-class building,” Welsh said, mentioning the training facilities and locker rooms along with the new ice surface. “Wisconsin is always willing to do things the right way.”

-Chris DuPré

### **UWFYI** FOR YOUR INFORMATION

For more on the men’s hockey program, visit [www.uwbadgers.com/sports/m-hockey/wis-m-hockey-body.html](http://www.uwbadgers.com/sports/m-hockey/wis-m-hockey-body.html). For more on the women’s program, visit [www.uwbadgers.com/sports/w-hockey/wis-w-hockey-body.html](http://www.uwbadgers.com/sports/w-hockey/wis-w-hockey-body.html).

◀ Sharon Cole, a forward and captain on the 2005-06 national championship team, has supported La Bahn Arena and is working as a pharmacist in Madison.



# Storied career inspires generous gift

OK, raise your hand if you were a student in one of Professor Harold Scheub's ('69 PhD L&S) classes.

Hands seem to be shooting up everywhere. Students in African 210, The African Storyteller, alone number 22,000, and counting. Add to this the 90 dissertations and theses he has read or supervised and you have some sense of what inspires Professor Scheub, even after more than 40 years, and what keeps his classes full. "My whole life is students," he said during a conversation in his Van Hise office. "I love walking into that classroom."

It is just possible, in fact, it is highly likely, that a few Great People Scholars will be sitting in Scheub's classes. Some of these lucky students might even be the recipients of the Harold Scheub Great People Scholarship, which he recently established. But there will be no special treatment. All students are expected to focus on ideas, to write papers with original and critical thought and to make connections among cultures and traditions. He is a hard grader.

Scheub earned his bachelor's and master's degrees in English literature at the University of Michigan and thought about a teaching career. But first he traded books for bolts and became a jet mechanic in the Air Force. When he was promoted to instructor, he knew teaching was the right path. After a short stint in Indiana, Scheub traveled to Uganda to teach and found a second home. Under African skies, the stars aligned. He had discovered his dual passions for



## The Gatherers of Stories *For Harold Scheub*

Every day I drive past  
The professor who walks to work,  
Who walked for years  
Through Africa, gathering  
Stories from the tellers  
In dusty villages—I know  
The stories repeat in his head  
As he walks toward a Midwestern  
Lecture hall where hundreds  
Of faces lean forward  
At his opening gesture  
As, one by one  
Voices begin to speak  
Their stories through him,  
The common rhythm of walking  
Pacing every translated word—  
See how the banyan tree  
Has canopied the room.

-Robin S. Chapman, professor emerita, communicative disorders,  
and poet, from *Images of a Complex World:  
The Art and Poetry of Chaos*, by Robin Chapman and  
Julien Clinton Sprott (World Scientific, 2005)

## Great People

teaching and for the centuries-old oral storytelling tradition of this rich and diverse continent.

In the late 1960s, the University of Wisconsin-Madison was the only school granting a doctoral degree in African languages and literature, so Scheub's next journey brought him to campus. Although he had a fellowship, he still had to work. He knows many of his students also must balance jobs and studies. Over the years, he has watched the cost of attendance rise.

"Students," he said, "remain wonderfully the same but I have seen changes in the financial pressures. Costs in the '80s and '90s shot up. It is tough to be that young with these responsibilities. And there are students who should be here who are not here. Now I can help."

Scheub joined the faculty in 1970 and served

three terms as chair of the Department of African Languages and Literature. He has won numerous teaching, research and service awards. In 1983, he co-founded the Folklore Program and developed two courses. Working with Memorial Library and the International Institute, Professor Scheub digitized about 2,300 hours of taped oral narratives, poems, histories and epics collected during his research trips among the Xhosa, Zulu, Ndebele, Swati and Sotho peoples in South Africa, Swaziland, Lesotho and Zimbabwe. The collection also includes thousands of photographs and approximately 10 hours of film. But mostly, Harold Scheub walked thousands of miles in Africa to bring ancient stories told in distant voices to a classroom in Wisconsin. His generosity makes it possible for more students to hear them. -Merry Anderson

**UW FYI**  
FOR YOUR INFORMATION

Visit [uwgreatpeople.org](http://uwgreatpeople.org) for more on the Great People Scholarship.

### Off to a great start

Before there was a Great People Scholarship, Stephen D. Morton ('54 BS, '62 PhD L&S) created his own need-based scholarship in the University of Wisconsin-Madison School of Human Ecology. While Morton's background is in chemistry, he created this fund in the School where his mother earned her bachelor's degree in 1928.

A recent recipient of the Morton Need-Based Scholarship is Kayla (Kaiser) Terpstra ('10 BS SOHE). Terpstra's bachelor's degree in consumer affairs opened a number of doors to truly educational experiences. She was able to work part-time as an assistant to a financial advisor, where she learned financial advising is not for her, and she secured a 6-month internship in marketing communications and social media, which she found much more enjoyable. Terpstra is in graduate school, majoring in consumer behavior and family economics in the School of Human Ecology.

