

University research park (1997-2005). 1997/2005

[Madison, Wisconsin]: [s.n.], 1997/2005

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CONTACT: John Wiley (608) 262-9946, jdwyly@facstaff.wisc.edu; Martin Cadwallader (608) 262-1044, cadwallader@mail.bascom.wisc.edu; Steven C. Price (608) 263-2840, scprice@facstaff.wisc.edu; Philip Z. Sobocinski (608) 263-7949, pzsoboci@facstaff.wisc.edu
For inquiries about WARF or its activities: Andy Cohn (608) 263-2821, apcohn@facstaff.wisc.edu

REPORT PUTS UW-MADISON AT HEAD OF ECONOMIC CLASS

MADISON - When it comes to fostering state and regional economic development, the University of Wisconsin-Madison is near the top of its class, according to a new report assessing the role of American universities in regional and state economic growth.

The report, issued by the Southern Growth Policies Board and funded by the National Science Foundation, places UW-Madison in the top 12 among all U.S. universities that seek to invigorate state economies through technology transfer and the development of companies born of university research.

Media Resources

According to the book-length report dubbed "Innovation U.," over the past 15 years some American universities have undergone a fundamental transformation, creating "a new model for the American university as a partner in its regional and state economy."

Services

The report evaluates university involvement in 10 types of activities, from entrepreneurship to technology transfer and industry-research partnerships. It describes UW-Madison as "a story of an extraordinarily successful research university that has also nurtured a long-standing mission of service to its state, while at the same time creating a very entrepreneurial culture and some novel approaches to technology transfer."

UW-Madison Chancellor John Wiley says the report underscores the importance of Wisconsin's long history of innovative technology transfer: "Technology transfer and faculty entrepreneurship are avenues for us to make research accessible to the larger world. The payoff is new products and new sources of high-paying jobs."

Graduate School Dean Martin Cadwallader, the university's chief research officer, says the Southern Growth Policies Board study provides independent confirmation that UW-Madison research is a key influence on the state's fiscal well being. "This study demonstrates a very important return to taxpayers as a result of their investment in public higher education. It recognizes and documents the roles we play in growing Wisconsin's economy."

The universities cited in the study were selected through a nomination process that identified those institutions "that systematically understand and are comprehensively addressing their role in regional economic development." Selections were made by a panel of 55 nationally recognized experts in the areas of economic development, regional economics and organizational innovation. With the exception of Georgia Tech, which was rated as the best in the nation, the 12 universities were not ranked.

The panel, according to the report, came to one unexpected conclusion: "A small group of institutions were notably effective and innovative across performance and practice domains. We kept seeing the same universities among those that were best in class and engaging in novel practices or policies." UW-Madison was among those cited.

Institutions were evaluated based on activity in these key areas:

- Industry research partnerships.
- Technology transfer.
- Industrial extension and technical assistance.

- Entrepreneurial development.
- Industry education and training partnerships.
- Career services and placement.
- Formal partnerships with economic development organizations.
- Industry/university advisory boards and councils.
- Faculty culture and rewards.
- Leadership/structures, policies and institutionalization.

Instrumental to UW-Madison's success, according to the report, is a century-old tradition of community service embodied in the Wisconsin Idea. It cites UW-Madison's triad of technology transfer entities -- the Office of University-Industry Relations, University Research Park and the Wisconsin Alumni Research Foundation -- as central to the university's role in helping bolster the state's economy.

Steven Price, director of UIR, says UW-Madison's ranking as a technology transfer leader is the result of decades of effort by faculty researchers and campus leaders. He cites the establishment of WARF, founded in 1925 and now the world's oldest and best established university intellectual property organization, as a keystone event. The development of University Research Park beginning in the 1980s and now home to nearly 100 companies was also central to helping shift the university's culture to one that was more accepting of entrepreneurship and partnering with business and industry.

UIR itself, established in the early 1960s, was one of the first offices of its kind at any university and has played an instrumental role in organizing industrial research consortia and administering programs designed to facilitate connections between UW-Madison research and business and industry.

Among the UIR-administered programs cited in the report is the state-funded Industrial and Economic Development Research program. The I&EDR program distributes about \$900,000 annually in small grants to campus researchers in support of early-stage applied research that's been identified as having high potential to benefit Wisconsin's economy. Over a 10-year period and with an investment of about \$2.5 million, the program has spawned nearly 45 patents, nine spin-off companies and an 8-to-1 leverage ratio of subsequent outside funding.

