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Keeping members and friends in touch with the Wisconsin Union

QUARTERLY

YEAR-END 1999



The current leaders at the Union are (from left): Vice President-Human Resources Karen Kersting, President Brent Helt and Vice President-Program Eric Olson.

Union plays crucial role in providing a good education

The Union has long been recognized for its key role in the overall educational mission of UW-Madison. Since 1928, students have been in charge – planning events, booking bands, negotiating a contract with a speaker's bureau, installing an art exhibit or hosting a reception or dinner for an author.

This is not a new concept. The Union has always offered a hands-on environment in which to test leadership skills. Back in 1935, the Board of Regents acknowledged the unique role of the Union and designated it the Division of Social Education. Today, the Union continues to serve the campus as a laboratory for out-of-class learning.

At the Union, you won't flunk an exam or lower a GPA. But students do take on a professional role and learn management skills first hand.

"The Union allows people to discover their own ability, develop skills and ultimately serve as a role model for other students."

Eric Olson, Union Vice President-Program and UW grad student

The gains from such a process are immense. Students grapple with real life situations that complement their classroom experience. Later, as alumni, they go into the community to serve as our next generation of leaders.

The enclosed profiles introduce you to some of the people behind the Union's success and provide you with a greater understanding of what we mean by leadership development. We hope these stories inspire you to consider a gift in recognition of these efforts. By making a gift to the Union Endowment Fund, you support Union events, enhance the Terrace and our buildings, and increase student leadership and community service opportunities.

"How well students learn in the classroom significantly depends on what happens before and after the classroom hour."

From Chancellor David Ward's report: A Vision for the Future: Priorities for the UW-Madison in the Next Decade

If you've contributed previously, you have our sincere appreciation. Perhaps you'll take this opportunity to add to your gift. Indeed, for anyone who loves the Union as the "heart and soul of the university," we urge you to act. Carry the Union spirit forward for the next generation with a gift in support of the Wisconsin Union's continuing educational mission.

On behalf of the Union, thank you,

Ted Crabb, Union Director and the 1953-54 student president

Great fun and good friends for life



"Many softer skills – like public speaking, conflict resolution and teamwork – are skills that I improved at the Union," said Susie.

Susie Weber is all smiles when she talks about the Union. It has lots to do with the Hooper Sailing team, a group Susie joined on her first day of school. "Sunny weather, good music and sailing on Lake Mendota...the perfect study break!"

It was a friend, Paula Bersie, Hooper President 1996-97, who encouraged Susie to run for leadership positions at the Union. Susie was elected to serve first as Hooper Council Treasurer and then as Hooper President, leading the decision-making team for all seven outdoor clubs and its 2,500 members. Later, Susie became Union President, guiding policy and event activities for the entire organization.

"Some of the best times I had in college have been with Hoopers."

This is Susie's last semester at UW-Madison before she graduates with degrees in marketing and finance. Meanwhile, the job hunt is underway and she finds her Union leadership experience stands out during interviews.

Another important part of the Union equation for Susie was making friends. Madison is a big place and it can be intimidating and lonely. Not if you get involved at the Union, says Susie. "Most of my closest friends from college are people I've met at the Union – relationships that I will carry with me for the rest of life." Just so happens she met her boyfriend while at the Union, too.

Susie is a young woman on the move who has been involved in many student organizations. "The Union offered the most diverse experience among those organizations," she says, "thanks to an emphasis on open-mindedness and the encouragement to try new things."

Community leadership in action

Jeffrey Bartell's ties to the Union read like pages in a family scrapbook. He began frequenting Memorial Union as a toddler in the late 1940s with his parents, Jerry and Joyce Bartell, two UW-Madison grads. Memories were made of Sunday breakfasts in Lakefront Cafeteria and every December, the Tudor Holiday Concerts.

As an undergraduate in the 1960s, Jeff returned to the Union where he served on the Union Forum Committee and spent many hours talking politics in the Rathskeller. In 1966, then a law student, he met his future wife, Angela, next to the fish tank at the entrance to the Union Cafeteria.

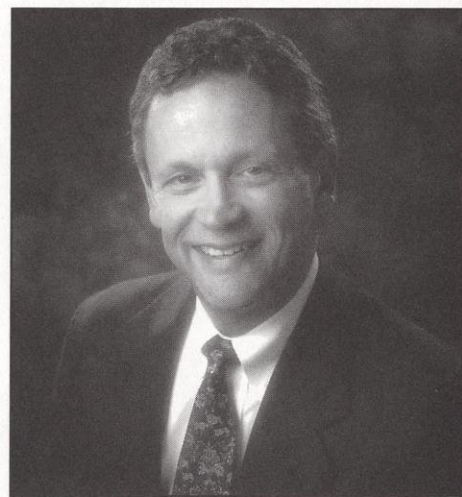
Jeff is now managing partner of the Madison law firm of Quarles & Brady. He and his wife, Dane County Circuit Judge Angela Bartell, have five

children who also grew up having Sunday breakfasts at the Union.