Terpstra met Morton at a scholarship reception in 2010. "I think it's helpful for students to realize this money comes from a real person," Terpstra said. "The Morton scholarship was an amazing gift that I am very appreciative to have received. It was very exciting to see my hard work pay off and it was very encouraging. The scholarship also helped financially, of course, especially since I am on my own paying for my education and could not have made it through without the help of scholarships, grants, loans and work-study."



## Fit to be a Great People Scholar

Independence. It's the name of Chrissy Pientok's hometown in northwest Wisconsin. It also is one of the traits that defines her. The recipient of the Jill and Thomas Hartman Family Great People Scholarship is a first generation college student in the School of Business majoring in management and human resources.

Not only does Pientok teach group fitness at the Southeast Recreation Facility, she has a second job in the Office of Admissions in addition to her full credit load. She has financed her education with loans and scholarships plus part-time work of 15-20 hours per week.

"I could graduate in May, but I am taking Portuguese and want to study in Brazil and also get my certificate in Health Care Management Specialization. I plan to work in corporate wellness but my dream is to own or manage my own fitness studio."

Pientok is especially grateful for the help her Great People Scholarship is providing. "It's overwhelming and exciting," she said. "There are so many opportunities here on campus and in the community. Now I have the security to take advantage of them."



## Curiosity leads the way

Wondering how a computer worked gave Sydney Johnson a path to follow.

Johnson, a freshman at the University of Wisconsin-Madison from Oconto, Wisconsin, is a recipient of the College of Letters & Science Board of Visitors Great People Scholarship. His major is computer engineering and computer science.

"I had been planning on gaining admission to the University for a few years," he said. "The reputation of the school is amazing. It's an honor being here."

As for his interest in computers, "I stumbled upon it a few years ago.

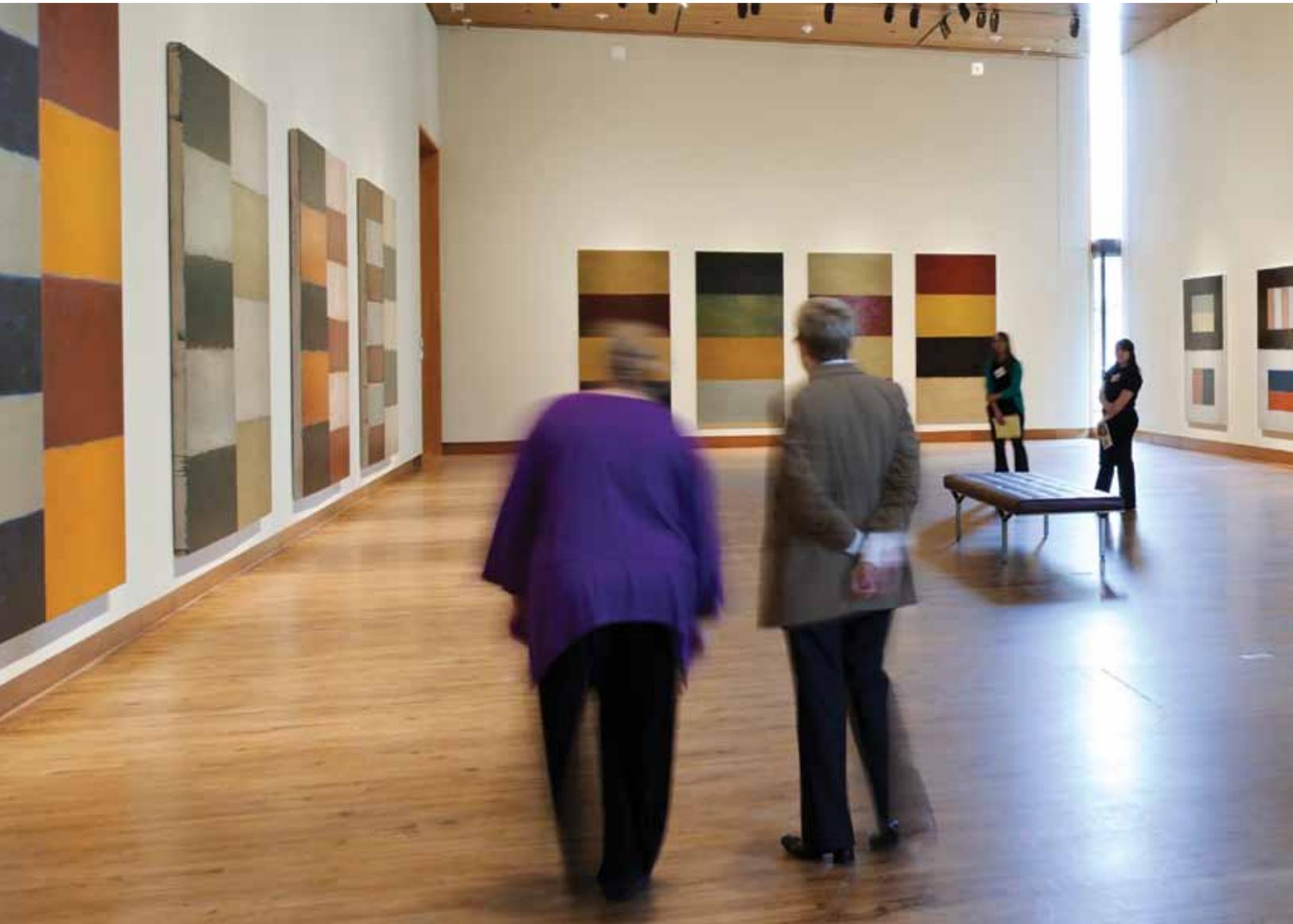
I did some research and I talked myself through the work," he said. "I liked it enough that I thought it was something I'd like to go into."