Ironically, the I&EDR Program, which was slated for a significant boost in funding under the state's Madison Initiative, may lose up to \$260,000 in funding under various proposed cuts to help offset the state's billion dollar-plus budget deficit.

"We've made a commitment to promoting economic development in the state," says Philip Sobocinski, associate director of UIR and a recognized expert on spin-off companies and technology transfer and whose work is cited in the report. Sobocinski estimates that UW-Madison has had varying levels of involvement in creating at least 225 technology-based companies in Wisconsin. Ninety-eight of those have been created since 1995, he says.

"These firms constitute a major biological and physical science-based industrial cluster capable of creating thousands of high-quality jobs," Sobocinski notes.

All of the key pieces to the research university-driven economic development puzzle are in place for Wisconsin, says Sobocinski. He cites faculty buy-in to the idea of transforming research into products, and a long-standing commitment from UW-Madison chancellors dating back at least 20 years to Irving Shain, who promoted the development of University Research Park.

Other recent developments, such as WARF's involvement in facilitating start-up ventures, and an entrepreneurial-friendly campus promoted by successive chancellors, have contributed to making the Madison campus a key player in the state's effort to build a high-technology industry base.

Using data from the 1999 Association of University Technology Managers survey, the report places WARF and UW-Madison in the 94th percentile for income derived from licenses on patents, and in the 89th percentile for return on investment for royalty income reported by the 142 academic institutions that participated in the survey.

The Southern Growth Policies Board report notes, as well, the \$220 million in WARF support for UW-Madison research over the 15-year period from 1984-99.

The report also notes a relatively new WARF tactic of assuming an equity stake in new companies in lieu of up-front fees. That activity, done in tandem with traditional licensing

arrangements for UW-Madison start-ups, permits "spin-offs to gain quicker access to their intellectual property and get a head start on business development and capitalization," according to the report.

Cadwallader says the Southern Growth Policies Board study provides the university and state policymakers with a timely measuring stick of UW-Madison performance in terms of state economic development.

"We are at a point, obviously, where some independent measures are needed to assess performance and our actual contribution to the economic health of Wisconsin. This report is one such measure and indicates, so far, that UW-Madison has lived up to its economic development commitments."

The authors of the Southern Growth Policies Board report are Louis G. Tornatzky, a senior fellow of the Southern Technology Council; Paul G. Waugaman, also a senior fellow at the Southern Technology Council; and Denis O. Gray a North Carolina State University professor affiliated with the Psychology in the Public Interest Program.

The report is available online: <http://www.southern.org/pubs/stc/stcpubs.shtml>.

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-- Terry Devitt (608) 262-8282, trdevitt@facstaff.wisc.edu

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COMPANIES WITH UW ROOTS GAIN NATIONAL RECOGNITION

MADISON - Two Wisconsin companies born of UW-Madison research, DNASTAR of Madison and Gala Design of Sauk City, have been selected as winners of the Sixth Annual Tibbetts Awards by the U.S. Small Business Administration.

The Tibbetts Awards recognize companies as "models of excellence" and leaders in innovation, job creation, growth and technology applications that have important social impact. They are awarded annually as part of the Small Business Innovation Research Program.

DNASTAR, founded in 1982 by UW-Madison genetics professor Fredrick Blattner and programmer John Schroeder, is the leading producer of software tools for genetic sequencing analysis. Software produced by the company is used by scientists worldwide to help make sense of the mass of genetic information that powers much of modern biology. The company employs 25 people, many of them UW-Madison graduates.

Gala Design was founded in 1996 and emerged from research in the UW-Madison department of dairy science. Gala focuses on the production of proteins coded by the human genome and proteins used as pharmaceuticals. The company uses mammalian cell cultures and the milk of transgenic cattle, and technology that builds on the early work of the Howard Temin. The company has 36 employees.

Both Gala Design and DNASTAR benefited from SBIR grants for startup and product development.

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FOR IMMEDIATE RELEASE

06/08/01

CONTACT: Greg Hyer, (608) 262-3677

REGENTS AUTHORIZE LAND BUY FOR RESEARCH PARK

MADISON - The University of Wisconsin System Board of Regents cleared the way today for University Research Park to acquire Town of Middleton property for much-needed future development space.

The board vote will allow the park to purchase roughly 113 acres of land in the Town of Middleton, at a cost of \$4.4 million. The property is currently owned by Shapiro and Weston Development Company and is located just south of Mineral Point Road and west of County Highway M. The property is adjacent to the current Madison community communications tower.

