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The
WISCONSIN
IDEA
Seminar

*A unique opportunity for faculty, academic staff
and administrators to experience Wisconsin and
the Wisconsin Idea of outreach and service.*



Seminar held in May

UNIVERSITY OF
WISCONSIN
M A D I S O N

The Wisconsin Idea Seminar is

A five-day travel seminar and immersion into the educational, industrial, social, and political aspects of Wisconsin. It is designed to introduce and promote the Wisconsin Idea, the commitment to use university expertise and resources to solve the problems of the state.

Faculty and staff become students of the state, sharing with community leaders and meeting people engaged in agriculture, medicine, business and industry, the arts, tourism, technology research, education, and corrections. The seminar provides faculty and staff a chance to examine the opportunities and challenges facing the state. It presents a cross-section of life in Wisconsin. The seminar is held in May, the week following commencement. Sites visited vary from year to year to provide a thorough and balanced schedule.

Through the Wisconsin Idea Seminar

Faculty and academic staff gain a better understanding of the Wisconsin Idea of public service and their responsibilities in carrying the mission forward.

Activities include

- ❖ Meeting colleagues at other two- and four-year UW institutions.
- ❖ Seeing firsthand the working realities of Wisconsin agribusiness including a dairy farm, breweries, cranberry bogs, and paper mills.
- ❖ Touring state industries involved in technological innovation.
- ❖ Visiting inner city schools in Milwaukee and meeting students, teachers, and administrators.
- ❖ Enjoying historical and ecological landmarks.
- ❖ Meeting alumni and citizens throughout the state.
- ❖ Learning Wisconsin's history through the eyes of Native Americans.

Who may attend

Recently tenured faculty
New associate deans
New departmental chairs
New members of the Faculty Senate
New faculty
Lead academic staff with statewide responsibilities

Cost

The Wisconsin Idea seminar is made possible by the deans of the Schools and Colleges and generous funding from The Evjue Foundation, the charitable arm of *The Capital Times*.



How to nominate candidates

Nominations for Wisconsin Idea Seminar participants may be made by colleagues, department chairs and directors through their deans' offices by March 15 of each year. The deans then submit nominations to the Office of Outreach Development. Seminar participants are selected to represent a cross section of schools and colleges, and disciplines. Spaces are limited and early nominations encouraged. The Office of Outreach Development has coordinated the seminar since 1984.

For more information contact

Peg Geisler or Miriam Simmons
Office of Outreach Development
352 Bascom Hall

phone: 262-4353

fax: 262-2008

e-mail: peg.geisler@mail.admin.wisc.edu,
or miriam.simmons@mail.admin.wisc.edu





**UW-Madison's
Wisconsin Idea Seminar
is known nationwide as
a leading and innovative
program that keeps its
faculty and staff in touch
with the people of the state.**

***What your colleagues have said
about the Wisconsin Idea Seminar***

"The state of Wisconsin has a great reputation of being a place with warm and friendly people, and I must say that I met many on this trip. Whether congregating with a North Woods alum, sharing a meal with the Menominee People, or engaging in a dialog with top institutional administrators, I found the experience refreshing, exhilarating, and wonderful."

Anthony Johnson, School of Human Ecology

"I have a much keener vision of my connection to Wisconsin and the reward of investing in Wisconsin development. It was moving to observe the interest...Wisconsin people have in what we are doing here at UW-Madison."

John Pfotenhauer, College of Engineering

"I would like to say how worthwhile I found the Wisconsin Idea Seminar, not only getting to know the state and people better, but also the camaraderie that developed on the bus. The mixture of new and experienced faculty and academic staff worked well."

Ann Gordon-Walker, Graduate School

"Although part of it was fun, it was hard, intellectual, emotional, and social work."

Dee Michel, College of Letters and Sciences

"The seminar is an excellent vehicle for acquainting new faculty with ethnic, cultural, and economic diversities of the state. That alone gives it a different perspective on public service and the role of the university in the spectrum of state agencies and resources."

Daryl Buss, Veterinary Medicine

"Knowing something about the neighborhoods, towns, farms, and Reservations my students come from has had an enormous influence on my teaching."

Charles Dill, School of Music

"In my role in university-industry outreach, I found this 'Total Immersion' trip to be a fabulous way to learn more about this beautiful state, its industry and culture, and to interact with 32 other UW faculty and staff."

Jane Aldrich, University Industrial Relations

"We enjoy faculty questions and giving them the facts about agricultural and dairy issues from our perspective, as well as facilitating discussion between local businesses and the UW academic community."

*Daphne Holterman, Rosy-Lane Registered Holsteins,
Watertown*

"We (Menominee Indians) bring to the table a different perspective of what is happening in academia. We learn from them (UW-Madison faculty and staff) what we have to do to get our kids prepared for UW-Madison."

*Lisa Waukau, Menominee Indian High School
Social Studies Teacher*

Come and discover for yourself

- ❖ Wisconsin's physical beauty and variety.
- ❖ UW-Madison at work around the state.
- ❖ The people of Wisconsin.
- ❖ A community within the university that crosses disciplinary lines.
- ❖ The background from which our students come.



Lec-
Wisc.
Idea

FOR IMMEDIATE RELEASE 5/13/99

NEWS BRIEFS FROM THE UNIVERSITY OF WISCONSIN-MADISON

- o 'Wisconsin Idea' lectures set for summer months
- o Registration for summer sessions in full swing
- o Programs helps credential state child care administrators

'WISCONSIN IDEA' LECTURES SET FOR SUMMER MONTHS

CONTACT: Professor Charles L. Cohen, Department of History, (608) 263-1956

MADISON --The University of Wisconsin-Madison Summer Forum, June 15-July 8, will focus on "The University and The State: 1848-Present." The free lecture series brings together an assortment of specialists to discuss how the "Wisconsin Idea" has influenced the lives of people statewide and throughout the world.

The program will focus on the university's contributions in economics and politics, environment and agriculture, medicine and science, education practice and policy, the "town and gown" connection, University Athletics, and more.

Lectures will be held Tuesdays and Thursdays at 7 p.m. in Grainger Hall, 975 University Ave. The summer forum lectures schedule is available from the Division of Continuing Studies, 905 University Ave., (608) 262-1156; or visit: <http://www.dcs.wisc.edu/dcsum.htm>

REGISTRATION FOR SUMMER SESSIONS IN FULL SWING

CONTACT: Howard Martin or Roger Maclean, (608)262-5821

MADISON -- Registration for more than 1,600 University of Wisconsin-Madison summer credit classes is now underway.

Classes are available in one- to 12-week sessions. Not all UW-Madison summer offerings are credit opportunities for adults. The university also provides dozens of youth programs for K-12 students and hundreds of continuing education noncredit classes for people of all ages.

The university also invites people in the Madison community to participate in a full calendar of cultural and recreational events, including two sesquicentennial forums and a special August open house. To get a complete catalog of information, contact the Division of Continuing Studies, 905 University Ave., (608) 262-1156.

PROGRAMS HELPS CREDENTIAL STATE CHILD CARE ADMINISTRATORS
CONTACT: Chip Donohue (414) 375-2315; chipdonohue@earthlink.net

MADISON -- This summer the University of Wisconsin-Madison will offer the first in a series of six courses designed to prepare participants to receive a credential as a child care administrator.

The one-week class, Aug. 1-6, provides an overview of the roles and responsibilities of administrators of various early child care and education programs and the groups with whom they have relationships.

The emphasis will be on quality care. Topics include diversity in models of early care, child growth and development principles, anti-bias policies and practices, collaborating with community agencies, ethical issues, advocacy and more. The course can be taken for college credit.

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--Susan Disch, Division of Continuing Studies, (608) 262-1668



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NEWS

UNIVERSITY OF WISCONSIN-MADISON

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Lec - Wise
Idea

6/3/99

TO: Talk/public affairs show hosts and producers
FROM: Liz Beyler
RE: Interview ideas for June 1999

The scientific measure of sunshine

Atmospheric radiation, especially sunshine, is a driving force of the world's weather, and measuring and understanding its influence underpins everything from short-term weather forecasts to climate change. Scientists from around the world will convene at the Monona Terrace Community and Convention Center June 28-July 2 for the 10th Conference on Atmospheric Radiation. Conference talks will outline some of the most important research from around the world into the influence of radiation from the sun and other sources on climate, clouds, tropical storms, snow cover and rainfall.

For more information or to line up an interview, contact Terri Gregory at (608) 263-3373; terri.gregory@ssec.wisc.edu.
-- Terry Devitt, (608) 262-8282

Business ethics

The news is filled every day with stories of the ethical challenges in making business decisions. To meet those challenges, it helps to have a process of weighing the ethical ramifications of making decisions in business. That's just what Laura Hartman of the Business School faculty teaches MBA students at UW-Madison.

Some of the questions she poses for students could be of wide public interest: Can ethics and profits co-exist in business? What new privacy issues have been created by new technology in the workplace? Does the consumer have an ethical responsibility in making purchase decisions?

To pose these and other business ethics questions to Hartman, contact her at (608) 262-7920; lhartman@bus.wisc.edu.