Johnson carried 16 credits his first semester after graduating from a high school with about 300 students, where he was on the math team and a member of a Solar Olympics team that built small machines running on solar power. "Being here is even better than I had hoped it would be," he said. "The resources that are available, the hustle and bustle, it's all great. Coming from a small town, it's quite a change.

"It's fantastic that donors make this possible," he said. "I'm very thankful for my Great People Scholarship. It's a big help."



# Campus and community celebrate Chazen Museum of Art addition



⤴ Visitors view large-scale paintings by Sean Scully in the Pleasant T. Rowland Gallery in the newly expanded Chazen Museum of Art. The gallery features a 21-foot ceiling to accommodate large artworks.

⤴ Ghanaian artist El Anatsui created this massive piece from aluminum cans and copper wire. From a distance it looks like a colorfully striped fabric quilt. Closer inspection reveals a masterpiece of “found” materials and painstakingly deliberate construction.



They came dressed in jeans and sweatshirts, black tie and diamonds. They were all ages, sizes, backgrounds and interests. They were all curious to see the magnificent addition to the Chazen Museum of Art. They were dazzled.

For an entire weekend last fall, the campus community, city of Madison neighbors and dignitaries, and guests from around the country gathered to celebrate the opening of the Chazen Museum. The \$43 million expansion was made possible by more than 140 generous donors led by Simona and Jerome A. ('48 BA L&S) Chazen with their visionary gift of \$25 million. Two-and-a-half years after the groundbreaking on May 1, 2009, the new building, which doubles the size of the museum and is connected to the original building by a third-floor bridge, is complete. The Chazen Museum of Art continues to be a vital resource for academic study and research and a free and welcoming place for the community to enjoy.

**UWFYI**  
**FOR YOUR INFORMATION**

*The Chazen Museum of Art is free and open to the public. Visit [www.chazen.wisc.edu](http://www.chazen.wisc.edu) for hours, directions and special events.*

⚡ Enthusiastic crowds turned out for the grand opening weekend of the Chazen Museum of Art. This lobby curtain was designed by textile artist Petra Blaisse. ➤





⚡ Marking the entrance to the Terese and Alvin S. Lane Collection is 20<sup>th</sup> century Polish American artist Theodore Roszak's sculpture *Red Monument to Lost Dirigible*.

⚡ Jerome and Simona Chazen cut a ceremonial ribbon on October 20, 2011, and celebrate opening the doors to the newly expanded Chazen Museum of Art at the University of Wisconsin-Madison.



⚡ Prior to the grand opening, museum curators and staff thoughtfully and lovingly installed each piece. This large oil on linen painting by American artist Tom Uttech, titled *Nin Mamakadendam*, depicts hundreds of birds all rendered with ornithological accuracy and watched by a group of furry woodland creatures.

## Milestone for Art History

The University of Wisconsin-Madison Department of Art History celebrated 85 years with two days of events on Friday and Saturday, October 28-29, 2011. Students, faculty and distinguished alumni enjoyed roundtable discussions, tours of the new addition to the Chazen Museum of Art, a celebratory alumni dinner and a keynote presentation by Peter Galassi, director emeritus, Department of Photography, Museum of Modern Art, New York.

Happy 85th Birthday, Art History!

# Nursing looks to the future

Thanks to named professorships, the University of Wisconsin-Madison School of Nursing is recruiting new faculty to bolster clinical teaching, encourage cooperation among health-care providers and delve deeper into how nurses can best serve families and children.

With new faculty and a spring start for a new nursing building, the School anticipates growing by 30 percent in the next five years.

"This will be a groundbreaking year for the School of Nursing, as construction begins on our new home and as we begin to recruit new tenure-track and clinical faculty who will help to write the next chapter of the story of nursing at Wisconsin," Dean Katharyn May said. "We are so grateful to have the support of generous friends who are making that future possible."