The UW-Madison park, located at Mineral Point Road and Whitney Way, has experienced an aggressive growth spurt in the last decade and will soon run out of available land for development, says park Associate Director Greg Hyer. The 250-acre park is home to approximately 90 companies employing more than 2,500 people.

"Given the rate we're developing, all available land could be gone by next year," Hyer says. "We only have four undeveloped building sites left. This acquisition will really set us up with high-quality development to handle not just new companies, but the expansion of existing ones."

Hyer says that the new space in Middleton will be roughly half the size of the current west-side park. The eventual new development will be used to encourage more partnerships between business and university researchers, and help with a big increase in the number of university-based spin-off companies.

In December 2000, regents authorized giving the research park "right of first refusal" on purchasing the property, Hyer says. The park will also pursue rezoning and annexation with the City of Madison, since the land is surrounded on three sides by the Madison city boundary. The purchase will be contingent upon completion of an environmental assessment of the property, and financed through program revenue bonding from the park.

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— Brian Mattmiller, (608) 262-9772, bsmattmi@ffacstaff.wisc.edu

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Date: Wed, 24 Jan 2001 12:57:53 -0600
From: Nick Weaver <releases@news.wisc.edu>
To: Anna Dahlstein <akdahlstein@students.wisc.edu>
Reply-To: Nick Weaver <releases@news.wisc.edu>
Subject: UW-Madison News Release--TIP/research park student job fair

January 23, 2001

TO: Editors, news directors
FROM: Brian Mattmiller, (608) 262-9772
RE: RESEARCH PARK SPONSORS STUDENT RECRUITMENT FAIR

Companies at the rapidly expanding University Research Park hope to better recruit the talent available at their doorstep with a first-ever student job fair on Monday, Jan. 29, at the Memorial Union's Great Hall.

The event, running from 9 a.m. to 3 p.m., will help high-growth companies at the park make stronger connections with University of Wisconsin-Madison undergraduate and graduate students. Mark Bugher, director of the west Madison park, says employee recruitment is a formidable challenge for many of the park's technology-based firms.

"We have a very high employment rate in Madison, and it's especially competitive for companies with a highly skilled workforce," Bugher says. "Our goal is to make UW-Madison students better aware of the quality job opportunities that exist out here."

The Research Park has 88 companies with more than 2,500 employees, with some of the companies poised for fast growth. Third Wave Technologies, a leading manufacturer of genome analysis products, is hiring an average of one new employee each day, Bugher says. Another biotechnology company, PanVera Corp., has 75 employees and plans to roughly double in size over the next year.

Bugher says the 15 to 20 companies attending the fair will have a variety of opportunities for students, including full- and part-time job openings and summer internships. The park has a mix of companies in the biotechnology, high technology and professional trade sectors, and students might be surprised to see "some of the benefits of Silicon valley right here in Madison."

One of the park's primary missions is to help commercialize the innovations of UW-Madison faculty and staff. Tom Mulhern, public information specialist with the park, says another long-term goal of the park is to establish a more formal conduit between Research Park companies and prospective UW-Madison graduates.

Companies planning to attend the fair include Third Wave and PanVera; the information technology companies Sepherion Corp and Genetics Computer Group; the U.S. Geological Survey and the distance-learning firm UW Learning Innovations.

Any UW-Madison student is welcome to attend. Free refreshments will be available. For more information, contact Mulhern, (608) 263-3008.

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June 26, 2000

TO: Editors, news directors

FROM: Erik Christianson, 608/262-5061

RE: Accessibility accomplishments, resources

The University of Wisconsin-Madison has a significant record of commitment to serving people with disabilities. Here's a list of UW-Madison accomplishments and resources that may generate good stories in connection with the upcoming Spirit of ADA Torch Relay and other activities noting the 10th Anniversary of the Americans with Disabilities Act.

FACILITIES/KOHL CENTER

The university is considered a national leader in accessible design for its buildings, including the Kohl Center, the university's multi-purpose athletic facility.

The Kohl Center offers a wide range of accessible features, including 314 wheelchair and wheelchair companion seats; lower counters at concession stands; TTY-equipped telephones for people who are deaf, hard of hearing or speech impaired; 28 fully accessible restrooms and seven family restrooms; assisted listening devices for the arena seating area; accessible ticket windows; and luxury suites that include removal seats for wheelchairs and fully accessible bathrooms.

The Kohl Center is considered the most accessible basketball and hockey arena in the world, according to Marcia Carlson, facilities and accessibility specialist at UW-Madison.

