



Housing - Susan Davis house. 1952/1989

[Madison, Wisconsin]: [s.n.], 1952/1989

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MEMORIAL TO SUSAN BURDICK DAVIS

It is fitting that a gift honoring Susan Burdick Davis should be a symbol of light, for she herself symbolized it. And it is fitting that we honor her memory with a gift that will be used in the service of young people, as she herself loved to be used.

The greater part of Miss Davis's life was spent on or near the University campus in constant association with young people as head resident, as teacher, and ~~and~~ adviser to freshman girls. The ties that bound her to them were those of love and admiration.

She was deeply religious, "but I have my own special brand," she often said laughingly. Her "brand" carried her through the seventy-two years of her courageous, helpful, and spirited life, and though she has gone from us, she remains vividly with us.

Written by LT for the
YWCA Recognition Tea
May 23, 1952

Daily Cardinal 2/27/52

Susan B. Davis

BY PRESIDENT E. B. FRED

THE UNIVERSITY COMMUNITY feels a sense of deep personal loss at the death of Susan B. Davis, who, in her 27 years among us, has set an example of community service which is difficult to equal.

She showed a deep interest in all students who came under her benevolent eye, first as instructor in speech and hostess at Barnard Hall, then, for 15 years, as dean of freshman women.

Retirement brought no diminution of her warm interest in all humanity. As educational counselor at Truax Field during the war years, she applied herself diligently to the task of brightening the lives of veterans and their families stationed in the Madison area. To the student veteran's wife, carrying on courageously in makeshift dwellings, she published in 1947 her tribute, a booklet "The Student Veteran's Wife."

Because she believed that a better world comes through understanding and through participation in community activities, she gave much of her time to public speaking and to organizational work with the Madison League of Women Voters and other groups.

Her deep interest in her native state is expressed in her "Wisconsin Lore for Boys and Girls," "Our Wisconsin, A Pageant," "Old Folks and Real Folks," and "Wise and Natural," her study of the Wisconsin school for girls at Oregon.

SUSAN BURDICK DAVIS

Born in Milton, Wisconsin

Graduated Milton College, BA 1898

Northwestern University, MA

Honorary Litt.D., Milton College, 1930

Attended Medical Schools of Chicago and Harvard

Member Faculty:

Western Illinois State Teachers College, Macomb

Northwestern University, Evanston, Illinois

Kent State Teachers College, Kent, Ohio

Winona State Teachers College, Winona, Minnesota

University of Wisconsin, Assistant Dean of Women 1926-41

Vocational Counselor, Truax Field, Madison, Wisconsin 1945-48

Chic Q - Hand #1

Publications:

Wisconsin Lore for Boys and Girls

Our Wisconsin: A Pageant

Old Forts and Real Folks

Wise and Natural (Study of Wisconsin School for Girls at Oregon, Wisconsin)

The Student Veteran's Wife

Memberships:

Madison League of Women Voters

DAR

Madison Altrusa

PRO Sisterhood

Honorary Member Mortar Board

Pi Lambda Theta

First Congregational Church

Founder -- Sigma Epsilon Sigma -- Freshman Honorary Society

National Education Association

National Association Deans of Women (also State Association)

National Association of Speech Teachers

National Drama League

Wisconsin State Teachers Association

Wisconsin Conference of Social Work

Retired 1948

Died February 26, 1952 at the age of 72

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

3/10/61 vh

RELEASE:

Housing
Immediately

MADISON, Wis.--The name of a beloved dean of freshmen women will be given to a second women's rental cooperative house soon to be built at the University of Wisconsin.

A recommendation that the name of Susan Burdick Davis be given to the building, which will house 52 scholarship-holding coeds and their housemother when it is erected in the 900 block of W. Johnson St., was approved by UW regents Friday.

The structure will be, essentially, a twin to Zoe Bayliss House, 915 W. Johnson, the first UW women's low-rental cooperative, beside which it will stand. Total project including the land will cost \$212,000. Regents also gave authorization to their executive committee to approve contracts for the building.