Today, Jeff remains active with the Union. He is a Union Trustee and a member of Union Council, the governing body of the Union. Jeff also serves as chair of the Union Director's Fund Campaign, a fund-raising effort to establish a \$1 million endowment fund to benefit the Union.

In addition to these volunteer activities at the Union, Jeff is a director of Madison's Overture Cultural Arts Project, director of Friends of WHA-TV and chair of the Wisconsin Foundation for the Arts, among other community activities.

Jeff is a true leader – for Madison, for the arts, and certainly for the Union where he gives his time, talents,



"The Union has always been an important part of my life," Jeff says. "I want to make sure it can continue its mission to serve students, faculty, staff and the entire university community."

leadership and financial support. He is leading the way so new generations of students can be assured that the Union will be here for them, for their friends and families, and for all of us.



Thank you to our donors

It is with sincere appreciation that we acknowledge donors who made gifts to the Wisconsin Union from October 1998 through August 1999. Your contributions will help to ensure that the Union remains the heart and soul of the university.

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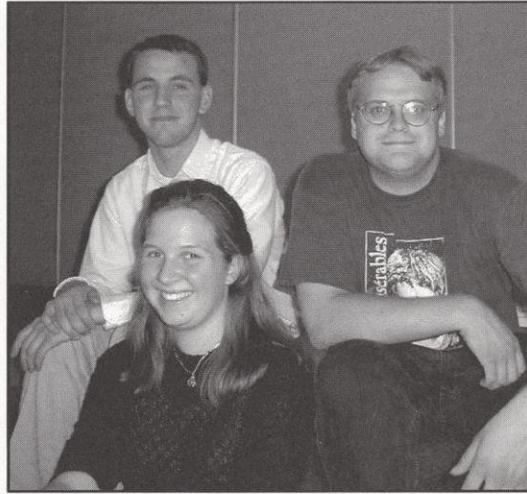
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Three generations of Union involvement



The Union has provided the foundation for a lifetime of community service for sisters Joan Wilkie Murdoch and Lucy Wilkie Lloyd (standing).



"The Wilkie Forum events are responsive to the concerns of the students," said Union committee director Rebecca Dilley, pictured here with committee members Adam Rolph (left) and Kevin McManaman, a new generation of student leaders.

Three generations of the Wilkie family have attended UW-Madison and, as young students, found that the Union was a place to call home.

Former Chief Justice of the Wisconsin Supreme Court, Horace Wilkie, was an undergraduate in the late 1930s when the Memorial Union was just ten years old. Horace was active as a student volunteer as Union Secretary and chair of the House Committee, the group that planned welcoming activities for incoming students. In 1939, with degree in hand, he married fellow UW-Madison graduate Marian Beardsley. Horace went on to law school and would return years later to again lend his wisdom as a Union Council alumni representative and Voting Member. Horace and Marian raised a family of five who share fond memories of accompanying their parents to recitals and concerts at the Union Theater.

"The skills I learned at the Union I've used in every board I've served on."

Joan Murdoch

Two of their children, Joan Wilkie Murdoch '65, and Lucy Wilkie Lloyd '69, attended UW-Madison and found their own niches at the Union during a time of unrest. Joan served on the Forum Committee and was Vice President and later President of the Union. Lucy served on the Forum Committee and the

Cultural Arts Committee. She believed then as now that the Union provides a safe place for students to have fun. "The Union was always fun, with great events and the chance to meet performers on the rise in their careers," said Joan.

Today, both women continue a tradition of community service and maintain ties to the Union. Joan is a Union Trustee and serves as a member of her local school board in Sewickley, PA. Lucy is a Union Voting Member and a dedicated library volunteer, encouraging teens to develop a passion for reading.

Fun is exactly the word that Lucy's son, Ned Lloyd '97, uses when describing his experience working at the Memorial Union Information Desk while attending school. "The Union was my university experience," says Ned. "Everything I learned and was able to put into practice took place at the front desk. I made so many friends, had such fun and met countless interesting people during my employment there...It was a good old-fashioned Norwegian character-building experience. I will miss the Union very much."

The Horace and Marian Wilkie Forum Fund

Through the years, the Wilkie family came to know and love the Union. In 1994 Lucy Wilkie Lloyd, daughter of Horace and Marian Wilkie, and her husband, Dr. Thomas Loyd, established a gift to enhance Union lecture events. The Horace and Marian Wilkie Fund is a gift with deep, sustaining roots. "We wanted to give something back to the Union and the university that our parents were committed to."