• **The Mary and David Anderson/American Family Clinical Faculty Support Fund supplements salaries for clinical faculty members.**

The Andersons have a rich history with the UW-Madison. Mary Anderson, who is retired from the Madison School District, is a 1970 nursing graduate; David Anderson, retired chairman and chief executive officer of American Family Insurance, earned his undergraduate degree in finance in 1970 and an MBA in 1974. Their daughter is also a School of Nursing alumna. With a matching gift from American Family Insurance, the Andersons gave \$100,000 to the new nursing building and \$400,000 to support faculty.

"With the way health care is going, nurses are going to have to play a bigger role," Mary Anderson said. Nurses will need more education, and nursing will need more faculty.

The couple supports clinical faculty because they believe those nurses will inspire students by their passion



and their knowledge. They can model best practices for students, Mary Anderson said. Those students will share their experience, which may inspire more students to choose nursing.

"We're getting older," she added. "I want a well-educated nurse to take care of me."

The Andersons also supported the building because it supports better teaching.

"The Andersons have made a very special gift – one that allows us to focus on recruiting and retaining the very best clinical faculty," May said. "While clinical teaching is at the heart of our mission, and our school has long been known for excellence, this gift will allow the School to do more to reward excellence in a very tangible way."



**Dean Katharyn May and Richard Sinaiko**

**• The Richard Sinaiko Professorship in Health Care Leadership was designed to encourage a new, cooperative health-care model.**

Evidence increasingly shows that nurses, physicians and pharmacists will need to collaborate closely to deliver affordable, top-quality health care, said Richard Sinaiko ('66 BS L&S), retired CEO of Sinaiko Healthcare Consulting in Los Angeles. "We need to educate clinical caregivers to communicate better and work more effectively with each other," he said.

The School is looking for a nurse scientist, or a scientist with a health-related background, who has a strong research program in areas such as health systems or health services, nursing outcomes, health-care leadership or patient safety and quality.

Sinaiko hopes the position will be filled by someone with experience in nursing management and leadership who will promote a team approach to health care that's safe, effective and efficient, and translate those objectives into day-to-day policies and procedures. "The provider community is looking for this kind of leadership," May said. "They're excited about our plans for this kind of interdisciplinary education."

Evidence shows the historical medical model needs to be adapted to the new economy and the capabilities of information technology, Sinaiko said. The need for closer collaboration among care providers is enhanced by the federal government's clear message that providers are responsible for the quality of care and the time it takes to deliver that care.

The School is also recruiting to fill the Florence Blake Professorship to bring an additional scholar in child and family nursing to the School. Blake, who retired in 1970, joined the UW-Madison faculty in 1963 and began the first masters of science program in pediatric nursing. Blake explored in depth children's experiences of hospitalization and surgery and educated nurses and physicians who advanced the care of children and families.

The Madison Initiative for Undergraduates also has designated \$500,000 to the School to add to its faculty and staff as it expands its undergraduate program. -Ann Grauvogl

**UWFYI**  
**FOR YOUR INFORMATION**

To make a gift to the Power of Nursing campaign to build a new home for the School and expand faculty and programming, visit [www.powerofnursing.wisc.edu](http://www.powerofnursing.wisc.edu).

## Patients, families join wedding party

When Dr. Taryn Bragg married lawyer Josh Bowland, the bride wore white; the groom wore a tux, and Bucky Badger came in his signature red and white.

The ceremony took place in the American Family Children's Hospital, where Bragg is a pediatric neurosurgeon, and the guests included many of the children and families she has helped. Bowland met Circuit Court Judge William Hanrahan, who performed the ceremony, when he was sitting in on a court case.

"Work is a huge part of who I am," Bragg said, explaining the couple's decision to be married in the hospital. "The kids are a huge part of what makes my life happy. ... We had so much fun. I can't see it any other way."

The celebration continues with Bragg and Bowland's decision to ask guests to give to the

Children's Hospital in lieu of sending wedding gifts.

Although she and Bowland both came from modest means, she said they have enough. "We'd rather (the gifts) benefit the kids who can use more," she said. "We really wanted to give back to the community, hoping it would inspire more donations." The plan worked, she said, adding a man they had never met but who would turn out to be their future neighbor was among those who made a gift on the couple's behalf.

The wedding gifts will support patient care needs in the face of an increasing demand for services for children from a widening geographic area. "The Children's Hospital expects to see 50 percent more patients in 2015 than it did the day it opened in 2007," said Jeff Poltawky, vice president of American Family Children's Hospital. "We need to expand to ensure every child can receive needed medical care. We are grateful that Taryn and Josh have joined our effort."



Bragg knew she wanted to be a doctor by the time she was 7. Crocheting helped convince her to become a surgeon. “It gives you some degree of coordination with your hands and attention to detail,” she said. She finished her residency at Loyola University Medical Center near Chicago, completed a year’s pediatric neurosurgery fellowship at Primary Children’s Medical Center in Salt Lake City, and joined the American Family Children’s Hospital in late 2010.