The late Susan Burdick Davis had deep roots in Wisconsin, was born at Milton in the Badger state, and spent 19 years on the UW faculty. Her first academic year was passed as hostess of Barnard Hall, 1925-26, after a summer session of teaching UW classes in Spanish.

She served as dean of freshmen women for the greater part of her 1926 to 1941 service in the dean of women's office. Later she came out of retirement to work with the UW Division of Residence Halls as educational advisor, 1945-48, at the Truax Housing project, wartime quarters for World War II veterans and their families.

She was the author of several books on Wisconsin subjects, Death came in 1952 at the age of 72.

-more-

Add one--Susan B. Davis House

Miss Davis' warmth, friendliness and great efforts to help students with problems are remembered by hundreds whom she aided.

Residents in Susan Davis House will be young women of exceptional ability who hold some kind of UW scholarship, officials of the Division of Residence Halls said, and they will be invited to apply for residence.

At the cooperative, the girls will carry out much of the maintenance, cooking, kitchen and dining room service themselves. Costs therefore will be considerably less--\$510 for the academic year, it is estimated. By comparison, room and board in other UW residence halls is \$780 yearly.

Final plans for Susan Davis House have been approved and specifications are out for bid. The UW hopes to begin construction in April and to have the house, designed by Weiler, Strang and Associates, Madison, completed in time for fall, 1961, occupancy.

Corners have been cut on construction details. There will be exterior and interior walls of concrete block, windows with horizontal sliding aluminum frames, and tile floors.

The first floor will hold a lounge, housemother's suite, bath, small library, one single bedroom, and four double bedrooms. The second floor will provide one single bedroom, 10 double ones, an ironing room, and a bath. Third floor will have bath, two single rooms and 10 double rooms.

In the English-type basement, kitchens, dining rooms, laundry and storage areas will be provided.

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U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

4/7/61 rt

RELEASE: Immediately

Hawking

MILWAUKEE--Award of \$282,857 worth of construction contracts covering three projects on the Madison campus was approved by University of Wisconsin regents Friday.

In another matter the regents delayed action on construction contracts for the new mathematics building, Van Vleck Hall, when bids exceeded available funds by \$400,000. They authorized their executive committee to reject or approve bids, depending on whether the building could be reduced to the funds available, or additional funds obtained.

The major structure on which bids were accepted was Susan Burdick Davis scholarship cooperative house, a moderate rental dormitory for 52 coeds in the 900 block of West Johnson Street.

Awards went to Vogel Brothers Building Co., \$107,805 for general construction; Messner, Inc., \$8,929 for kitchen equipment; Monona Plumbing Service, Inc., \$12,698 for plumbing; Welch Plumbing Co., \$16,480 for heating; and Russ Ward Electric, Inc., \$9,950 for electrical work. All are Madison firms.

Half of the \$212,000 total cost of the structure will come from gift and revolving funds, the other half will be borrowed and repaid by rentals.

The regents also approved a \$34,747 contract with C. A. Hooper Co., Madison, for installing piping in the University heating tunnels to serve expansion needs, and let four contracts for construction of a High Energy Physics Laboratory, near the Forest Products Laboratory on the Madison campus.

-more-

Add one--building, contracts

This structure, financed by a grant from the National Science Foundation and a matching grant of Wisconsin Alumni Research Foundation funds, will be used for construction of a "bubble chamber" for high energy physics research. Awards went to Crissinger Construction Corp., \$65,185 for general construction; Charles H. Morgan, \$4,973 for plumbing; Kilgust Heating Co., \$6,590 for heating; and O. T. Havey, \$15,500 for electrical work. The executive committee of the board was authorized to award a contract for a crane beam track and related equipment work in the structure.

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FEATURE STORY

9/22/61 vh

*Housing
Susan Davis House*

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Immediately

By VIVIEN HONE

MADISON, Wis.--They're still a little shy on furniture, but 52 University of Wisconsin coeds have moved into a "no frills" new dormitory at 917 W. Johnson St. and are launched on a community life which promises to be as lively as their college home is simple and tasteful.