Officials from the Sydney Olympics Committee even visited the Kohl Center in their planning related to serving disabled people during this year's Summer Olympics.

CONTACT: Marcia Carlson, (608) 263-3021, mcarlso3@facstaff.wisc.edu; John Finkler, (608) 265-4138, jaf@athletics.wisc.edu
Visit: <http://www.wisc.edu/ath/kohl/>

MCBURNIEY DISABILITY RESOURCE CENTER

The McBurniey Disability Resource Center, part of the Dean of Students Office, provides services for students who are disabled to ensure they have equal access to education opportunities. Students must identify themselves as disabled to receive services. McBurniey serves about 1,500 students a year, including many prospective students.

The center offers notetaking, alternative testing, reading, taped textbooks, document conversion, Braille, sign language and oral interpreting, real time captioning, priority registration, laboratory and library assistance, advocacy and counseling. McBurniey staff members provide referrals for other disability-related accommodations on campus and in the Madison area.

CONTACT: J. Trey Duffy, (608) 263-5174, jtduffy@facstaff.wisc.edu.
Visit: <http://www.dcs.wisc.edu/mcb/>

CAMPUS POLICIES AND PROCEDURES

Employment provisions of the Americans with Disabilities Act are administered by the Equity and Diversity Resource Center for disabled faculty, academic staff and classified staff. Students with disabilities are served through the McBurniey Disability Resource Center. Designated division-level representatives work with employees on ADA issues. Trained faculty work as access and accommodation resource coordinators on instructional issues.

These campuswide committees focus on access and disability: the Committee on Access and Accommodation in Instruction, the Disabilities Accommodation Advisory Committee and the ADA Compliance Task Force. The university's ADA coordinator is Melany S. Newby, vice chancellor for legal and executive affairs.

CONTACT: EDRC, (608) 263-2407; McBurniey Center, (608) 263-2741.
For McBurniey information, visit: <http://www.wisc.edu/edrc/>

<http://www.news.wisc.edu/releases/view.html?id=5058&month=Jun&year=2000>

Univ. Research Park

For ADA coordinator information, visit: <http://www.wisc.edu/adac/adaweb.htm>

AWARDS/ACKNOWLEDGMENTS

Efforts to provide access for disabled people have earned the university several awards and acknowledgments.

-- ADA Wisconsin Partnership presented its Award for Communication Access to UW-Madison in 1997 after the university installed 13 TTY pay phones for people who are deaf, hard of hearing or speech impaired. The university has since added another 10 TTY pay phones on campus.

-- We magazine, in its July-August 1999 issue, recognized UW-Madison as leading a national list of institutions that have created a "disability-friendly" atmosphere for students, employees and visitors. The magazine lauded UW-Madison for "superior services and facilities (paratransit vans, accessible and well-lit lecture halls, TTY pay phones), avid students in the (College) of Engineering (who) have designated assistive listening devices for fellow students in the community, and the McBurney Disability Resource Center."

-- In March, UW-Madison was invited to join a select national program designed to increase the success of disabled college students. Through the Division of Information Technology's Learning Technology and Distance Education Group, working with the McBurney Disability Resource Center, the university is part of a program called Disabilities, Opportunities, Internetworking and Technology.

Based at the University of Washington, the program seeks to increase the number of disabled students and employees in higher education; organizes professional development for faculty and staff; and disseminates information. The DoIT group will develop ways to implement a professional development program for faculty nationwide. In Wisconsin, DoIT will concentrate on creating a professional development program for UW System campuses.

CONTACT: Marcia Carlson, (608) 263-3021, mcarlso3@facstaff.wisc.edu; Alice Anderson, DoIT program, (608) 262-2129, alice.anderson@doit.wisc.edu.

INFORMATION TECHNOLOGY

The university seeks to make information technology accessible to all students, faculty and staff, including those with disabilities. The Division of Information Technology coordinates this effort, primarily through its Learning Technology and Distance Education Group.

DoIT's Technology Access Program evaluates and monitors the university's technology-based teaching and learning environment for people with disabilities. TAP investigates, recommends and implements new instructional tools and resources for students, faculty and instructional staff. TAP also creates and supports a coordinated university-wide infrastructure that encourages use of the tools in teaching and learning by working with individuals and units within DoIT and campuswide.

Adaptive computer equipment is available through DoIT in the Steenbock Library InfoLab, DoIT InfoLab and Memorial Library InfoLab. Adaptive hardware and software for Macintosh and PC-compatible computers includes alternative keyboards; trackballs; magnifying lamps; stereo headphones and speakers; adjustable tables and chairs; voice recognition software; outspoken speech output software for speaking menus; tele-sensory Braille screen output devices; Braille printers; optical character reading software for scanners; and screen and photograph magnifiers.