Bragg loves working with children. “Most of the time, you have the opportunity to really impact their lives,” she said.

“Kids have such a spark,” she added. They don’t see disabilities; they see conditions they just live with. Their goal is to get over whatever they have and go back and do things. One advantage of working at American Family Children’s Hospital is that physicians can follow children into adulthood, which is not possible at some children’s hospitals,

Bragg said.

Bragg and Bowland met online while in Salt Lake. Seven months later they were engaged, and they moved to Madison a month after that. A chance conversation at a football game gave Bragg the idea of getting married at the hospital.

“We’d always wanted my patients to come,” Bragg said. “Why not share some happiness with them too?” -Ann Grauwogl

#### **UW**FYI **FOR YOUR INFORMATION**

*For more information or to make a gift to the American Family Children’s Hospital, visit [www.uwhealth.org/kids](http://www.uwhealth.org/kids).*

✔ Dr. Taryn Bragg and Josh Bowland celebrated their wedding at American Family Children’s Hospital with Bucky Badger, friends, family and some of Bragg’s patients. The couple set up a wedding fund to benefit the hospital.



# SPREADING THE WORD: The UW Student Foundation

When Seamus Fitzgerald gets hold of an idea, he doesn't let go easily.

Fitzgerald, a senior from Hartford, Wisconsin, majoring in community and nonprofit leadership at the University of Wisconsin-Madison, was working for the UW Foundation's Annual Giving Telefund operation in 2010 when he applied for the Foundation's first-ever summer internships. He secured one of the three spots.

"I started looking at student philanthropy efforts at universities around the country, everything from simple things like class gifts to full-blown student foundations," he said. "I found 15 to 20 examples of student philanthropy across the whole spectrum. Some of these were good ideas, and some didn't seem to work as well."

One idea that stuck with Fitzgerald was a student foundation. "I'm kind of hot-blooded and a fast mover, so I wanted to see how we could get something going here on campus," he said.

Fitzgerald developed the idea with the help of Annual Giving staff such as Kara Luedtke, the associate director. He presented his plan to then-President Sandy Wilcox.

"He just had so many ideas," Wilcox said. "Seamus is so enthusiastic, and he's a good organizer." Wilcox noted that there long had been a desire at the Foundation to educate students about the impact of philanthropy on campus. "But it had to come from the students," he said. "Top down doesn't work."

Wilcox brought the idea to the UW Foundation Board of Directors. "I simply said this was a good idea," he said. "They were all for it."

The Board directed \$10,000 to the startup of the UW Student Foundation. "We are interested in fostering the notion of development at the earliest possible point in the life of a future alum," Board Chair Fran Taylor said. "We have developed good relationships with students who have worked at the UW Foundation over the years. They grasp the importance of private support and after graduation have become some of our most engaged young alumni."

"The Board has a long-standing interest in fostering among students an understanding of what private support makes possible," she said. "The Student Foundation is a logical extension of the work we do on behalf of the University."

## Starting to grow

Once the Student Foundation was approved, Fitzgerald recruited some co-workers and friends to be its first members. Fellow Telefund student and UW Foundation intern Holly Hartung was among them, along with Peter Hoeschele and Connor Killian.

"We didn't have a constitution or mission statement," Fitzgerald said. "We had a lot of work to do. Looking back, it seems easy, but it's not."

The group launched a Facebook page, a Twitter account and a website, studentfoundation.wisc.edu. "It was important that we were an '.edu,'" Fitzgerald said. "That gives us credibility."

The first year saw the group holding weekly meetings, appearing at the Student Organizational Fair, taking part in the All-Campus Party, co-hosting events with the Wisconsin Alumni Student Board and running a mini ad campaign in the *Daily Cardinal*



Members of the UW Student Foundation have held regular meetings Thursday evenings in the Student Activities Center in East Campus Mall.

## Business students answer call

Recent graduates of the Wisconsin School of Business are leaving a great legacy for future students to follow. Since 2007, graduates of both the undergraduate and MBA programs have shown their support for the School by coordinating student-run campaigns to encourage participation in giving back at graduation.

These campaigns have flourished. In total, they have brought in an average of 200 or more pledges each year, with more than 95 percent participation at the MBA level and 20 percent participation or greater among undergraduates. The class of 2011 saw even greater success, with 22 percent participation from undergraduates and 100 percent of the MBA class pledging their support.

To encourage support, students tout three key reasons to give: investing in the value of their degree, enhancing the alumni experience and supporting future business students.

"The point of the campaign is not about the amount of money we raise," 2011 Class Campaign leader Jon Scholl noted. "We just want to make a statement that we're proud of the things we've accomplished at the business school and that we are serious about investing in the long-term value of our degree."