Current issues, debates and hot topics drive the Wilkie Forum schedule of events. The fund provides the means for students on the Union's Contemporary Issues Committee to invite people to speak on campus. Recent topics include the death penalty and the effect of race-sensitive admission policies.

This year, the Wilkie Forum Fund will help bring educator Dr. James Comer to speak about the failings of public schools with respect to socio-economic classes and how individuals can make a difference.

"We wanted to give something back to the Union and the university that our parents were so committed to."

Lucy Lloyd

The gift of the Wilkie Forum Fund is a wellspring for the university community – for the student committee and the audience that comes to listen – to be informed and to take action on important issues that affect us and our world.

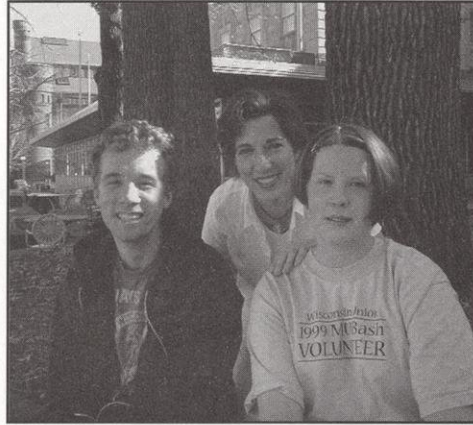
Driving the alcohol-free band wagon

By Jennifer Zahn

Back in the days of the 18-year-old drinking age, 'alcohol' and 'UW-Madison' were synonymous. Today, there is an even bigger buzz about anything alcohol-free. At most universities, we see administrative and student groups attempt to address binge-drinking and alcohol issues. Whereas these groups come and go, the Wisconsin Union has remained a leader in the alcohol-free area – for years.

Club 770, a late-night live music venue and dance club, is one of many alcohol-free programs sponsored by the Union. A \$25,000 grant from the Robert Wood Johnson Foundation enabled students to expand the club schedule and improve equipment. Dance nights like Retro '80s, Wired and Hip Hop have proven an instant success...to the tune of 200 to 450 students per night! There is never a cover charge and, even better, Club 770 is completely alcohol-free and smoke-free, providing a much-needed outlet for students who want to avoid the campus drinking scene.

Club 770 builds on a long-standing Union mission to provide a fun, safe place for UW-Madison's underage students to gather, dance and meet new people. And if that weren't enough, they can get involved and plan the events, too. That's opportunity knocking...can you hear it?



Program advisor Jennifer Zahn (center) remains devoted to the ideal that first attracted her to the Union: the opportunity to make things happen. She is also a regular donor to the Union Endowment Fund. "I believe in this place and the vision it represents," she said. Pictured with Jennifer are students Ben Runkle, Music and Entertainment Director, and Julie Schmoltdt, Club 770 Coordinator.

Behind the scenes

When the band starts to play you won't see her, but every music event at the Union carries the mark of Jennifer Zahn. It's a great story of a former student volunteer turned staff advisor.

Jennifer got involved with the Union as a student on the Diversions Committee, an alcohol-free dance program held at Union South back in the late '80s. At heart, she was a Milwaukee club kid eager for something new. One night she decided to check out Diversions.

Jennifer started talking with the guy at the door and shared her ideas on how to improve Diversions. Little did she know that she would be given the opportunity to implement her ideas. "That blew me away," said Jennifer. "Imagine, running my own dance club!"

She was hooked. In 1990-91, Jennifer served as the Union South Entertainment Director. In 1995, she returned to serve as staff advisor to the Music and Entertainment Committee.

Making a lasting mark

Miguel E. Guevara proved that one person among 40,000 can make a difference.

It was the early 1990s and Miguel was an undergraduate at UW-Madison. As the Union's Cross Cultures Committee director, he came here daily. Over time, Miguel noticed that with all the art and beauty of the Memorial Union, little reflected his culture and heritage. Believing in the Union's role as the livingroom of the campus, he took on a mission to add to the decor.

In 1994, Miguel formed a group of students that sought to bring a lasting

representation of students of color to UW-Madison. Their goal: to ensure that the joys and pains of students of color would be permanently represented in a mural at Memorial Union.

This was no easy mission. A site for the mural had to be found. Convincing arguments needed to be made to the Union administration and student groups for support. Funds were secured and a national search for an artist was conducted, leading to the selection of muralist Leo Tanguma.

After three years of sustained effort, the committee's vision became reality. In 1996, the murals were dedicated.

They convey a message of unity through diversity and add to a tradition of muralism at the Union. The murals also represent the spirit of the Union, that one person with strong ideals and determination can do great things.

Today, Miguel is employed by Andersen Consulting, volunteers with high school students and serves as a Union Trustee. He remains involved with the Union because it provides students with "tremendous opportunities to learn, grow and have fun."