DoIT also publishes the campus web page accessibility guidelines.

CONTACT: Alice Anderson, (608) 262-2129, alice.anderson@doit.wisc.edu.
Visit: <http://www.doit.wisc.edu/>

TRACE RESEARCH AND DEVELOPMENT CENTER

The Trace Research and Development Center, founded in 1971 in the College of Engineering, is a national leader in making technologies such as computers, automatic teller machines, information kiosks and the Internet more accessible to people with disabilities.

And in the past two years, Trace has received two sizable grants to make information technology more accessible to the disabled.

The National Institute on Disability and Rehabilitation Research awarded Trace a five-year, \$6.75 million grant in 1998 to research new approaches in making next-generation information technology usable by all. In 1999, the institute awarded Trace a five-year, \$3.37 million grant to work with Gallaudet University on a project to make telecommunications systems more accessible for people who are older or disabled.

In addition, Trace is assisting the National Computation Science Alliance to ensure that supercomputing systems and applications are built in a way that makes them more accessible.

CONTACT: Kate Vanderheiden, (608) 265-4621, vanderk@trace.wisc.edu.
Visit: <http://trace.wisc.edu/>

ULTRATEC

Ultratec Inc., the University Research Park's largest tenant, is the world's leading developer and manufacturer of text telecommunications devices (TTYs) for people who are deaf, hard of hearing or speech-impaired.

Company founder and president Robert Engelke developed the technology as a UW-Madison engineering student and later as a psychology research specialist in the 1970s. Engelke's devices were a major improvement over the inadequate and overpriced products on the market. Founded in 1978, Ultratec has more than 20 patents, and is the leading supplier worldwide of TTYs for consumers, government agencies, emergency service providers, and other public facilities.

Ultratec's commitment to equal access goes beyond its products. The company actively recruits and hires employees who have disabilities and has designed its workplace to be barrier-free.

Earlier this month, Ultratec received the Company of the Year award from the Association of University Related Research Parks, an international organization representing more than 230 university-affiliated parks.

CONTACT: Jacqueline Morgan, Ultratec, (608) 238-5400; Mark Bugher, Research Park, (608) 262-3677.
Visit: <http://www.ultratec.com/>

WAISMAN CENTER

The Waisman Center, opened in 1973, is a nationally recognized facility at UW-Madison specializing in research, clinical service and outreach programs for children with disabilities and their families.

Named after Harry A. Waisman, a pediatrician and biochemist who was a pioneer in mental retardation research, the center is one of 14 national centers dedicated to the advancement of knowledge about human development and developmental disabilities through research and practice.

The Waisman Center's current expansion project will benefit the university and the community by providing state-of-the-art facilities for gene and cell therapy research, an integrated neuroimaging facility, new space for early intervention programs, and remodeled space for the Waisman Early Childhood education and research program.

Part of the expansion will be the Discovery Garden: An Outdoor Learning Play Space. The garden will integrate the natural environment, gardens and water into play areas. Not only will physical barriers be removed, but meaningful outdoor learning activities will be made available for children with special needs to participate in along with their typically developing peers. Completion is expected this fall.

Waisman also runs a web-based service called Family Village. Updated weekly, Family Village functions as a portal into reputable and accurate disability sites on the Internet, and also helps parents find common ground through chat rooms and discussion groups. The site averages about 700 visitors a day, and another 7,000 connect to links under the Family Village umbrella.

CONTACT: Terrence Dolan, (608) 263-5940; dolan@waisman.wisc.edu.
For Waisman information: <http://www.waisman.wisc.edu/>
For Family Village, visit: <http://www.familyvillage.wisc.edu/>

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FOR IMMEDIATE RELEASE**June 9, 2000****CONTACT:** Jacqueline Morgan, Ultratec, (608) 238-5400; Mark Bugher, (608) 262-3677**ULTRATEC WINS INTERNATIONAL RESEARCH PARK HONOR**

MADISON - The University Research Park's largest tenant, Ultratec Inc., will receive the Company of the Year award today from an international organization representing more than 230 university-affiliated parks.

Ultratec's award is part of the 15th annual conference of the Association of University Related Research Parks, held this year in Boulder, Colo. The award honors companies that demonstrate exemplary growth, innovation and commitment to the community.