All are occupants of the newly opened UW's Susan Davis House, low-rental cooperative hall. Each is a young woman of exceptional ability who holds some kind of UW scholarship; each lists her home town within the Badger state; and each is sharing in the cooking, dining room, and maintenance duties.

"We really are one big happy family," says Mrs. Myrtle Lake Allen, a warm and friendly woman whose enthusiasm for Susan Davis House shines from every facet of her housemother role.

That "family" for all practical purposes is a student corporation which rents the house from the University. The first two of such cooperative ventures were undertaken six years ago. These were Zoe Bayliss House for women at 915 W. Johnson St. and David Schreiner House for men at 123 N. Orchard.

This new approach to administration and financing, the do-it-yourself way of dormitory life, and an economy layout for house construction resulted in room-and-board costs substantially lower than at conventional residence halls.

At Susan Davis House, room-and-board costs are approximately \$527 for the school year as against \$800 in the large residence halls.

-more-

Finished just in time for the fall term, the three-story modern hall stands immediately west of Zoe Bayliss House and resembling the latter, could be termed a twin. But make that fraternal, not identical, twin. The girls at Susan Davis treasure their house identity and the variations on the theme that make Susan Davis their very own.

Corners were cut in a number of important ways to build this rental cooperative for a total cost of \$212,000, including land. The limiting of height to three stories eliminated certain expensive internal supports which taller buildings demand. Individual rooms were made somewhat smaller than standard, and concrete block, an economy material, was used for both outside and inside walls.

No lathe and plaster has been used on the interior walls and internal finish has further been kept to a minimum by permitting exposure of some plumbing and heating pipes as well as of electrical conduit. The floors are of asphalt tile or painted concrete and in the bathrooms there are only small areas of ceramic or glazed tile.

The first floor holds a lounge, housemother's suite, bath, small library, single bedroom and four double bedrooms. The second floor has 10 double bedrooms and one single one, a bath, and an ironing room. Third floor contains 10 double rooms, two singles, and a bath. In the English basement are the kitchens, dining rooms, laundry and storage areas.

For all the economies, the girls at Davis live well. Their meals are planned with thought of budget but they are tasty and generous. Their bedrooms and lounge are not just adequate--they are satisfying to the eye. Walls are painted with light decorator colors. Draperies are bright and fresh and the furniture is a contemporary blend of streamlined woods, handsome, long-wearing materials, and foam-cushioned comfort.

add two--Davis House

The name Susan Davis has been given to the cooperative in honor of a beloved UW dean of freshmen women. The late Miss Davis was a member of the UW faculty for 19 years. She is also identified with Wisconsin as a one-time hostess at Barnard Hall and later as educational advisor in the UW Division of Residence Halls. Native of Wisconsin, she was the author of several books on Badger subjects.

Formal dedication will take place sometime during the school year. Residence Halls officials hope to have a total of nine such houses for men and women students within the next two years.

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WIRE NEWS

4/18/62 vh

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

Housing
Immediately

MADISON, Wis.--Susan Davis House at 917 W. Johnson St., second of the University of Wisconsin's low rental cooperative halls for women, will be dedicated Sunday afternoon, May 13, it was announced Wednesday.

The dedication will draw state and University administrators, UW faculty, and families and close friends of the 52 coed residents. The event will be marked by speech and tribute, tours and refreshments.

The dormitory was completed last fall. Like its "sister," Zoe Bayliss House immediately to the east, the coop dwelling was constructed under a philosophy of simple but good living. Corners were pared to keep the cost including land to \$212,000.

The resident coeds, banded together in a corporation, rent the building from the University and with the help of a housemother and cook, perform many of the food, housekeeping and maintenance tasks. Result: room-and-board costs are approximately \$527 for the school year as against approximately \$800 in the larger residence halls.

The girls at Susan Davis House all are state residents. Each was chosen because of need and intellectual and leadership qualities. Each holds some scholarship.

The name of Susan Burdick Davis will be formally given to the hall to honor a much loved UW dean of freshmen women. Native of Milton, Wis., Miss Davis came to the UW campus in 1925 from teaching posts at other midwestern institutions. She began as hostess at Barnard Hall but shortly was appointed to the top job in the guidance of freshmen women.