-- Jeff Iseminger, (608) 262-8287

Sexuality and the developmentally disabled

Too often, education on sexuality is not available to people with developmental disabilities who may not know how to express their sexuality in a healthy way or how to protect themselves from abuse and exploitation. Cheryl Rompa of the UW-Madison Division of Continuing Studies coordinates the Madison Work Group on Sexuality and People with Developmental Disabilities. Through the 1990s, the program has trained hundreds of counselors, social workers and parents/guardians who work or live with developmentally disabled people.

To learn more about this topic and the workshops, contact Rompa at (608) 262-6492, or call the Health Promotion Project at (608) 265-4079.

--Alex Hancock, (608) 262-2102

Women's presence changes American rhetoric

There was a time when public speaking was, for the most part, the domain of men. However, as the century closes, more women are finding their way to the lectern, in every realm of public life from politics to inspirational messages.

Spring and summer are thick with opportunities for both genders to say a few words: graduations, picnics, weddings, family and class reunions. Susan Zaeske (ZAY-skee), assistant professor of communication arts, is a specialist in women's rhetoric. She can supply insight into how women's public discourse differs from men's, both historically and on the contemporary scene. She also can discuss historical sources from which modern women speakers draw, and what, if anything, the electronic media do to alter women's presentations. One of UW-Madison's 1999 Lilly fellows, Zaeske will be revising a speech course to reflect the contributions women have made and the changes they are bringing to American speechifying.

Except for the week of June 14, you can reach Zaeske at (608) 263-0490.

-- Barbara Wolff, (608) 262-8292

Learning to write -- online

How can anybody expect to teach writing online? UW-Madison professor Marshall Cook is at the forefront of this teaching innovation, which is no surprise for the author of "Freeing Your Creativity" and editor of the newsletter "Creativity Connection." Now he's developed three online writing courses: Great Feature Articles; How To Publish Your Fiction; and How To Publish Your Nonfiction. An experienced interviewee, he can talk about these new education options. Contact Cook at (608) 262-4911.

--Alan Abramson, (608) 262-3265

Forum speakers discuss university impact

This sesquicentennial year's University Summer Forum, a free public lecture series, will bring together an assortment of specialists to discuss how the Wisconsin Idea has influenced the lives of people statewide and throughout the world. The programs will focus on the university's contributions in the areas of economics and politics, environment and agriculture, medicine and science, education practice and policy, the "town and gown" connection, UW athletics and more. The forums start at 7 p.m. Tuesdays and Thursdays, June 15-July 8, Grainger Hall, 975 University Ave.

If you're interested in talking to speakers about their subjects, contact program coordinator and history professor Charles Cohen, (608) 263-1956.

-- Susan Disch, (608) 262-1668

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Tour de course

UW's classroom-in-a-bus plans its 13th odyssey through the state

Michael Penn

Wisconsin in 1996 ranked as the nation's biggest producer of cranberries. You might have missed it in the papers, but Todd Saxton didn't. Saxton, an assistant professor of business, saw the news and felt a twinge of state pride — although he'd lived here only 18 months and originally didn't know the first thing about cranberries.

All that changed last spring, when he spent an afternoon lunching with Wisconsin cranberry framers at a bog near Cranmoor.

The lunch was part the annual Wisconsin Idea Seminar, a five-day odyssey that gives new faculty and academic staff a first-hand look at the customs and values of the state they serve. Participants for the trip, which this May 19-23 will make its 13th circuit, are nominated by deans and directors; the Office of Outreach Development selects about 30 faculty and staff for the trip. (*Nominations for this year's trip are being accepted until March 12; see right for details.*)

The seminar offers faculty and staff a rarely seen, intimate view of the state's industries and people. "You come to know the state in a way that is far different than you would from taking a car tour," says Miriam Simmons, outreach program manager who directs the trip. Participants tour a maximum-security prison, dine with members of one of Wisconsin's native tribes, visit a school in urban Milwaukee, and hear the writings of Aldo Leopold read by his daughter on the prairie lands he and his family restored by hand.

Past travelers say such evocative experiences have given them a new outlook on the state and the university.

"I feel more a part of the community in Wisconsin than I have anywhere I've lived since high school," says Saxton. "A big part of that was being on the seminar."

As a result, Saxton has incorporated resources unique to Wisconsin into his Organizational Structure and Function class. Last fall, he took students to Taliesin to study Frank Lloyd Wright's architecture. He plans to take future classes to the Northwoods to study paper production and to the state's cranberry bogs for a lesson in cooperative agriculture.

"Part of what we should be doing as educators is taking advantage of what's unique

to Wisconsin," he says. "Without the trip, I probably wouldn't have thought about bringing the state into the classroom."

For Margaret Nellis, health promotion program manager for University Health Services, the seminar helped put her rather nomadic academic life in perspective. "I've had 23 mailing addresses in 27 years since high school," she says. "The most striking thing for me was the people we visited having such a strong sense of place. They were all so connected to their towns and their region."

Nellis's initial reaction to her trip last spring was purely personal: She bought a house, hoping to make her Madison zip code her last for a while. But she says she also brought home many tangible professional benefits.

On the bus, for example, she forged a relationship with Bill Cronon, professor of history and head of the Letters & Science honors program, which has enabled her office to contribute ideas to Cronon's redesign of the honors program. "That's the kind of connection that can happen on this trip between someone like me as a staff member and someone like Bill," she says. "If I hadn't gone on this trip, it's not likely that connection would have been made."

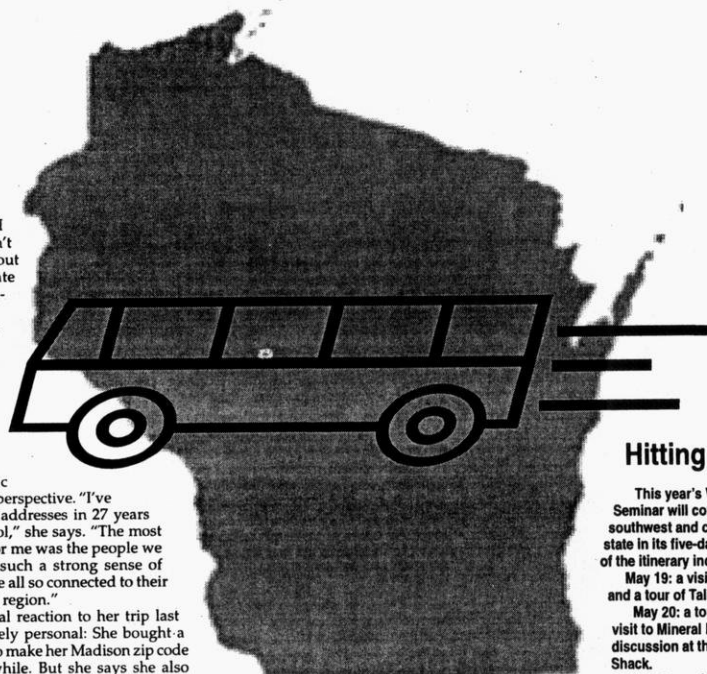
The chance to converse with others from an array of disciplines is an integral feature of the seminar, says Simmons. "The trip can provide a very wonderful network for people who discover information they'd like to follow up on," she says. "It's a way of saying, here's a name, a face and a person."

While the seminar appeals widely to new faculty and staff, Simmons says more-experienced faculty and staff also benefit. "People have told us they really enjoy having a diversity of levels of experience on the bus," she says. Experienced faculty add a differ-

ent perspective to the places they visit, she says, and often inspire research collaborations with less-seasoned colleagues.

Michael Shank, associate professor of history of science, says his trip, which he took last year at the middle of his term as department chair, provided a much-needed recharge. "At the deepest level, the trip revived me in some important ways," he says. "There are so many demands on your time, with administration, teaching, research, family, social functions. It's nice to leave the premises with a group of people who want to learn more about the state and its people."

During the trip, participants hear from experts doing work relevant to the stops on the tour. Law professor Walter Dickey, for example, will join the tour to discuss current problems with corrections and law enforcement before the group visits Black River Falls Prison. Another popular stop is a lunch-time conversation with Howard Fuller, former superintendent of Milwaukee Public Schools and now a Marquette University professor.



Hitting the road

This year's Wisconsin Idea Seminar will cover much of the southwest and central part of the state in its five-day tour. Highlights of the itinerary include:

May 19: a visit to the Legislature and a tour of Taliesin.

May 20: a tour of Land's End, a visit to Mineral Point, and discussion at the Aldo Leopold Shack.

May 21: a visit with members of the Ho-Chunk nation, a tour of Black Falls River Prison, and a stop at Green Lake.

May 22: a morning at a dairy farm, a visit with faculty and staff at UW's Fond du Lac Center, and dinner with the editorial board of the Milwaukee Journal-Sentinel.

May 23: a visit to South Division High School in Milwaukee and lunch with Howard Fuller of Marquette University.

To go

School and college deans or directors may nominate faculty or academic staff for the seminar. Nominations of new or recently tenured faculty, new associate deans, new departmental chairs, new members of the Faculty Senate and lead academic staff with statewide duties are particularly encouraged. The sponsoring school or college will be asked to cover up to \$325 of the cost of the trip. Nomination forms are available in dean's and department chair's offices. The deadline for submissions is March 12. For information call Peg Geisler, 263-3488, or Miriam Simmons, 262-9970.

Health news

General practice doctors keep us healthy

Brian Mattmiller

Medicine's general and family practitioners, those who supply basic care to the greatest number of people, made a bigger impact than medical specialists on improving mortality rates in the last century, a new study finds.