Founded in 1978, Ultratec has become the world's leading developer and manufacturer of text telecommunications devices (TTYs) for people who are deaf, hard of hearing or speech impaired. The company employs more than 200 people and occupies two major buildings in the research park.

"Ultratec is one of the great pure examples of technology transfer coming from university research," says park director Mark Bugher, who nominated Ultratec for the award. "The significant public benefit of its products is something we're very proud of."

Bugher noted that company founder and president Robert Engelke developed the technology as a UW-Madison engineering student and later as a psychology research specialist in the 1970s. Engelke's devices were a major improvement over the inadequate and overpriced products on the market.

Today, the company has more than 20 patents, and is the leading supplier worldwide of TTYs for consumers, government agencies, emergency service providers, and other public facilities.

Ultratec's commitment to equal access goes beyond its products. The company actively recruits and hires employees who have disabilities and has designed its workplace to be barrier-free.

"It is truly a great honor for Ultratec to be selected for this award," says Engelke. "The availability of trained professionals and in-depth information resources from UW-Madison in virtually every field has proven to be a great asset to us."

Ultratec works closely with UW-Madison through groups such as the Trace Center, a national leader in making technologies such as computers, automatic-teller machines, information kiosks and the Internet more accessible to people with all types of disabilities.

AURRP is devoted to promoting the interests of university-affiliated research parks and technology incubators around the world. In 1996, UW-Madison's park won AAURP's first-ever Outstanding Research Park achievement award.

URP, located on Madison's west side, focuses on aiding the development of research-based companies in Dane County. The park is home to 88 companies employing more than 2,600 people.

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May 2, 2000

CONTACT: Mark Bugher, (608) 262-3677

RESEARCH PARK EVENT FEATURES BIOTECH BUSINESS PIONEER

MADISON - One of the leaders of the high-tech renaissance in North Carolina's "Research Triangle" will share his business development ideas on Thursday, May 11, at University Research Park.

Charles Hamner, president of the North Carolina Biotechnology Center, will speak at the annual meeting of chief executive officers of the research park's 75 companies, noon-1:45 p.m. at the Research Park Conference Center, 621 Science Drive.

Hamner, an obstetrics/gynecology and veterinary medicine professor at the University of North Carolina-Chapel Hill, has led the biotechnology center since 1988. The center helps direct the movement of biotechnology from ideas to the marketplace, and works with more than 160 biotech firms and research organizations in the state.

The "Research Triangle" development is one of the biggest concentrations of biotechnology firms in the country, with connections to UNC-Chapel Hill, Duke University and NC State University.

His talk, "Success Factors in Technology Development," is open to the public, but space is limited and reservations are required for the lunch. For more information, please contact the park office, (608) 262-3677.

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May 3, 2000

CONTACT: CONTACT: Mark Bugher, (608) 262-3677

INNOVATION CENTER LEADS BUILDING BOOM AT UW RESEARCH PARK

MADISON — The University Research Park's incubator for small-scale, high-technology business startups has outgrown itself again, prompting the park's Board of Trustees to launch a second expansion in as many years.

The MGE Innovation Center will effectively double in size under the plan for a new 45,000 square foot building, which will be connected by a glass walkway to the existing center at 505 S. Rosa Road. The roughly \$4 million facility could provide enough room for as many as 20 new technology and biotechnology businesses, bringing the center's total capacity to 40-plus tenants.

It was one of several new building projects approved Tuesday by the Research Park board in one of the park's largest growth spurts in recent years. Also approved were the designs for a new 63,000 square-foot UW-Madison health administration building and the go-ahead on a 65,000-square-foot expansion of Third Wave Technologies.

Only one year ago, the Innovation Center moved into the new Rosa Road building to meet its growing need for space – and was full soon after opening its doors. Mark Bugher, director of the Research Park, says no one expected the innovation center's appeal to grow this quickly.

Bugher says the driving force behind this phenomenon is research at the University of Wisconsin-Madison. New discoveries in the biosciences and in computer technology are leading to commercial applications, and the growth in UW-based spinoff companies is averaging about 14 per year.

"We have a number of companies right now that are primed and ready to launch, and we don't have the space for them," Bugher says. "We could pretty much fill the addition right now if we had it available."

A recent study of high-tech business development by University Industry Relations identified 178 Wisconsin business that have some formal tie to UW-Madison technology, including 107 new companies from the past 10 years.

One example of a new company is Quintessence, which plans to develop new biological therapies for collagen-related disorders such as arthritis. The company, based on the work of UW-Madison biochemist Ron Raines, is waiting for an available space to move into the Innovation Center.