The campaigns, like all unrestricted gifts to the School, support the School's efforts to attract and retain top-flight faculty, provide innovative programs, attract high-quality students, perform world-class research and provide state-of-the-art facilities. "Our partnership with alumni begins when they join our school as students," said François Ortalo-Magné, Albert O. Nicholas Dean of the Wisconsin School of Business. "We strive to build a lifelong connection with all Wisconsin Business Alumni around the world, providing the dividends that make them proud to invest in their degree. I am delighted by the leadership of our students and recent graduates in demonstrating the power of many."

## Gifts in Action

trumpeting “Badgers Backing Badgers.”

“Going to the UW-Madison is an incredible opportunity, and I think it comes with an incredible responsibility as well,” Fitzgerald said. “We get to earn a degree from an exceptional place. I mean, we’re talking about the top 1 percent of universities in the world. I think we need to give back to the community and to the place that made it possible.”

The Student Foundation became a registered student organization and secured space in the Student Activities Center in East Campus Mall. “It gives us legitimacy, a place to be, a presence, and there’s a conference room next door we have reserved for meetings each Thursday,” he said.

At the start of the semester, the Student Foundation had about 500 people attend its first open house. “We had about 30 people apply to be members, and we accepted about 18, which gives us about 25 active members,” Fitzgerald said. “It was the first time that we had a lot of people I didn’t recruit personally.”

In the summer of 2011, he and Hoeschle attended a Council for Advancement and Support of Education conference in Tennessee. “It was incredibly beneficial

to us to hear about organizations that have been successful and others like ours that are just getting off the ground,” he said.

Hartung, a senior from Menasha, Wisconsin, majoring in journalism and communication arts, said she readily volunteered when asked. “I saw Seamus working on his project, and I was really excited about it,” she said.

### **Signifying impact**

The Student Foundation is focused on raising awareness of how much private support means to the University. “What we want to do is educate students about the alumni and friends of the University and what they are doing to help campus and students,” Fitzgerald said.

That can be tricky, Hartung said. “There are some students who, when you start talking about the budget or money, they shut down right away,” she said. “But if you go about it the right way, they’ll listen and are genuinely surprised by how the University is funded. Specific examples of what giving has done resonate the best.”

“It’s great that there are other students excited

## Engineering students prepare to ‘Connect for Life’

During a Union South reception attended by more than 120 students, alumni and faculty, College of Engineering Dean Paul S. Peercy announced that more than \$30,000 has been given by the College’s Industrial Advisory Board (IAB) to support a 2-to-1 match of any gift made by a student or recent graduate of the college. The IAB is a 16-member board of prominent engineering alumni who advise the college on strategic directions.

The reception officially kicked off Connect for Life, a program devoted to communicating how alumni and friends directly contribute to student success inside and outside the classroom. Connect for Life is coordinated by Avery Wine, a junior in industrial and systems engineering and vice president for external relations for the Society of Women Engineers. The ultimate goal of Connect for Life is to raise awareness of how graduates can become lifelong contributors to the success of the College through volunteering, mentoring and philanthropy.

“It is important for students to know how much giving truly impacts their college experience,” Wine said. “With tuition only providing about 15 percent of College of Engineering revenue, gifts from alumni and friends are helping support more resources that students rely on every day.”

Connect for Life grew out of multiple years of discussions with the IAB. The board recognized that the College’s future success requires significantly growing the base of alumni who

to get our message across," she added. "We have a pretty solid core."

The Student Foundation took part in 2011 homecoming activities, and it has had a presence on campus with Philanthropy Fridays, making direct contact to spread the word. At the end of the fall semester, the group joined forces with the Wisconsin Alumni Student Board to use social media to support the Great People Scholarship. (See accompanying story.)

Now seniors, Fitzgerald and Hartung are working to establish a foothold for the Student Foundation as they groom successors to lead the organization.

"We'll be doing some digital engagement campaigns on Facebook and Twitter," Fitzgerald said. "We want to build some traditions, create a signature event that students look forward to. We'll also be looking for a successor to lead the group so we have a seamless transition." -Chris DuPré

#### **UW**FYI FOR YOUR INFORMATION

For more on the UW Student Foundation, visit [www.studentfoundation.wisc.edu](http://www.studentfoundation.wisc.edu).

## 'Badgers Backing Badgers' closed semester strong

Inspired by The Bucky Challenge (see page 7), the University of Wisconsin Student Foundation and the Wisconsin Alumni Student Board also employed social media to support the Great People Scholarship.

In the Badgers Backing Badgers Challenge, an anonymous donor contributed \$1, up to a total of \$2,500, for each Facebook "like" and Twitter "follow" from a UW-Madison student for the two groups for two weeks in December. The social media venues for the UW Student Foundation are [facebook.com/UWStudentFoundation](http://facebook.com/UWStudentFoundation) and [@StudentsForUW](https://twitter.com/StudentsForUW) on Twitter and for the Wisconsin Alumni Student Board, [facebook.com/GOWASB](http://facebook.com/GOWASB) and [@W\\_A\\_S\\_B](https://twitter.com/W_A_S_B) on Twitter.