UW-Madison medical sociologist Rogers Hollingsworth led the study, which was published in December in the social sciences journal *Social Forces*. The historical study compared the mortality rates of the United States, Sweden, Great Britain and France from 1890 to 1970. It also looked at trends in the growth of medical professionals in the four countries during that same period.

All four countries dramatically reduced their mortality rates by roughly two-thirds during that 80-year period. But the two countries with the lowest mortality rates, Great Britain and Sweden, also employed far more general practitioners (or "family doctors") and offered a much more affordable medical system than the United States.

Hollingsworth, who is teaching at UW-Madison's academic program in London this

semester, says the study shows the importance of general physician services on public health. The findings promote the idea of training and hiring more general practice doctors in the United States, especially in urban and rural areas where health care access is restricted, he says.

The study found that 77 percent of all U.S. physicians in 1970 practiced in a medical specialty, compared to 56 percent in Sweden, 42 percent in France and 34 percent in Great Britain. The proliferation of specialists added to the costs of medical care, he says.

"Medical generalists play an important role in disseminating low-cost, highly effective technologies that are needed by most everyone," Hollingsworth says. Generalists are the people who provide preventive health care such as physicals, vaccinations, mammograms and pap smears that are more cost-effective than high-technology procedures, he says.

The study also found that government programs designed to increase access to medical care, such as Medicaid and Medicare, helped accelerate the decline in mortality rates. But when governments provide

medical funding without making an effort to control costs, both medical costs and the number of specialists increase, with no corresponding improvement in mortality.

Hollingsworth says medical generalists serve as a crucial filter between medical technology and the general public by promoting prevention of disease and healthy lifestyles. That general knowledge about health information had more impact than did high-cost, complex medical technologies, he argues.

"The American system is the most inefficient medical system of the four we studied," Hollingsworth says. "We spend 14 percent of our gross national product on medical care. Yet we have 40 million people with no access to medical insurance."

Co-authors of the study include medical sociologists Jerald Hage of the University of Maryland-College Park, Robert Hanneman of the University of California-Riverside and Charles Ragin of Northwestern University.

Hollingsworth, a UW-Madison history and sociology professor, says the data on mortality took years to compile since the figures were collected differently in each country.

NOTES

Fountain of youth: DHEA, the natural hormone that seems to improve people's overall sense of well-being, may also boost the immune system in older men, according to a new study at the Medical School.

The preliminary research suggests that DHEA produces biochemical changes in the immune system, which may translate into the body's ability to ward off a variety of diseases, from the common cold to certain cancers. Other studies have touted DHEA as a "fountain of youth," capable of improving memory, building muscle mass, boosting libido, reducing body fat, and lowering the risk of heart disease and cancer.

Hope for infertile males: Physicians at UW Hospital and Clinics have begun using in vitro fertilization in a way that specifically addresses severe male infertility. The procedure may enable men with the most severe infertility problems, including those who have very few or no sperm in their ejaculate, to father children.

"Previously, hundreds of thousands to millions of sperm were believed to be necessary for a couple to conceive. With this procedure, you need only one," said Omid Khorram, assistant professor of obstetrics and gynecology and a reproductive endocrinologist.



News & Public Affairs

On the road again

Spring seminar makes a cultural sweep through Wisconsin

Brian Matmillier

Of all the travel guides inviting people to explore Wisconsin, few could match an itinerary as unique as UW-Madison's Wisconsin Idea Seminar. Here's a sample from last year:

- While sitting at the edge of an oak savannah planted by Aldo Leopold 70 years ago, hear Leopold's youngest daughter describe the land that inspired her father's famous "Sand County Almanac."

- Sit down to a traditional dinner of walleye, venison and wild rice with the Menominee Indian tribe's tribal elders.

- Have a frank breakfast discussion about the trials of inner-city schools with Milwaukee Superintendent of Education Howard Fuller.

Every spring for the past 11 years, the diversity of Wisconsin's people and landscape comes alive for UW-Madison newcomers during the five-day seminar. The "traveling classroom" gives new faculty and staff a view of Wisconsin rarely seen by casual travelers or even lifelong residents.

This year, the university's Office of Outreach Development is inviting 30-35 faculty and staff on a seminar scheduled May 20-24. School and college deans are asked to nominate interested faculty and staff by March 15.

FEE

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fringe benefits. As a result, specific rates for faculty and staff to use the Camp Randall Sports Center (the "Shell") will also have to increase, according to John Torphy, vice chancellor for administration.

Here's a summary of some key issues related to the proposed faculty/staff access fee:

- The fee was originally proposed by the Joint Planning Committee for Sports Facilities to distribute operational costs more equitably to all facility users.

- Faculty/staff will pay the access fee for all recreation facilities. An additional membership fee will be assessed at the Camp Randall Sports Center and court fees will continue to be charged at the tennis stadium.

- Camp Randall Sports Center faculty/staff membership rate will be increased to 80 percent of general public membership rate to comply with Internal Revenue Service rul-

Getting to know Wisconsin, say many of those on board for last year's trip, is only a part of what makes it memorable.

Peter Van Kan, a professor of kinesiology and Netherlands native, said one experience gave him a new perspective on his work. At a dinner meeting of northwoods Wisconsin alumni in Minocqua, each of the trip's 30 travelers stood up and introduced themselves and their work to a crowd of about 200 people. Van Kan described his research into how the brain controls movement, and its relevance to helping people with movement disorders.

After the event, a woman eagerly approached him with a long list of questions about the prospects for future treatment of Huntington's disease. Both the woman and her daughter suffer from the disease, which causes a gradual loss of muscle control. The conversation had an emotional resonance for Van Kan.

"She thanked me and was very appreciative of the work I do," he said. "It kind of made everything I do in my career feel worthwhile. I was reminded that that's what research is all about, helping the people of the country and the state."

"The trip was really good for me because it does create a bond between you and the state," he added. "And the state is living on with the students in my classroom."

Daryl Buss, dean of the School of Veterinary Medicine, voiced a common reaction to the trip: This is a once-in-a-lifetime insider's view of the state. At the Menominee tribal headquarters in Keshena, Buss remembers being welcomed with a lavish dinner of locally produced food, open discussion and native songs by a high school senior.

"At my table, I sat and talked with three generations from one tribal family, a grand-

ings regarding taxable fringe benefits. The faculty/staff access fee will count toward the calculation of the 80 percent.

- Camp Randall Sports Center faculty/staff membership will include one spouse/domestic partner or tax-claimable dependent (18 and over) at no additional charge. Previously, the purchase of an additional membership was required.

- General public use of Nielsen Tennis Stadium will be eliminated because of the availability of alternate facilities in Madison. This will also bring the court fees charged into compliance with I.R.S. rules. UW-Madison students/faculty/staff will be able to sponsor guests to use the indoor and outdoor courts. The guest rate will be priced competitively with private sector facilities.

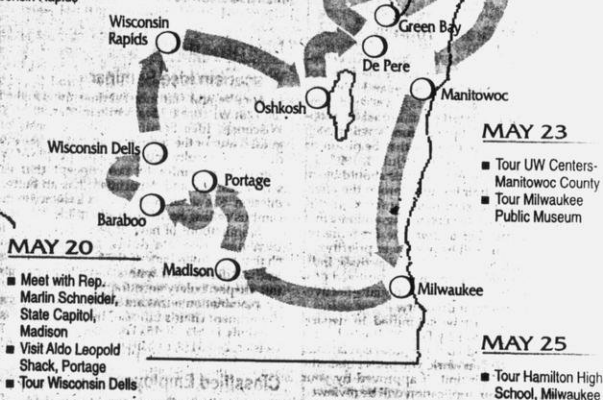
- The general public will continue to be eligible to purchase Camp Randall Sports Center memberships because the facility is unique — there is no other indoor facility in Madison offering such a mix of different recreational opportunities.

MAY 21

- Visit Consolidated Paper and tour cranberry marsh, Wisconsin Rapids

MAY 22

- Visit Oneida Indian Tribe school and museum
- Tour Green Bay Prison



MAY 20

- Meet with Rep. Marlin Schneider, State Capitol, Madison
- Visit Aldo Leopold Shack, Portage
- Tour Wisconsin Dells

MAY 23

- Tour UW Centers-Manitowish County
- Tour Milwaukee Public Museum

MAY 25

- Tour Hamilton High School, Milwaukee

father, his daughter and her son. We talked about concerns with youth, school, the whole society. The whole experience was informative and striking."

By hearing from voices outside higher education, Buss said the group could put their own issues in a larger context. "I think we have a tendency in higher education to become a little insulated. This showed us a lot of other important concerns on the table besides education. It's a good reality check."

English professor Richard Young found the visits to rural Wisconsin most gratifying, especially for a person who has spent most of his life in urban centers like his native London, Philadelphia and Hong Kong. He said it gave him "deep background" on his in-state students.

"I had always found it hard to understand when students spoke of Madison as being 'too big.' I didn't realize there are some major academic and social adjustments that my Wisconsin students are going through," he said.

Chelcy Bowles, a professor of music in continuing education, said the trip helped her see UW-Madison in a new light. "My view of UW-Madison has always been of this

No picnic: In five days, the Wisconsin Idea Seminar bus blankets northern and eastern Wisconsin with a full itinerary of cultural and educational stops. Above, participants on a past tour stop for a box lunch before visiting a farm.

huge, international research power," she said. "But the people of Wisconsin really think about it as their college. Partly because of our extension and service history, people feel deeply connected to the university."