The Wisconsin Alumni Research Foundation, the intellectual property agency for UW-Madison, also is reporting a big increase in patenting and licensing activity. In 1998-99, WARF executed 92 income-producing licenses with industry, compared to 29 licenses five years earlier.

"There's a lot of residual, pent-up interest in spinoffs that's coming to the forefront through the work of WARF and UIR," Bugher says. "I think the potential for growth over the next 24 months is staggering."

Bugher says the MGE Innovation Center has a responsibility to help encourage technology transfer

at the university and provide the space and services to help spin-offs succeed. High-tech businesses often are high-risk ventures that require long research and development phases before they profit.

"I think we need to remain true to the university's philosophy, in that we have a faculty demand we need to satisfy," Bugher says. "We also need to start diversifying the kinds of startup businesses we have out here and not rely exclusively on biotechnology."

Growth areas related to university research include medical instrumentation and information technology linked to the biosciences, such as genome sequencing technology, he says.

The innovation center provides shared resources to high-tech small businesses, giving them a better chance at success in their earliest stages. Companies receive high-speed Internet access to UW-Madison and strategic financial and business planning advice from Venture Investors, a venture and seed capital company which manages the center.

Dave Hyzer, architect for the project from Strang Inc., says the new building will have several unique design features, including energy-conserving tinted glass used throughout the building. The glass walkway will take advantage of adjacent greenspace south of the building.

The centerpiece of the building will be a conference center capable of holding 100 people, the first sizable conference space at the park. It will be available to all 85 park companies and have separate fiber-optic lines for video conferencing and distance learning.

Hyzer says the new design includes a total of 27 offices and 22 wet labs, but the rooms – like the companies – need to be flexible. Removable walls can create more space for growing companies.

"The idea is to have the building set up to be tailored to the needs of each company," Hyzer says. "Those needs are undefined when companies move in."

The general contractor, Vogel Brothers of Madison, is expected to start construction in August and be finished by April 2001.

Bugher says the growth spurt poses another challenge for the park -- where to build next. "After this meeting, we're looking at four plots that remain available in the balance of the park," he says. "My biggest fear right now is, where do we go from here?"

###

Brian Mattmiller, 608/262-9772, bsmattmi@facstaff.wisc.edu

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THE WISCONSIN WEEK WIRE - July 28, 1999
for UW-Madison faculty and staff
(issue on Web at <http://www.news.wisc.edu/wire/i072899/>)

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Wisconsin Week's print edition is on vacation until Wednesday, Aug. 25, but the Wire will continue to keep you updated through the summer.

HEADLINES

TOP NEWS

- o Commuter incentives to be unveiled
- o Percy named College of Engineering dean
- o Revitalizing State Street is focus of new plan
- o Wisconsin lands federal transportation center

RESEARCH

- o Study examines scope of partner violence
- o Research: Link between gender, esteem exaggerated
- o \$6.75 million to extend primate studies of diet and aging
- o Major grant to aid dirty search for DNA

ON CAMPUS

- o Events calendar: <http://calendar.news.wisc.edu>
- o Harp conference includes public concerts

MILESTONES

- o Bugher chosen to head University Research Park
- o Four receive NSF career development awards
- o Greene to focus on gender equity, faculty development
- o New director named for Land Tenure Center

TECHNOLOGY

- o Internet gopher service to end this year

NEWS IN BRIEF

- o State budget remains in conference committee
- o Scholarships to offset tuition increase
- o Horticulturalist explains boom in blooms
- o Law School examines use of video in sex abuse cases
- o Athletic Board applicants sought

TIP

- o Unmarked letters pose no threat, police say

TOP NEWS

COMMUTER INCENTIVES TO BE UNVEILED

Transportation Services is offering several new options to make it easier for faculty and staff to get to campus in ways other than driving their cars. The options include a pre-tax payroll deduction for parking and van pool permits and Madison Metro commuter passes; discount campus bus passes; and new bike lockers. Employees will get letters this week explaining these options in greater detail.

(Full story: <http://www.news.wisc.edu/wire/i072899/transpo.html>)

PEERCY NAMED COLLEGE OF ENGINEERING DEAN

Paul S. Peercy, a leader in the nation's semiconductor industry, is the new dean of the College of Engineering. Peercy, a doctorate degree-holder in physics from UW-Madison, will begin his leadership of the college Sept. 1 on a part-time basis during a brief transition. Peercy is currently president of SEMI/SEMATECH, a non-profit consortium that steers technical issues for more than 130 of the nation's top suppliers to the semiconductor industry.