-more-

Add one--dorm deciation

Retiring first in 1941, the dean was drafted for several more years of UW service immediately after World War II. In this second period she was educational advisor for the student war veterans and their families living at the UW's Truax Housing project.

The UW also has provided a men's cooperative dorm, David Schreiner House at 123 N. Orchard St., and an additional unit is underway.

The Division of Residence Halls expects to construct nine such modest rental cooperative houses for men and women within the next few years.

###

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

RELEASE:

5/7/62 vh

Immediately

MADISON, Wis.--More than 400 persons have been invited to attend the dedication of Susan Davis House, second of the University of Wisconsin's modest rental cooperative houses for women students.

The dedication on Sunday, May 13, will be held in Lathrop Hall Lounge beginning at 2 p.m. and will be followed by a 3-5 p.m. reception and house tour at the cooperative, 917 W. Johnson St.

Completed last fall just in time for arrival of its 52 coed occupants, the \$212,000 project, together with companion Zoe Bayliss House, pioneered a type of low-cost UW housing for women which is proving highly successful. Other such houses for both men and women will be constructed in the future, UW Residence Halls officials say.

The coed dwellers, who will be host for the dedication event, said the guest list includes State and University officials, faculty, and families and friends of the girls.

Newell J. Smith, director of Residence Halls, will be master of ceremonies. Student Anne Steckelberg, Lodi, will provide the opening music and Bonita Ehren, Sheboygan, outgoing president of Susan Davis House, will welcome the guests.

Mrs. Ira Baldwin, wife of the UW's special assistant to the president, will speak in appreciation of Susan Davis. She was a long-time friend of the late dean of freshman women.

-more-



Add one--dorm deciation

UW Pres. C. A. Elvehjem will deliver the dedication address. His talk will be followed by a trio of Davis coeds singing "Bless This House." The trio includes Marion Stock, of Cambridge, and Kristin Petersen and Susan Pomplun, both of Portage. Ferra Pedersen, Walworth, will be their accompanist.

After an invitation to attend the reception, extended by Rita Quam, Lodi, the new house president, guests will join their hosts in singing "Varsity."

Susan Burdick Davis served the University for nearly 20 years. Hostess first at Barnard Hall, for 15 years dean of freshman women, and later educational adviser at the Truax Field housing project, she had a special talent for helping students with their problems.

Educated in the field of speech, she filled many public speaking engagements around the state, was an energetic leader in civic and professional groups, and managed to write a half dozen books on Wisconsin history and lore during her busy professional years.

All Davis House residents hold scholarships, and were chosen as residents not only on the basis of need but of intellectual attainment. Since their inauguration, both men's and women's cooperative halls at UW have maintained consistently the highest grade point averages of any house on campus which has students in all four class categories.

A second former faculty member will also be honored at Davis House in the naming of a library room for Blanche Lee. Miss Lee, an emeritus professor now living in California, served the University and the state's rural people for 22 years while heading the Extension Division program in home economics.

Photographs and commemorative plaques for Miss Davis and Miss Lee will be hung permanently on the walls of the women's cooperative.

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SUSAN BURDICK DAVIS

1878-----1952

Plaque for dedication of Susan Davis May 13, 1962

Susan Burdick Davis belongs with the high-hearted creators of a University of Wisconsin which is truly a human home of learning....

She brought to this campus great gifts of love--for people and for the educational process. Concern for the student with problems and a talent for setting things straight illuminate her almost 20 years on this green Hill.

Born at Milton, the Wisconsin woman took a B.A. from Milton College and an M.A. in speech from Northwestern University. She had studied further at Harvard and the University of Chicago and taught at several Midwestern institutions of learning before the University of Wisconsin years were begun in 1925. Her early teaching appointment was a lectureship in speech, and speech among the lively arts retained her interest, but skills in student guidance were to shape her Wisconsin career.