As an educator, Bowles was struck by seeing Wisconsin education from three vastly different perspectives: the Lincoln Hills juvenile corrections facility, the Menominee Indian Reservation and an inner-city Milwaukee high school.

Peg Geisler, director of outreach development, created the seminar and guided it through its first 11 years. This year, senior outreach specialist Miriam Simmons will lead the trip.

Simmons said the seminar reinforces the concept that each school and college has an outreach responsibility to the state. But an added benefit is the chance for the travelers to make lasting social connections with colleagues from across disciplines.

emance structure with other higher education institutions. The group is looking at ways of increasing autonomy and management flexibilities for institutions, and providing incentives for innovation.

- **Program Array:** This group has looked at other university systems to determine whether the number of academic programs is appropriate. The group will consider current program array (taking duplication and relationship to mission into account), opportunities for collaboration, and credit/non-credit programming.

- **Instructional Technology and Distance Education:** This group has focused on innovations in delivery of instruction through the use of new technology, including linking all major academic buildings throughout the system with fiber optics.

The Regents will continue the 21st century strategic planning discussions on Thursday, Feb. 8, and the board's committees and the full board will meet on Friday, Feb. 9, in Van Hise Hall.

REGENTS

from page 1

time to degree, changes (especially reductions) in financial aid, expanding student access through distance learning, and capping rate increases for room and board as well as some student fees. Discussions are also exploring the increased use of two-year centers as access points for summer school courses, and offering more System courses to high school students.

- **Future Funding and Revenue Structures:** In addition to examining tuition policy and ways of enhancing revenue sources or developing new ones, this group has discussed changes in federal financial aid (including Pell Grant eligibility, elimination of the Perkins contribution, immigrant eligibility, and the possible elimination of direct loans as a result of congressional action.)

- **Mission and Roles:** This group has studied and compared the UW System gov-



JEFF MILLER

PROFILE

DON NIVA

ne begins talking about a "repo man," most of us conjure a man with a loud tie and a bad jacket who's slinking into a car the 1989 Ford Tempo whose owner has fallen behind on

doesn't fit the stereotypical description of a "repo man" — a man with a loud tie and a bad jacket who's slinking into a car the 1989 Ford Tempo whose owner has fallen behind on payments. If you ask the UW Housing Service's equivalent for repos, those are the two words he'll choose. In reality, however, opportunity to post eviction notices, pound on student's belongings into the street.

Lifetime Madison resident, spends most of his days doing supervising the collection of rent money for the houses that house 1,000 single students and more than 1,000 faculty and families.

he says, it's a smooth process. "There's only a small percentage — about 6 percent, that become what we call 'delinquent accounts' — don't pay their bills on time," explained Niva. "In fact, in a couple of instances in the ten years I've worked here I've had to evict someone."

As a problem-solver, Niva's primary duty for the Housing Service is working closely with those students or faculty members who are mired in financial difficulties when trying to pay the rent. The procedure is simple: When it becomes clear that a student is having trouble paying the rent, Niva begins the chase for information.

With a letter and a hold placed on the student's records, Niva makes referrals and questions. "The first question is usually, 'What's your bill?'" he notes. Remaining reasonable is the key to Niva's success. He usually reaches with delinquent students, says Niva, it's difficult to say "no" to students who just can't find a way to pay.

to Marshall Dillon from the TV classic *Guns, Smoke, and Mirrors*: To stun them they look for, the last one they want to see." And he's got other ways as well: He receives praise and threats from students. He does the routine paperwork that encompasses more than 100,000 lines of text. He enjoys the contact he has with students and co-workers.

People who have the most fun around here are the ones who work closely with the students," he says. Niva's financial fences he mends between the UW and its students. It's appropriate to describe him as repairman, rather than as a repo man. Only half the story.

That Niva unwinds when he hangs up his paperwork at the end of the week. For the past 30 years, Niva has been one of the best square-dance callers.

It's so easy to learn," he explains with a grin. "All you have to do is walk, and know your right from your left." In a minute that square dancing is still reserved for the folks who live for country music. Square dancing has been a part of Niva's life. Dancers' ages now range from 7-year-olds to a 70-year-old from Northern Wisconsin, and the pastime is enjoyed

Wisconsin Idea Seminar

Becoming a student of your own state

By Alex Hancock
 Outreach Development

Late each spring, for a full week after Commencement, faculty and staff become students of their state. They travel Wisconsin, gaining an intensive introduction to its diversity and meeting people who work in a variety of fields.

These professors and administrators are taking part in the Wisconsin Idea Seminar, a study tour whose goal is to enhance the teaching, research and service activities of faculty and staff by focusing on Wisconsin's natural, cultural and historic heritage and by illuminating the role of the university throughout the state.

The Office of Outreach Development coordinates the seminar, which is funded in part by the William T. Evjue Foundation.

During its seven-year history, participants in the seminar — mainly new faculty — have explored the Kettle Moraine area, studied the business and recreational uses of the Wisconsin River, toured the Experimental Aircraft Museum in Oshkosh and Taliesin in Spring Green, visited Indian tribal reservations, spoken with county agriculture agents, and met with Milwaukee's inner-city high schools. They have spent time learning from people in agriculture, international business, veterinary medicine, tourism, community leadership, high-technology research, insurance, lumber and paper products, juvenile justice and corrections, and other fields.

For Mary Baroni, assistant professor of nursing, meeting a wide spectrum of Wisconsinites was an education in itself.

"I grew up on the East Coast, and if I came here with any bias about Wisconsin, it was that the people are tall, blond farmers," Baroni said. "On the tour I was struck by the diversity of the population."

As it does for many participants, the seminar also influenced Baroni's approach to her research. "Going around the state I got to see many areas with a high density of children who are at risk, not just medically but socially as well," she said. "Now we're developing an innovative rural nursing model in Juneau County that will link nurses across various settings and agencies to reach families that would otherwise slip through the cracks."

Recently some veteran faculty members also have taken part. Richard Ralston, professor of African-American Studies and associate vice chancellor, joined last May's seminar after teaching at UW-Madison for 15 years.

"Almost all my contact with the state had been in Madison, Milwaukee and the

corridor between," Ralston said. "I needed to acquaint myself with what goes on throughout Wisconsin. And I felt that as an 'old duffer' I could help some of the new teachers begin to feel at home here."

For Ralston, visiting Keshena Menominee High School proved especially memorable. "It was heartening to see teachers and students carrying on instruction in Indian languages," he said. "What they're doing is similar to some of what I do here — teaching against the tide, in a sense."

The seminar also aims to enhance the building of the university community across academic disciplines by bringing together a diverse group of scholars and teachers for a week of education and fun.

"Spending a week riding a bus with a bunch of professors who teach different subjects breaks down some of the walls that get put up in an institution of this size," said Bob Wilson, professor in Mathematics and Liberal Studies.

One practical outcome is a better understanding of ways to help students. "Now if someone comes to me with a problem or project that's out of my area, I can refer that student to other faculty members I met through the seminar," Wilson added.

New faculty also learn some of the many ways in which UW-Madison's influence is felt throughout Wisconsin.

"The experience has made me want to be 'evangelical' with my colleagues, to make them appreciate the role the university plays in agriculture and industry around the state," Wilson said.

Application information

The eighth Wisconsin Idea Seminar will take place during the week of May 19-22, after Spring Commencement. A maximum of 35 new (up to three years at UW-Madison) faculty, and new academic staff in positions with broad statewide responsibilities, will be invited to participate. A balance of academic disciplines will be sought, and preference will be given to those least familiar with Wisconsin.

If you are interested in participating, please inquire through your department chairperson, who has been sent a nomination form. The nomination also requires approval of the dean of your school or college, who will provide partial financial support of the participant's travel expenses. Nomination forms are due to the deans' offices by March 15.

Lecture explores heroin in global context

By Barbara Wolff

"Heroin as Global Commodity," a lecture by Alfred McCoy, professor of history, will be the centerpiece of a special Southeast Asia evening sponsored by the Letters and Science Honors Program and the University Honors Committee.

Despite two decades of ardent effort, McCoy says, America has lost its war on drugs — a failure he attributes to ineffective and misleading labeling.

"We've been describing heroin use as a moral issue; in matters of policy, it's been a legal question. What we've been ignoring is the nature of heroin as a commodity," he says. AUM Graduate School

Southeast Asian Studies and a lecturer in history, says the event represents an effort to interest students in area studies earlier in their academic careers.

"Traditionally, area studies have been graduate studies," he says. "We'd like to recruit students into the program earlier."

Other events scheduled for the day include a special banquet at the University Club and entertainment by Javanese gamelan musicians and dancers.

The evening also will feature an exhibition of photographs chronicling American colonial activity in the Philippines. The display was compiled by 1991 Hilldale scholar Michael Mauriel Mauriel, who graduated

Institutes, Workshops

Amy T.
[Signature]

WISCONSIN IDEA SEMINAR '91
Tentative Itinerary

Monday, May 20, 1991

7:00-8 A.M.