"We thought it would be great if the message came from students this time," said Student Foundation director Seamus Fitzgerald. "We teamed up to show how students can make a difference."

give annually — from the current 10 percent to approximately 20 percent. IAB members made financial pledges to Connect for Life at both the spring and fall 2011 meetings.

"Our message to current students is that every gift matters, no matter the size," says John Berndt ('63 BS EGR), chair of the IAB. "Developing and maintaining that habit of giving will help ensure the College remains vibrant in the 21st century."

At the event, the winners of an essay contest that encouraged students to tell personal stories about how gifts helped their college experience were announced. The contest received 63 entries. Aaron Wells, a senior in engineering mechanics and astronautics, won first place and an Apple iPad for his story about how a study-abroad scholarship to Germany helped him reconnect with a best friend he met during an earlier tour of duty in the U.S. Air Force. -Merry Anderson

#### **UW**FYI FOR YOUR INFORMATION

The Connect for Life website — [www.engr.wisc.edu/support/connect-for-life.html](http://www.engr.wisc.edu/support/connect-for-life.html) — includes information about the program along with the five winning — and inspiring — essays.

# A hoof in the door

Whether judging cattle or investing in students, David Dickson ('63 MS, '67 PhD CALS) had an uncanny ability to seize the positive and sum it up succinctly.

Dickson was a distinguished dairy scientist, professor emeritus of dairy science and former coach of championship Dairy Cattle Judging teams when he died in July 2010. Dickson had an enviable resume of academic and professional accomplishments, yet the legacy he leaves is one of personal inspiration. Affectionately known as "Dr. Dave," Dickson had an impact on generations of University of Wisconsin-Madison students, especially those he coached on the Dairy Cattle Judging Teams from 1964 to 2009.

Dickson's sister Linda Sorstokke recalled he was involved in dairy judging from the age of 10, when he joined 4-H and started showing dairy animals and judging them at the local Lynden Fair in the state of Washington. "He carried that love of judging on through the university and passed that love on to young people all over the world. Judging opened doors for Dave that might not have happened any other way, and he spent the rest of his life using judging to open doors for himself and for others."

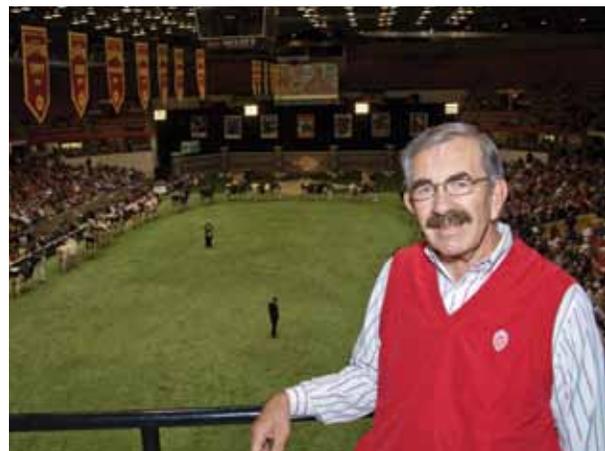
"When it came down to determining where Uncle Dave would want to leave a legacy, I had to focus on the things he loved most in life: teaching, cow judging and the University of Wisconsin. Supporting the Dairy Cattle Judging Team was the obvious answer," said his nephew Tim Garnett. Garnett directed memorial gifts to the David Dickson Dairy Cattle Judging Team Fund to help current Coach Theodore "Ted" Halbach with expenses like contest registration fees, student travel expenses and contest materials. Previously, these expenses were offset with fundraisers such as the golf outing Dickson and Halbach created in 2005. The summer of 2011 marked the first Dave Dickson Memorial Golf Classic.

Cattle judging is a small but important niche in the livestock industry because knowledgeable officials are needed to evaluate the grade of the animal and provide information used in genetic improvement programs and marketing of livestock. And, of course, there are the collegiate competitions at several national shows every fall. Students have 15 minutes to view four animals in one of the 10-12 classes of cattle. During that 15 minutes, they need to compare the animal to the recognized perfect cow of the unified scorecard. Twenty minutes after viewing the four animals, they must give a two-minute oral defense or "reasons" for their judgment of the animal, without their notes and with poise and confidence. Dickson's students excelled in the reasons competition, winning 18 reasons titles at national contests.

The impact Dickson had on his students and the dairy industry is unmistakable.

"I think he was very intentional in investing in youth," said Shelly Mayer ('88 BS CALS). Mayer was on the judging team

Dave Dickson is seen at the 2009 World Dairy Expo. ➤





during three national wins for reasons. Today, she is executive director of the Professional Dairy Producers of Wisconsin, a network of 1,600 members in 18 states. “Dr. Dave met us where we were, rough-around-the-edges farm kids, polished us up and helped us see our own talents. I wouldn’t have gotten through school without him.”