Miss Davis was hostess for Barnard Hall, 1925-26, and in 1927, began 15 fruitful years as dean of freshmen women. Courage, graciousness, and a practical sor of wisdom were virtues of that administration and gained for the good dean the gratitude and friendship of coed thousands. A first retirement in 1941 did not end the contribution of guidance. The same Davis qualities were drafted to serve the student war veteran and his family while a crowded University of Wisconsin conducted the Truax ~~Field~~ Housing project. Susan Davis was educational adviser there until a final retirement in 1948.

To an already distinguished alumna, Milton College awarded the honorary Litt.D. in 1930. A deep affection for her State, its history and its lore lies behind the six or seven books and studies written by this daughter of Wisconsin; a profound sense of community and of the benefits in working together, behind her leadership in a myriad of civic, social, and professional groups.

Susan Burdick Davis would have delighted in this cooperative house, established for the common good of women scholars. Her name here bestowed celebrates an uncommon journey of good will.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/11/62 vh

RELEASE: 3 p.m. Sunday, May 13

MADISON, Wis.--(Advance for 3 p.m. Sunday, May 13)--It is becoming more and more difficult to fulfill a more than half-century old University of Wisconsin ideal "in this era of rising costs and growing reluctance to tax ourselves to match the increasing interests of our young people in higher education," UW Pres. C. A. Elvehjem declared Sunday afternoon.

Delivering the dedication address for Susan B. Davis House, (917 W. Johnson St.), second of the UW's modest rental cooperative scholarship houses for women, Pres. Elvehjem explained that ideal in the definition for a successful state university offered by the late Pres. Charles R. Van Hise:

"...where its doors are open to all of both sexes who possess sufficient intellectual endowment, where the financial terms are so easy that the industrious poor may find their way, and where the student sentiment is such that each stands upon an equal footing for all."

The national cost of living has risen 23 per cent in the past 10 years, Dr. Elvehjem pointed out, but "the average room and board costs for our Wisconsin women have increased 26.4 per cent in that period."

Each of the residents at Susan Davis House, hosts for the Sunday dedication event, has had an opportunity to ease this situation. Each holds a scholarship. Work done by the girls in household and maintenance, carefully planned food budgets,


and a simplified but attractive construction in the new house has resulted in substantial savings for the residents.

-more-

Add one--Elvehjem

"To combat cost increases, we have accelerated our efforts to provide scholarship and loan funds, and have moved forward with plans to build these cooperative scholarship dormitories, Pres. Elvehjem declared. He pointed out that while the average school year room-and-board costs for Wisconsin undergraduate single women in UW Residence Halls are \$309, the costs at Susan Davis House have been held to \$527 or less.

And the young ladies of Susan B. Davis House have shown they deserve the special advantages they receive in the record of their grades, the president stressed. They have maintained an average of 2.9 grade points--"the best in the University, except for neighboring Zoe Bayliss House, and considerably above the all-University average of 2.5 for undergraduate women."

Pres. Elvehjem also stressed the importance of the learning which comes for students through activities outside the classroom and listed as of signal importance among these the experience of dormitory life.

In this matter, Dr. Elvehjem said, more words of Pres. Van Hise bear repeating: "'Nothing that the professor or laboratory can do for the student can take the place of daily close companionship...In the intimate communal life of the dormitories he must adjust himself to others!'"

According to Elvehjem, the best testimony to the effectiveness of the social education attempted in UW Residence Halls and elsewhere on campus "is our success in producing, here at Wisconsin, a lively, interested, active student body whose scope of activities is almost unique in higher education."

Follow up of alumni shows that interests formed in informal activities during student years carry into later life, Elvehjem indicated, "and that good citizenship on the campus bodes well for good citizenship among alumni."

"It is in this faith that we dedicate Susan B. Davis House today," he concluded, and with it, the many generations of young women who will make of it their home--while it is helping to make of them the good citizens of the future."

The cooperative house takes its name from the late Susan Burdick Davis, a beloved freshman dean of women. A reception and tour of the cooperative followed the formal dedication held in Lathrop Lounge.