Opening Remarks, Breakfast
WARF, 14th Floor

Joseph Corry
Peg Geisler

8:30-10

Synchrotron Radiation Center
Stoughton

James Taylor

photos & prints
✓ 10:45-12:45

Dairy Farm, Lunch
New Glarus area

David Dickson
Hosts: the Voegli family

1:00-1:30

Bus lecture, Wisconsin History

David Cronon

✓ 1:30-3:30

Taliesin in Spring Green

James Dennis
William DuPuy

Ref Takamba 2-9-91
4:30-6:15

Aldo Leopold Shack, Portage
Nina & Charles Bradley

Robert McCabe

6:30-8:30

Dinner: Susie's in Baraboo

Overnight

Holiday Inn (Stevens Point)

715-341-1340

Tuesday, May 21, 1991

7:30-9 A.M.

Breakfast, UW-Stevens Pt. faculty
University Center

Vice Chan. Howard Thoyre
Stevens Pt. Faculty

9:30-11

Wausau Insurance

Leon Weinberger

12-2 P.M.

Lincoln Hills Correctional
Institution and lunch

Walter Dickey
Gene Schneider, act.supt
Dick Busha, unit mgr.

3-4

Rhineland Ag Res. Station

Prof. Tom German

4:30

Arrive Holiday Acres Resort

Rhineland

6	Wisconsin's Tourism Industry Owners, Holiday Acres	Alice Kempen Doris and Carrie Zambon
7	Dinner Other N. Wisconsin issues	Ken Anderson
Overnight	Holiday Acres	715-369-1500

Wednesday, May 22, 1991

7-8 A.M.	Breakfast, Holiday Acres	
8:30-9:15	bus lecturer Menominee history, treaty rights	Ada Deer
9:15 -10:30	Menominee Forestry Center	Marshall Pecore
11-1 P.M.	Keshena Menominee HS, lunch	Lisa Waukau, John Teller
2:15-3:45	Procter and Gamble, Green Bay	Larry Mastalish
4-4:30	Bus lecture: Politics of Wis.	John Patrick Hunter
4:45	Manitowoc Maritime Museum	(optional)
6:30	Founder's Day, UW Alumni-Manitowoc Speaker: Rich Ralston	Bill & Sally Kletzien
Overnight	Inn on Maritime Bay	414-682-7000

Thursday, May 23, 1991

8-9:30 A.M.	UW-Center, Manitowoc, breakfast	Dean Roland Baldwin Art Kaplan, Act. Chan.
10-11	Saint Nazianz Church	Fr. Leonard Walker
12-2	Old Wade House, Greenbush	Jeff Schultz
2-3:30	Geology tour of Kettle Moraine	Cathy Helgeland
3:30	Check into Pfister Hotel (Milwaukee) Milwaukee Art Museum (optional)	

5:00-10:00	Milwaukee Brewers dinner/game	J. Pellegrin
Overnight	Pfister Hotel	414-273-8222

Friday, May 24, 1990

8-10 A.M.	Milwaukee Public School S. Division HS (breakfast)	Bob Lawrence John T. Hays
10:30-12:30	Milwaukee Foundation, Lunch Harrambee Ombudsman Project	Sarah Ford Jane Moore
1:30-3:15	Quad/Graphics (Pewaukee)	Larry Quadracci
3:45-4:30	Bus lecture, Legislative Relations	Michael Williamson
4:30	State Capitol	Governor, legislators
6	Social Hour, Dinner, Wisconsin Center	Vice-Chan David Ward Deans, spouses, guests

THE WISCONSIN IDEA SEMINAR:
University of Wisconsin-Madison

In the Fall of 1984, an Associate Vice-Chancellor from The University of Wisconsin-Madison came home from a meeting of the National Association of State University and Landgrant Colleges at which a Vice-President at the University of Georgia had leaned over to him and said, "Do I have a good idea for you!"

From that conversation developed the Wisconsin Idea Seminar. Georgia has had a similar program for more than ten years (some 300 of their new faculty have taken part),--we have made it our own! With the generous and annual support of a local memorial foundation (the William Evjue Foundation), we have attempted to introduce our new faculty and staff to the Wisconsin Idea of public service in a manner that brings that noble concept to life. This University's tradition of outreach and public service is built upon real relationships between the people of the state and the people of the University. How best should we illustrate that to our new faculty?

On the first Monday after Commencement in the lovely month of May, we put our new faculty and staff on a bus and for five full-7 A.M. to 10 or 11 P.M.--days we have tasted the agricultural, the business and industrial, the educational, the historical, cultural and political life of Wisconsin.

Why was there the need for a program such as this study tour? We draw our new faculty from all over the United States and indeed the whole world. Many have earned their doctorates at private universities; many have no experience of the land-grant tradition. Many came from a single campus University and are unaware of the structure of the University of Wisconsin System. Many of the influences and forces that will shape their careers reside either outside the state or physically internal to this campus: They are scholars and researchers whose peers and colleagues are the international specialists in their own fields. They will be judged for promotion and tenure by their colleagues on the faculty here at Madison. In their undergraduate teaching they meet the sons and daughters of Wisconsin on campus, but they have little context to help them understand the influences on these students.

They may have chosen to come to the University of Wisconsin-Madison in part because of the quality of life, but for many of them that has meant that they visited Madison and found a lovely, cosmopolitan city. They may have been here for a few years and never have left the I-roads in their travels around Wisconsin. They may have heard of the Wisconsin Idea but that tradition may be quite new to them.

There is another perspective on the need for this Seminar. The people of Wisconsin deserve the opportunity to meet our faculty,--to understand on a very personal level the rich resource they are to the state. There is a very important University relations aspect to the Wisconsin Idea Seminar. For six months before the actual Seminar we are in touch with legislators, city officials, county faculty, doctors, judges, homemakers and other community people,--sometimes arranging to bring our group to towns which have never been visited by any University group. In planning visits made by the Outreach staff, community leaders often tell us what they think the University needs to know about their area of the state and what they wish to know about the University. They like being told that their community is so interesting that

we want to come learn from them. The faculty and staff participants are intelligent, outgoing, curious and lacking in shirts that are stuffed. They do not fit unattractive stereotypes of university professors. They personify to the community people what this University is to the state of Wisconsin. They have done it well.

This is a study tour with very definite goals. First, we want Wisconsin to speak for itself in all its enormous physical beauty and variety. We have seen the poppies bloom by the door at Pendarvis House and watched an eagle soar over the Mississippi. We have seen carpets of trillium in the Menominee Forest and gone to sleep to the sound of Lake Michigan pounding the breakwater at Manitowoc. We have driven through the pockets of mist captured in the southwestern valleys of the driftless area. We have seen the sleek efficient beauty of the ever smaller super-computers at Cray Research, watched new calves at a Dodgeville farm, marvelled at the mechanical sophistication of a paper making machine at Kimberly-Clark, and sat high above the lights of Milwaukee while a lightening storm circled the horizon.

Secondly, we introduce our new faculty and staff to the University at work around the state. There are strong needs out there to which we have historically responded. The results of our research have been felt by the people of Wisconsin. At Soldier's Grove, they moved the village up from the flood plain to the hilltop and with the assistance of University faculty consultants they made their business district totally solar. At a modern dairy farm in Humbird, the Dairy Science department has worked with the family not only in developing a herd of top rated Holstein but in computerizing the management of the entire farm. Nicolet Instruments has benefitted from the active participation of UW-Madison faculty and Silicon Sensors pays very deliberate homage to one of our electrical engineering faculty as crucial to its growth and development. Allen Bradley has a feisty vice-president who is not only an alumnus but a member of the Advisory Board of the College of Engineering. The county faculty of UW-Extension have taught us about working with farmers in severe economic distress, about reclamation projects on the Mississippi, and about the importance of an objective, informed voice in a battle between the miners and the environmentalists. The single judge in Oneida County has represented for us the influence of our alumni in community after community throughout Wisconsin. We have dined with faculty from those four-year campuses of the University System who were most upset with the Madison faculty during the salary catch-up battles...and we have been greeted with warm hospitality and great respect. We have come to a new appreciation of the two-year Center System and the dedication of its new chancellor to providing a solid liberal studies background for their students, many of whom start there and later transfer to us. We have learned that both the Agricultural Research Stations and the Seagrant programs are important branches of this university spread about the state.

Our third goal has been to have our new faculty and staff meet the people of Wisconsin, because they are perhaps the greatest treasure of all. Thanks to the Evjue funding we are able to invite local citizens to join us for meals at many stops along the route. Our faculty are the students; the community people are the teachers. There is a 70 year old grandmother who works at Silicon Sensors in Dodgeville who gave the crackin' best explanation of a microchip you ever heard to the young visitors. There is a social studies teacher, a Menominee, at the reservation schools in Keshena, who has fire in her eyes and who by sheer force of her own personality is instilling cultural

pride in those kids. There was a surgeon/regent at Marshfield Clinic who personified the Wisconsinite who wanted to give something back to the University he loved. There is a Republican legislator in Appleton who made a stirring plea for the return of the original Wisconsin Idea in which the faculty of the University used their creative and collective genius to resolve the public policy issues of the LaFollette era. There is a group of black parents in Milwaukee who invited our faculty to care, -to take a very personal interest in their children both when they come to campus and before. There is a crusty, curmudgeon of a newspaper editor who has literally taken to the stump beside the roar of the Wolf River to tell us about our political heritage, -with colorful recollections of the Joe McCarthy era. There is a professor here at the University who after years of leadership in the Corrections System can articulate beautifully the ripe harvest that occurs when a faculty member takes seriously the public service commitment of his or her appointment.