Team member Laurie Winkelman (’03 BS CALS) took High Individual honors at the 2002 National Contest. She went on to earn master’s and doctoral degrees in animal science and ruminant nutrition. She is now a dairy nutritionist with VitaPlus Corporation, livestock feed specialists. “Though dairy judging didn’t necessarily push me towards graduate school or a career in dairy cattle nutrition and consulting, the skills I gained through dairy judging have been very helpful in being successful in those efforts,” Winkelman said. “The ability to sort through information, make an informed decision, and be able to verbally justify those decisions with confidence and poise are lifelong skills that will be valuable for any career choice.”

East Central/Select Sires Director of Dairy Programs Kevin Jorgensen (’91 BS CALS) agreed. “I am eternally indebted to a man who encouraged an FFA kid from nowhere with no plans of furthering his education to come and be a part of the UW-Madison judging team,” Jorgensen said. “I have no idea where I might be today without that five-minute conversation almost 25 years ago. More important than his amazing accomplishments was just knowing him as the man.”

“Spending time with many of Uncle Dave’s former students only reinforced the fact that cattle judging was not a job, activity or hobby,” Garnett said. “It was a way of life, and he taught it as such. Whether it was competitive spirit, self-confidence, showmanship or character, Uncle Dave passed a lot of life lessons on to his students through his coaching of the judging teams, and that is the spirit we hope will live on forever.”

-Sue Zyhowski

⚡ Dairy Cattle Judging Team 2009 flanked by “Dr. Dave” Dickinson on the far left and current coach Ted Halbach on the far right.

**UW FYI**  
FOR YOUR INFORMATION

For more on the Dairy Cattle Judging teams, visit [dysci.wisc.edu/dairyjudging.php](http://dysci.wisc.edu/dairyjudging.php).

# The American Dream

Imagine moving to the United States from Nepal and not having a home. Imagine being a teenager in high school and not speaking English.

Isha Shrethsa, the 2011 Bascom Hill Society Scholarship recipient, is a senior triple majoring in Biology, Spanish and Latin American, Caribbean and

Iberian Studies. She has a 3.3 grade point average while working several jobs and volunteering on campus and in the community. Her activities range



from student researcher at the Great Lakes Bioenergy Research Center to interpreter for Madison and Dane County Public Health to tutor at a Madison elementary school.

Shrethsa's family emigrated to Madison from Nepal in 2001. Even though she only spoke a few words of English, she graduated from Madison West High School with a 3.8 grade point average.

As a non-English speaking immigrant, Shrethsa understands the challenges of learning to live, communicate and succeed in a new environment. She tutors fourth- and fifth-grade Nepali students through the AmeriCorps Schools of Hope program and volunteers with the Nepali American Friendship Association. She has been a counselor with the PEOPLE Program and volunteered for WISPIRG's Hunger and Homelessness Campaign.

Shrethsa also collaborated with a colleague to co-found EDGE America Latina. This project connects students with the resources needed to research, develop and implement small-scale community development projects such as family planning committees and food security workshops in Latin America. She traveled to Uganda with the EDGE Project, where she crossed cultural and language barriers with sensitivity and enthusiasm to establish relationships with community members.

For the fall semester Shrethsa studied at a university in Santiago, Dominican Republic. She was doing independent research on women's health issues and interning at a local organization called "A Mother's Wish" where she helped launch an HIV/AIDS education, prevention and treatment campaign. -Merry Anderson

## **UW**FYI FOR YOUR INFORMATION

Visit [supportuw.org/bascom-hill-society/scholarship/recipients/shrethsa](http://supportuw.org/bascom-hill-society/scholarship/recipients/shrethsa) to view a video about Isha Shrethsa.

◀ Isha Shrethsa, the 2011 Bascom Hill Society Scholarship recipient, does not have much time to relax between classes, volunteering and working at least one, sometimes several, part-time jobs. However, a chance to enjoy some free time on the new Union South terrace was just too tempting.

## Bascom Hill Society 2012 events

Tuesday, February 21  
Luncheon  
Fluno Center

Tuesday, March 20  
Luncheon  
Fluno Center

Friday-Sunday, March 23-25  
Wisconsin Weekend Away  
Barton Creek Resort & Spa  
Austin, Texas

Tuesday, June 12  
Luncheon  
UW Arboretum Visitor Center

Tuesday, July 10  
Luncheon  
UW Arboretum Visitor Center

Friday, October 5  
Fall Event Dinner  
Program  
Union South

Saturday, October 6  
Fall Event Tailgate  
and  
Football Game  
Badgers vs. Illinois  
Camp Randall Stadium

Tuesday, November 13  
Luncheon  
Union South

Tuesday, December 11  
Luncheon  
Union South



W I S C O N S I N

# insights

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