U. W. NEWS

FROM THE UNIVERSITY OF WISCONSIN NEWS SERVICE, MADISON 6, WISCONSIN

5/11/62 rf

RELEASE:

Housing
Immediately

MADISON--Eight relatives of Susan Burdick Davis, dean of freshmen women at the University of Wisconsin from 1925-1941, whose name is being given to the UW's second low rental cooperative hall for women, will be attending the dedication of the hall Sunday afternoon (May 13).

The dedication ceremony, which will be attended by state and University administrators, UW faculty, and families and close friends of the 52 co-ed residents of the hall, will be held beginning at 2 p.m. Sunday in the Lathrop Hall lounge.

Relatives of Susan Burdick Davis who will be attending include Mrs. Cecilia Scouler, niece, who is director of the Memorial Union at the University of Arizona at Tempe; Victor Werner, New York attorney who graduated from the UW Law School in 1924, and Mrs. Werner; Martin Werner, grandnephew of Appleton and Mrs. Werner; Mrs. Arthur Werner, widow of Arthur Werner, nephew who died in Appleton in 1958; Mrs. Jesse Davis, DePere, widow of M. E. Davis, brother of Susan Davis; and Morton E. Davis, nephew and also graduate of UW Law School who now lives in De Pere and practices law in Green Bay.

#>#



SUSAN DAVIS CO-OP
Operating Statement
January 1962 & School Year to Date

<u>Income</u>	<u>January</u>	<u>Year To Date</u>
Room Rents	1,170.00	5,664.88
Board	1,647.75	8,564.09
Guests	6.80	51.45
Parking	45.00	140.00
Washer Commissions	19.17	22.64
 Total Income	 2,888.72	 14,443.06
 <u>Expense</u>		
 Salaries:		
Housemother	280.59	1,357.66
Cook	<u>204.42</u>	<u>1,009.87</u>
Accounting Service	485.01	2,367.53
Food	30.00	150.00
Supplies	930.37	3,883.86
Rent	22.73	194.66
Insurance	966.21	4,675.19
Gas & Electricity	28.28	136.86
Telephones	90.72	603.35
Laundry	36.44	192.42
City Water & S.T.	13.65	57.85
Repairs & Maint.	32.25	156.02
Social Security Taxes	11.31	54.74
Fuel	18.86	89.94
Classified Advertising	203.65	985.40
Stationery	—	11.28
 Total Expense	 <u>17.11</u>	 <u>13,576.21</u>
 <u>Undivided Profit</u>	 2.13	 866.85

*Revised figures comes awalgeth
jogged + change for revenue rebated*

SUSAN DAVIS CO-OP
 Financial Statement
 January 31, 1962

Assets

Cash on Deposit		3,401.46
Petty Cash		10.00
Accounts Receivable:		
Members	125.75	Cr.
Bayliss House (Parking)	57.50	
Toll Calls	7.10	61.15 Cr.
Guaranty Fund - Frat. Buyers Co-op		46.60
Inventories: Food	645.58	
Supplies	125.01	770.59
Buffer		150.00
Organization Expense		130.79
Prepaid Insurance		76.22
Total Assets		4,524.51

Liabilities

Accounts Payable		1,238.09
Social Security Taxes		37.75
Withholding Taxes		71.70
Security Deposits		540.00
Unearned Income		655.72
Reserves:		
Housemother's Salary	77.66	
Cook's Salary	9.29	
Fuel	391.50	
City Water & S.T.	156.02	
Rent	405.19	
Repairs	54.74	1,094.40

Total Liabilities 3,637.66

Proprietary Interest

Equip. & Improvement Reserves:		
Deposits Forfeited		20.00
Undivided Profit for 1961-62		866.85
Total Proprietary Interest		886.85

Ray L. Hilsenhoff
 Student Financial Adviser
 February 19, 1962

Richter brings new ideas to UW

WSJ 12/15/89

By Pat Stiegman

Sports reporter

His ideas border on the unconventional, perhaps even the eccentric. But when it comes to the rejuvenation of the University of Wisconsin's Athletic Department, Pat Richter's creativity knows no bounds.