Those of us who plan the Wisconsin Idea Seminar really do try to show the state's problems as well as its success. We have visited a model farm, honored for its conservation efforts, owned by hard working twin brothers, -brothers who fear they will go under. A corporate farm has just bought out their neighbor and is dumping milk on the market. Their economic survival is at stake. We have seen the poverty in rural areas in northern Wisconsin and in the streets of Milwaukee. We have visited communities who are deeply affected by the ups and downs of the American automobile industry. We have heard critics of the University who feel we could be doing more or that we are the state's economic "black hole." But we have not seen hopelessness.

We are met instead by those articulate, dedicated people who while totally realistic about the problems we face, are committed by dint of hard work to preserving the quality of life in Wisconsin. In community after community one is struck by the extraordinary wholeness of the people who make this state hum. These are the people who support us with their taxes, send us their children and elect our legislators. Some of them may be down, but what we learn on this trip is that in no way are they out. The effect upon our faculty and staff participants is very positive. There is a bonding that takes place with people and with places that we believe will effect their overall satisfaction with their work at this University, and will be a factor in the commitment of their careers here.

This is an immense institution and never more so than when you are first employed here. It is relatively easy for our faculty to meet colleagues within their own disciplines, -much harder to meet those in other fields or staff colleagues from other areas of campus. A fourth goal of the Wisconsin Idea Seminar is to foster those cross-disciplinary contacts and build those networks which make the University a community. It works. On-going professional and social contacts grow from the intensity of twelve-to-fifteen hour days and the opportunities for good conversations and shared experiences.

Finally, we in the Office of Outreach hope to leave with these faculty and staff the notion that it is an expectation of their appointments that they will have a concern for the people and the communities of Wisconsin. Is it working? We are aware of at least two ongoing research projects with Wisconsin industries and schools which have been initiated during the Seminar. The response to requests to take part in lecture series on the

Center campuses has been very positive. Involvement in summer programming and tutorial assistance for minority students has been a direct outgrowth of our meeting with the Milwaukee Afro-American Council. One participant from the Business School initiated research on the economic impact of the quality-of-life in Wisconsin. Our librarians came home with new and creative ideas on providing service to libraries in schools (especially those serving native American and black students) and on the other campuses of the University. At least one of our "veteran" participants has played a crucial mentoring role for his younger colleagues,--an unexpected and highly valued outcome of the Seminar. We have no formalized way of keeping up with the contributions of the Seminar participants, but, informally, we are aware of many on-going activities that have strengthened the University.

Now, very briefly: how does it work? The deans nominate their new faculty and contribute to their expenses during the week. Each year some newly integrated, former Extension faculty have come. The side benefit there is the erasure of any outreach/resident faculty barriers. We took a Dean one year and he behaved himself so well that we have extended that offer to a dean a year. The addition of a couple of "veterans" each year has been very beneficial. We take no more than thirty or thirty-five participants,--a limitation established by the size of the bus.

Let me run through the events of two days last year: we were sent off in fine style by the Acting Chancellor at 7:30 of a Monday morning, first stop Astronautics, a high tech company on the east side of Madison. Our first bus lecturer began to tell us about the history of Wisconsin. On to the International Crane Foundation in Baraboo, and a stop for lunch at Upham Woods, a 4-H camp near Wisconsin Dells. The Associate Dean of Cooperative Extension was our bus lecturer, telling us about the county faculty of UW-Extension who would frequently be our teachers along the way. An afternoon visit at the dairy farm mentioned earlier. We closed the day with a tour of the UW-Eau Claire campus, followed by dinner with members of its faculty. The informal discussion between the groups went on well into the wee hours. Up at 7 and off to a fascinating two hour tour of Cray Research. A faculty member from the Business School joined the group to give a bus lecture on the economy of the state. Lunch in Wausau at the Marathon Co. Center campus, then a drive to the vibrant high school on the Menominee Reservation. After a stop at Twenty-first Century Genetics in Shawano, we finished our evening with a group of alumni at a Founder's Day Dinner.

The pace is exhausting, but the positive outcomes have increased as more and more of our new faculty take part in the Seminar. While each itinerary is different, the participants from different years share a new understanding of the state and their relationship to it. The Wisconsin Idea remains a living concept with positive implications for this University.

0499A

Faculty, staff get a dose of Wisconsin

WT. Week 6/14/89

A group of UW-Madison faculty and staff took to the road aboard a Badger Bus last month and traveled more than 1,000 miles throughout the state where they received an intensive dose of Wisconsin during the fifth Wisconsin Idea Seminar.

The participants included 29 new faculty members, three deans, an associate director of the General Library System, the director of Outreach Development, a graduate student assistant and *Capital Times* Associate Editor John Patrick Hunter.

The group's itinerary included stops and tours at Wisconsin's largest city and some of its smallest towns, at farms and state forests, at small and large industries, at other educational institutions and an Indian Reservation. The tour provided the opportunity for the new faculty to meet public officials, community leaders and some of the state's citizens.

The group heard lecturers and guests talk about the people, economy, history, needs, problems, opportunities and natural resources of the state.

Among their many activities, participants saw life behind bars at Taycheedah Correctional Institution, met with alumni at a Founder's Day in Milwaukee, toured Cray Research and heard Regent Frank Nikolay's candid view of the Wisconsin Idea from a regent's point of view.

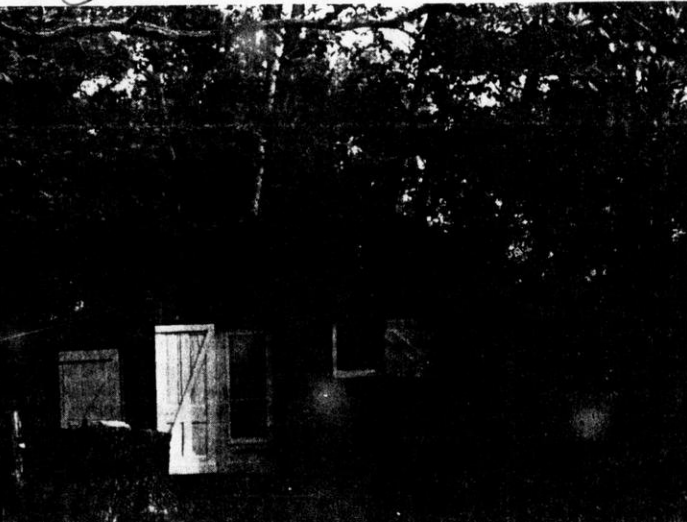
"It all revolves around letting new faculty see the Wisconsin Idea in action and learn that public service activities designed to extend the resources of the university to the state and nation are an ongoing commitment of this university," said Office of Outreach Development Director Peg Geisler. "In addition, Wisconsinites can get to know their faculty."

The Wisconsin Idea Seminar is coordinated by the Office of Outreach Development and funded by the deans of the schools and colleges and the Evjue Foundation, the charitable arm of the *Capital Times*. The concept of providing new faculty with a taste of the state was spawned at the University of Georgia and passed on to Wisconsin colleagues in 1984.

"I was surprised with the diversity of the people and economy," Soil Science Professor John Norman said. "The intensity of this week-long seminar brought something home that I would not have been able to grasp in 20 years."

"The tour absorbed you totally in the people, economy and needs of the state as well as the services the university can provide. It has had an effect on me. I will be looking now at opportunities to reach out and serve people in the state. Another benefit is that my teaching program may improve because of the things I learned from faculty in other departments, faculty that are now my friends," Norman said.

"The high point for me is the experience of going to a small town like Abbotsford and meeting the mayor, hardware store owner, newspaper editor and other community leaders and getting to know one another," said Howard Martin, dean of the Division of University Outreach and one of the veterans aboard the tour. "The Wisconsin Idea works by people making such contacts and initiating new programs." ■



WISCONSIN IDEA SEMINAR participants get an insider's view of the state. Clockwise from upper left: Nina Leopold Bradley at the Aldo Leopold Reserve; deans Leo Walch and Mary Rouse at C.D.J. Grabarski Farms near Grand Marsh; Milwaukee Superintendent of Schools Robert Peterkin, left, and Custer High School Principal Robert Peters; taking a tour of the Chequamegon National Forest; and Dean E. David Cronon and Assistant Professor of Comparative Biosciences Haunah in Kimberly Clark's exercise room facilities in Neenah.

Wisconsin Idea road show a smash hit

WI. Week 6/3/87

by Susan Trebach

A five-day bus tour of Wisconsin with 30 strangers.

It sounded only slightly more inviting than root canal work or an IRS audit.

But it turned out to be a golden opportunity for this reporter and the other 25 UW-Madison faculty and staff who participated in the third annual "Wisconsin Idea Seminar," May 18-22.

The seminar is designed to introduce new faculty and staff to the state and to each other, and to illustrate the extensive links between the university and the state. It again succeeded beyond the participants' expectations.

From cranes and Cray computers, to craters and crayfish, participants learned of the state's diversity, color and countless university connections.

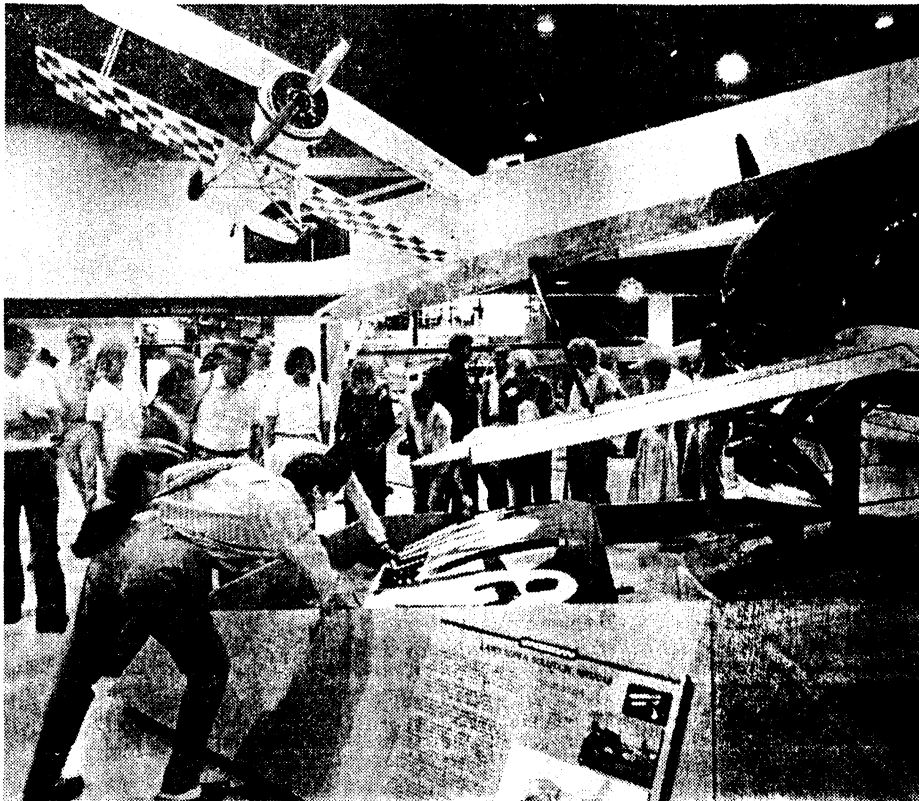
The group journeyed as far west as Eau Claire, as far north as Eagle River, through the Fox Valley and through the Kettle Moraine before consuming German food in Milwaukee, and meeting politicians at the State Capitol. The seminar's cost is shared by the Evjue Foundation and each participant's department.

Special moments of the seminar included:

- An extensive tour of the Cray Research Inc. manufacturing plant in Chippewa Falls, where they make some of the fastest computers in the world for up to \$20 million apiece. Cray hires its share of UW-Madison-trained engineers.

- An introduction to the bull semen/cattle breeding business at 21st Century Genetics in Shawano. The breeding cooperative, run by UW System Regent Thomas Lyon, featured an "up-close and personal" look at the fathers of thousands of Wisconsin dairy cows. UW-Madison scientists did much of the basic research in cattle breeding, and Lyon made it clear he continues to consult Madison scientists.

- Meetings with faculty at the UW-Eau Claire and Marathon Center campuses. Prior to the trip, many of the participants



WISCONSIN IDEA SEMINAR participants learned about aviation's past, present and future at the Experimental Aircraft Association Museum in Oshkosh during their five-day statewide tour.
—University News Service photo

were unfamiliar with the breadth of the UW System and the educational options available to Wisconsin students.

- A glimpse of Native American life at the Keshena High School on the Menominee Indian Reservation. The school and its energetic teaching staff appeared to be succeeding at preserving the rich Menominee culture. Several of the school's staff earned degrees at UW-Madison.

- A candid discussion with black community leaders in Milwaukee about educating minorities. The black leaders urged young faculty members to respect the knowledge and strengths that minority students bring to the Madison campus,

and to join them in the struggle for adequate, quality educational preparation.

The week-long seminar takes months to prepare. Margaret E. Geisler, assistant dean for the Division of University Outreach; Carla M. Heimerl, director of Continuing Education Services; and Vicki Hays, a DUO staffer, developed the ambitious itinerary and kept the group on its rigorous schedule.

Participants offered only glowing reviews of the tour and its organizers.

"It was quite an education," said Assistant Professor Mimi Arighi, a large animal surgeon with the School of Veterinary Medicine. Arighi said participants enjoyed shedding the mantle of professorship and learning about the state and UW-Madison. "I didn't know such a thing

as outreach existed!" she said.

"I'd go again in a minute," said D. Kyle Willis, an assistant professor in the plant pathology department. Willis found it worthwhile visiting the UW-Eau Claire campus and enjoyed the tour of the Indian reservation "immensely."

"A remarkable trip," said David Gordon, an assistant professor of finance with the School of Business. "I'm a total newcomer to Wisconsin and it was great fun to get out and see the state." Gordon said he also developed an appreciation for the diverse nature of the Madison faculty. "We all got a lesson in faculty governance," he said.

The seminar was a wonderful chance to "meet the (high) caliber of people who live in this state" and to see the respect in which this university is held, said D. Kaye Gapen, director of the general library system. Gapen said she returned to the campus brimming with ideas for things that can be done to give the state greater access to the UW-Madison library system.

Another seminar participant, Prof. Jane Robbins, director of the School of Library and Information Studies, said visits to the other UW System campuses "hit me the hardest . . . I realized the strength of the UW System and felt increased pride for being part of it," she said.

"I also felt increased pride in the Madison campus," she continued. It was obvious from meeting seminar participants that Madison attracts "people of quality and variety," Robbins said.

Seminar leader Geisler said participants rapidly discover that UW-Madison is a "resource for the state in so many different fields." Those around the state who host or take part in portions of the tour signal their affection and respect for this university, she continued.

The mostly young faculty and staff are "open, curious," and also learn of some of the state's most pressing problems, Geisler said.

Finally, the seminar offers UW-Madison newcomers the rare chance to form interdisciplinary friendships. Participants reported plans already are underway for a "reunion." ■

WI. Idea Seminar

Institutes
WI, Idea
Seminar

Faculty, deans discover Wisconsin on week-long tour

WI, Week 6/1/88

by Christine DeSmet
Outreach Development

Two weeks ago, 26 UW-Madison faculty members and two deans boarded a bus and "discovered" Wisconsin.

They participated in the fourth annual Wisconsin Idea Seminar, a weeklong educational tour of the state designed for new faculty and academic staff.

The troupe's adventures on Wisconsin's backroads and in its cities were designed to show them the university at work around the state and to let them meet the people and places of Wisconsin.

Associate Vice Chancellor Joseph Corry, who originated the Wisconsin Idea Seminar, told participants that they would see UW-Madison's outreach in action. And it proved true.

They sampled the breadth of the state, from Nicolet Instruments, where UW-Madison faculty are research partners on a new digital hearing aid, to a UW agricultural research station in Door County. In between, they visited a dozen businesses and communities where the

"We got firsthand experience seeing how UW-Madison can make a difference in the lives of the people of this state. . . . When you are on that bus for a week, traveling through the state, you cannot help but become one with the people of Wisconsin."

— Hamilton McCubbin,
Dean, School of Family Resources and Consumer Sciences

university touches the lives of its citizens: Spring Green's Frank Lloyd Wright architectural school, a Wisconsin Rapids paper mill, Green Bay's Oneida Tribal School, Milwaukee's Briggs and Stratton, a La Crosse medical clinic populated in part by young UW Medical School graduates.

They saw Stevens Point, Sparta, Sturgeon Bay and St. Nazianz.

The tour was instructive. By its end, one participant—assistant history Professor Colleen Dunlavy—already was rewriting some of her lectures to include more of Wisconsin's role in history.

David Zonderman, another assistant history professor, was particularly struck by the dedication of the faculty at UW

Center-Richland Center, and the faculty's pride that the center's top students often transfer to UW-Madison to finish school.

"I'm volunteering to do some guest speaking out at the Center campuses," Zonderman said. "Those are my colleagues out there teaching in one-person departments. They have a tremendous challenge, and I want to help if I can."

David Biller, a clinical assistant professor in veterinary medicine, was so impressed by a meeting with the Afro-American Council in Milwaukee that he decided to volunteer for UW-Madison's mentor program for minorities.

Hamilton McCubbin, dean of the School of Family Resources and Con-

sumer Sciences, called the experience "fantastic."

"We got firsthand experience seeing how UW-Madison can make a difference in the lives of the people of this state," he said. "And the people of Wisconsin learned how much we care about their well-being. When you are on that bus for a week, traveling through the state, you cannot help but become one with the people of Wisconsin."

The seminar is sponsored in part by the Evjue Foundation of the *Capital Times*. John Patrick Hunter, associate editor of *The Capital Times*, made the trip for the fourth straight year. Both Hunter and Margaret Bogue, a liberal studies professor in University Outreach and a well-known Wisconsin historian and author, lectured on state history during bus rides from city to city.

New faculty interested in participating in the 1989 seminar next May should contact their deans or chairpersons. For more information about the seminar, call Peg Geisler, director, Outreach Development, at 263-3488. ■

Wisconsin Idea comes to life for state tour participants

By Linda Weimer

For a week, the tables were turned: the teachers became students. Twenty-two of us, mostly new UW-Madison faculty and staff, attended lectures, toured facilities, took notes and shared the camaraderie of a classroom.

Our classroom was a bus. Our teachers were people of all descriptions—farmers, businesspeople, Native Americans, politicians, county Extension faculty, other UW faculty members—all of whom shared a love for the state, some connection to our university and an unbridled enthusiasm for their vocations and avocations.