A sampling of the bevy of thoughts and theories Richter says he will bring to the administrative offices in Camp Randall Stadium as the UW's ninth athletic director:

How about treating those folks interested in watching Wisconsin football players toss the pigskin around as if they were shopping for a prime slab of bacon?

Or perhaps steal a page from a

certain pizza parlor and guarantee 30-minute delivery of tickets for UW athletic events?

Or maybe just instruct those staffers under the umbrella of authority that belongs to a Big Ten Conference university athletic director in some basic, Business-101 management techniques?

Richter, 48, who will be officially introduced as Wisconsin's new A.D. this morning, said in an interview Wednesday a chief concern as head of the Athletic Department will be salvaging UW's relationship with the public.

And he knows where to start.

"I think you have to treat the fans more like customers," said Richter, a Oscar Mayer Foods

Corp. employee since 1972 who became the Madison-based company's vice president of personnel in 1987.

"When you go to the store and buy a package of bacon or hot dogs, you think of Oscar Mayer and realize you're getting a good value. That's really no different than what the Athletic Department has to provide."

Attendance at UW football games plummeted from an average of 68,000 the season before Don Morton was named coach in 1987 to 41,734 this season.

The season finale at Camp Randall attracted a paid crowd of 29,776, the smallest gathering since 1945. Morton was dismissed three days later, just two weeks after Ade

Sponberg was forced to resign as athletic director.

"Hell, I'm the last person to say next year is going to be great," said Richter, noting he'll assume command of a department that has a budget deficit of \$1.4 million. "But given the proper coaches and feeling in the community . . . if you allow some transition time, I think you'll see some incremental progress."

Richter, a former three-sport star at Wisconsin, was chairman of a task force that looked at long-range marketing goals for the Athletic Department. And he appears willing to take risks in the name of progress.

"Maybe you should handle tick-

ets like Domino's pizza," Richter said. "If somebody wants tickets, maybe you should deliver them. To have the ability to make those kinds of decisions is intriguing."

Richter said establishing a balance of power between the athletic director and the 12-person Athletic Board and a viable chain of command within the department are essential first steps.

Richter, who played eight seasons with the National Football League's Washington Redskins and earned a law degree from UW in 1971, is well-versed in handling thorny negotiations.

Not only was Richter Washington's player representative from 1967 to 1971, he served on the NFL

Pension Board, the NFL Players Association Executive Committee and was a key figure on the 1970 bargaining team that negotiated with owners during the NFL's merger with the American Football League.

Richter said he expects UW Chancellor Donna Shalala to invoke more of a laissez-faire approach toward the Athletic Department once the transition is complete.

"The chancellor would much rather run the institution than spend a lot of time on the athletic scene — she's already done her part," Richter said. "The experience you've attained, basic management aspects, can augment what your staff already knows."

Fellow execs say Richter's tough to beat

WSJ 12/15/89

By Jennifer Riddle

Assistant business editor

While University of Wisconsin officials have spent days discussing his merits and negotiating his contract, there's something about Pat Richter few people at the university probably know.

"Don't ever challenge him to a game of squash or racquetball," says Patrick Luby, vice president and economist for Oscar Mayer Foods Corp. "He's beaten me enough times to know."

"I would say if he's not the best (player at Oscar Mayer), he's very close to it," says Ray Winburn, a senior vice president of materials management at the company. "He usually plays either squash or racquetball over lunch" at the company gym.

But, the executives say, Richter's finesse on the court is nothing compared to his talent as a manager. Among his strongest suits: an ability to bring out the best in people without being overbearing and a natural talent for long-range planning.

"I believe he lets people do their own thing, but gives them direction when they need it."

said Winburn, who has worked with Richter since 1973. "I think he's a very good boss and manager."

In his recent years at Oscar Mayer, Luby said, Richter has concentrated on succession planning — the delicate job of making sure there is always someone in the company to take over the responsibilities of a top executive should an accident or illness occur. However, as vice president of personnel, Richter also has a

background in issues ranging from health care policies and insurance to performance reviews and pay scales, the executives said.