During the week of May 18, our traveling Wisconsin Idea Seminar, the second of its kind, covered more than 700 miles of Wisconsin real estate. And during that time, our teachers and guides gave us more information about the state, and the university's relationship to it, than most people learn in a lifetime of living here.

"Our intent has been to get new faculty out around the state, not just to eyeball things but to get a feeling for what the Wisconsin Idea is all about, and how the university is an integral part of the state," said Peg Geisler, Assistant Dean of the Division of University Outreach. "We wanted them to get a sense of the public service that is a tradition at this university and to make them a part of that tradition."

"We hoped to convey the fact that people look to the university as a resource, not just for educating students but as a source of information and help in solving problems."

Geisler coordinated and guided the trip along with Director of Continuing Education Services Carla Heimerl and DUO communications specialist Kathy Berigan. A grant from the Evjue Foundation and funding from participants' departments made the project possible. *The Capital Times* Associate Editor John Patrick Hunter accompanied us, as did reporter Susan Lampert Smith of the *Wisconsin State Journal*.

In five days, our group heard nearly 20 lecturers: among them, UW System Board of Regents President Ben Lawton who hosted us at the Marshfield Clinic and shared his insights on the role of the regents in university governance; UW-Madison art professor Truman Lowe who told us about the history of Wisconsin's Native American population and took us

to the Winnebago Mission in Black River Falls, the area where he grew up; UWC-Manitowoc geologist Cathy Helgeland who briefed us on nuclear power in the state and the geology of the Kettle Moraine area; and former Milwaukee mayor Frank Zeidler who brought alive some of Milwaukee's history.

Our seventeen tours/visits took us to Dodgeville's Weir/Nook dairy farm and Silicon Sensors manufacturing plant; the Marshfield Agricultural Experiment Station; Green Bay Packaging, Inc. (headed by UW-Madison alumnus George Kress); Sturgeon Bay's Palmer-Johnson Yacht Builders (co-owner Bill Parsons is another UW-Madison alum); Milwaukee's Trade and Technical High School (where we met with representatives of the Milwaukee Public School System) and the state capitol (where another alum, State Senator Russ Feingold talked about university-state relations).

Apart from that, we shared meals and conversation with community leaders in Dodgeville and Door County; faculty members at UW-Green Bay and UWC-Manitowoc; physicians from the Marshfield Clinic; and the Alumni Club of Manitowoc.

"I was very impressed by the diversity of the state—its geology and appearance," said Janet Ellzey, mechanical engineering, "but the thing that had the most impact was the people we met and the places we visited."

Ellzey, who came here from University of California at Berkeley last August, said she had a better "feel" now for the Wisconsin Idea and a "clearer picture of some of the things we're trying to do in the School of Engineering for state businesses."

"I would say the seminar made me more interested in the state, and in participating in work that might help the state."

Law School Dean Cliff Thompson was struck by the hospitality of the people we met around the state: "I got a tremendous sense of people working very hard and devotedly for their families and the state, and a sense of warm appreciation for the role of the university in educating their children and providing research leadership."

Virginia Hinshaw, an influenza expert in the School of Veterinary Medicine, said she, too, was impressed by the work ethic of the Wisconsin people and gained a better sense of the economic problems

that beset the state.

"I was particularly struck by the hard times that industry and agriculture have had—how hard hit they've been—and yet those people sacrifice to maintain the quality of this university. Now I can appreciate much more their contribution to higher education."

Hinshaw, who came to Madison in September after ten years as a research scientist at St. Jude's Institute in Memphis, also realized, in visiting Janesville's GM plant and other industries, how much freedom she has in her job.

"I work very hard but I don't have to punch a time clock. The people who do make it possible for me to have the freedom to do what I can do best, and I respect them for it. We can help educate their children and prepare them for what they want to do."

On returning from the trip Friday night, Hinshaw summed up what other participants may have been feeling:

"Up until this past week, when people asked, I told them that I live in Wisconsin. After this week, I feel that I would say, 'Wisconsin is my home.'"

The Division of University Outreach has received funds from the Evjue Foundation to hold another Wisconsin Idea Seminar tour next May, said Geisler. Apart from the coordinators and reporters, weeklong participants in this year's seminar were Tom Cox, Ag. Econ.; Janet Ellzey, Mech. Engr.; Catherine Ennis, Phys. Ed. & Dance; Susan Farmer, Cont. Ed. in the Arts; Barbara Gessner, Nursing; Thomas Grady, CAVE; Gloria Hawkins, FRCS; Virginia Hinshaw, School of Vet. Med.;

Yvonne Karlsson, FRCS; John Keenan, Management Inst.; Cary Michaels, School of Music; Dowell Myers, School of Business; Robert Nicholas, Span. & Port.; Olov Ostberg, Indust. Eng.; Shiela Reaves, Journ. & Mass Comm.; Ross Swaney, Chem. Engr.; Paul Terwilliger, Math; Cliff Thompson, Law School; Joseph Warne-muende, Engr. Prof. Dev.; Amy Warner, Library & Info. Stud.; Linda Weimer, UW News Service; and Holly Willett, Library & Info. Studies. ■

UW news

Int'l. Idea Seminar

From the University of Wisconsin-Madison / News Service, Bascom Hall, 500 Lincoln Drive, Madison 53706 / Telephone: 608/262-3571

Release: **Immediately**

5/15/86

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UW-MADISON FACULTY MEMBERS TO BUS ACROSS THE STATE

MADISON--Twenty-two University of Wisconsin-Madison faculty and staff members will take part in a five-day bus tour of Wisconsin next week (May 19-23) that will take them from a farm in Dodgeville to the Point Beach Nuclear Plant along Lake Michigan.

The tour, the second annual Wisconsin Idea Seminar, is intended "to show faculty members the vitality and diversity of the state and to give them an opportunity to meet a broad spectrum of its citizens," said Peg Geisler, a seminar coordinator and an assistant dean of the Division of University Outreach at UW-Madison.

The participants are for the most part young faculty members born in other states--15 states in all, plus two foreign countries. Three of the participants are Wisconsin-born: Susan Farmer, a professor of continuing education in the arts, is from Waukesha; Barbara Gessner, a professor in the School of Nursing, is from Sheboygan; and Joseph Warnemuende, a lecturer in engineering professional development, is from Milwaukee.

Included on the tour are the historical sites of Pendarvis and Villa Louis, the Dodgeville farm of Sara and Mark Weier, Silicon Sensors (a microchip producer) in Dodgeville, the Winnebago Indian Mission in Black River Falls, the Marshfield Clinic, UW-Green Bay and UWC-Manitowoc, the Green Bay Packaging Co., Palmer Johnson shipbuilders in Sturgeon Bay, the Point Beach

-more-

Nuclear Plant in Two Rivers, Kohler Industries, the Milwaukee Public Museum and Mitchell Park Domes, Universal Foods, and General Motors in Janesville.

"The trip will focus on the beauty of the state," said Geisler. The route follows the Mississippi River from Prairie du Chien to LaCrosse, goes into Door County (where the cherry blossoms should be in bloom) and passes through the Ice Age terrain of the Kettle Moraine.

Scheduled participants and their itinerary are:

Participants

Tom Cox, professor, agricultural economics, born in Wichita, Kan.; Janet Ellzey, professor, mechanical engineering, Alice, Texas; Catherine D. Ennis, professor, physical education and dance, Richmond, Va.; Susan Farmer, professor, continuing education in the arts, Waukesha, Wis.;

Barbara Gessner, professor, nursing, Sheboygan, Wis.; Thomas L. Grady, professor, continuing and vocational education, Bryan, Texas; Gloria Hawkins, academic specialist, School of Family Resources and Consumer Sciences, Marshall, Texas; Virginia (Ginger) S. Hinshaw, professor, pathobiological sciences, School of Veterinary Medicine, Oak Ridge, Tenn.;

Yvonne Karlsson, lecturer, environment, textiles and design, Sweden; John P. Keenan, professor, Management Institute, Boston, Mass.; Maria Lepowsky, professor, anthropology and women's studies, New York, N.Y.; Dowell Myers, professor, business, Florida; Cary Michaels, professor, music, Kansas;

Robert L. Nicholas, professor, Spanish and Portuguese, Lebanon, Ore.; Shiela Reaves, adjunct assistant professor, journalism and mass communication, Augsburg, Germany; Ross E. Swaney, professor, chemical engineering, Pennsylvania; Paul Terwilliger, professor, mathematics, Ann Arbor, Mich.;

Cliff Thompson, dean and professor, Law School, Missouri; Joseph Warnemuende, lecturer, engineering professional development, Milwaukee, Wis.; Amy Warner, instructor, library and information studies, Sugar Creek Township, Pa.; Linda Weimer, director, UW News Service, Camden, N.J.; Holly Willett, instructor, library and information studies, Brunswick, Maine.

Itinerary

Monday, May 19: Mineral Point, Dodgeville, Prairie du Chien, Black River Falls. Tuesday: Black River Falls, Marshfield, Plover, Green Bay. Wednesday: Green Bay, Sturgeon Bay, Fish Creek, Two Rivers, Manitowoc. Thursday: Manitowoc, Kohler, Milwaukee. Friday: Milwaukee, Janesville, Madison.

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