"We have great pride in Pat and his ability to be considered for such a position outside the company," Luby said. "Part of his aura is that he does everything so well, so quietly and so efficiently."

While speculation over the UW's choice for athletic director has dominated workplace conversations for weeks, neither of the Oscar Mayer executives said Thursday they were surprised by the chancellor's choice.

"He's very devoted to his university and his state, and it's that kind of loyalty which makes it hard for him to turn down a challenge," Luby said. "Pat was a very natural and logical candidate."

UW to graduate 2,790 at midyear

CT 12/14/89 By UNIS

University of Wisconsin-Madison Chancellor Donna Shalala will preside over a festive midyear commencement ceremony Dec. 17 in the UW Fieldhouse.

About 2,790 students will be eligible to receive degrees at the ceremony, slated to begin at 2 p.m..

The display of colorful banners at the Fieldhouse will give the commencement a more festive atmosphere than in the past, say organizers. The banners were used for the first time at last spring's commencement.

This December's crop of graduates includes 1,880 bachelor's de-

Reporter Steve Schumacher
grees candidates, 670 master's,
210 doctorates, 30 in law and five
in medicine.

Moreover, honorary degrees will be awarded at midyear this year in addition to those given at the spring ceremony. Honorary degrees will be awarded to:

- Thelma Estrin, UW-Madison alumna, current director of the Extension Department of Engineering at University of California in Los Angeles and a pioneer in the use of electronic and computer technology in neuroscientific research and clinical medicine.

- Jose Pastore, a UW-Madison graduate currently in economics

and education at the University of Sao Paulo who has acted as an advisor to several Brazilian governments on rural poverty and policy.

- Dr. Leon Rosenberg, also a UW-Madison graduate, a Yale University Medical School professor and member of the National Academy of Sciences who introduced molecular biology techniques into the study of hereditary metabolic disease.

- Otis Dudley Duncan, described as the parent of statistical geography and later, at the University of Michigan, the creator of conditions for quantifying sociology as a social science.

David Ward, UW-Madison vice chancellor for academic affairs,

will address graduates at the ceremony; Wisconsin Alumni Association President Charles Phillips will offer greetings, and Senior Class Vice President Anat Hakim will speak on behalf of the graduates.

Michael Leckrone and the UW Band will provide music.

Degree candidates are asked to be seated in the Fieldhouse by 1:40 p.m. Sunday.

The ceremony is open to the public.

SNOOP

Critics' choice: Red-faced wager

WSJ 12/15/89

The news editor of Madison weekly Isthmus, Bill Lueders, has thrown down a \$100 gauntlet to Capital Times media wag Patrice Wendling. Get "three college-educated human beings" to judge whether Lueders' story on applying for a job at University News Service is a more embarrassing display of writing than Wendling's attack on Lueders' story in last Saturday's Cap Times.

The feud was sparked by a Snoop revelation in September that Lueders, a feisty media critic, had applied for a job with the UW news handlers. Lueders responded with a long article in the UW's Daily Cardinal which Wendling called "self-serving and thoroughly embarrassing."

"If she thinks my piece of writing is an embarrassment, let her take my wager." Lueders says he will give Wendling \$100 in cash or to charity if he loses. "She can also write about it and make fun of me."

But, he adds, "I am willing to bet that any three (people) would come to the conclusion that my piece is better and is less an embarrassment to its author than her attack."

Now if everyone will just keep their hands on the table . . .



PAT
SIMMS

*Abusing
Davis House*

And in this corner: The graduate student residents of the UW-Madison's Susan B. Davis House, who would like to be known as Sigma Beta Delta, and Zoe Bayliss Co-op for women, both on West Johnson Street, are reportedly feuding, prompted by an unseemly aside on women's desires in an SBD newspaper during Homecoming Week.

Offended, Bayliss members canceled a long-planned party on Homecoming Day with the Davis residents and rescinded an invitation to share meals in their co-op kitchen. Bayliss women have been unmoved by an invitation to join the gang at Susan B. Davis House for snacks and movies every other Friday night and by the efforts of an SBD "ambassador" to soothe the waters, sources say . . .