(Full story: <http://www.news.wisc.edu/wire/i072899/engrdean.html>)

REVITALIZING STATE STREET IS FOCUS OF NEW PLAN

A new report outlines several recommendations to improve the business climate, enhance the physical appearance and streamline the management of one of Madison's greatest downtown assets: State Street. The State Street Strategic Plan is the culmination of a months-long community planning effort sponsored by Downtown Madison Inc., the City of Madison, the university and private contributors.

(Full story: <http://www.news.wisc.edu/wire/i072899/statest.html>)

Illustrations: <http://www.news.wisc.edu/newsphotos/statestreet.html>)

WISCONSIN LANDS FEDERAL TRANSPORTATION CENTER

Wisconsin is behind the wheel of a multi-million dollar Midwest transportation research center, thanks to an innovative partnership forged between University engineers and state officials. The U.S. Department of Transportation awarded UW-Madison \$890,000 per year over five years to support the new University Transportation Center. The combined effort will help steer transportation priorities for Illinois, Indiana, Michigan, Ohio, Minnesota and Wisconsin.

(Full story: <http://www.news.wisc.edu/wire/i072899/transpocenter.html>)

RESEARCH

STUDY EXAMINES SCOPE OF PARTNER VIOLENCE

A new study of violence between intimate partners by two university psychologists reveals a problem of disturbing scope, with as many as one third of respondents reporting being either victims or perpetrators of physical abuse. Surprisingly, the researchers found that results by gender were not as lopsided as one would presume: Women reported being perpetrators of physical violence toward their partners slightly more than men did. A complete copy of the study can be accessed on the NIJ web site at: <http://www.ncjrs.org>. Scroll to the "current highlights" section of the page.

RESEARCH: LINK BETWEEN GENDER, ESTEEM EXAGGERATED

Popular assumptions about a cavernous self-esteem gender gap may be greatly exaggerated, according to a new analysis of nearly 150,000 respondents by university psychologists. The study, led by professor Janet Shibley Hyde and researcher Kristen Kling, consisted of an analysis of hundreds of self-esteem studies done since 1987. The conclusion: Males have only slightly higher levels of self-esteem than females across most ages. Hyde says the results certainly took the group by surprise. (Full story: <http://www.news.wisc.edu/wire/i072899/selfesteem.html>)

\$6.75 MILLION TO EXTEND PRIMATE STUDIES OF DIET AND AGING

A decade-long study of how diet affects the process of growing old, will continue and be expanded at the university with the help of \$6.75 million from the National Institutes of Health. Begun in 1989 at the Wisconsin Regional Primate Research Center (WRPRC), the study of rhesus macaques on controlled diets is one of only two such studies in the world. The research is intended to answer a central question of biology: Can aging be held at bay by cutting down on calories?

(Full story: <http://www.news.wisc.edu/wire/i072899/dietandaging.html>)

Illustrations: <http://www.news.wisc.edu/newsphotos/aging.html>)

MAJOR GRANT TO AID DIRTY SEARCH FOR DNA

The dirt beneath your feet holds many secrets, not the least of which may be the next miracle drug. A pinch of soil is home to millions upon millions of microbes, mostly bacteria that routinely secrete chemicals that are the keys to an elegant signaling system through which microbes communicate with friend and foe alike. A nearly \$1 million grant has come to the aid of university scientists who are studying the genetic instructions that bacteria and other soil microbes use to synthesize their chemical arsenal.

(Full story: <http://www.news.wisc.edu/wire/i072899/dnagrants.html>)

ON CAMPUS

Events calendar: <http://calendar.news.wisc.edu>

HARP CONFERENCE INCLUDES PUBLIC CONCERTS

The heavenly music you will be hearing the first week in August on the lower campus does not mean you've arrived at the pearly gates. Rather, those celestial sounds belong to participants in the 1999 Historical Harp Society 1999 conference and workshops, held this year for the first time at the university. Three public concerts are planned: 7:30 p.m. Saturday, July 31, at St. Francis House, 1001 University Ave.; 4 p.m. Sunday, Aug. 1, in Morphy Hall, Humanities Building; and 7:30 p.m. Friday, Aug. 6, in St. Francis House. Tickets: \$5/general, \$3 seniors and students. Information: 265-5629, or 263-2790.

MILESTONES

BUGHER CHOSEN TO HEAD UNIVERSITY RESEARCH PARK

Mark D. Bugher, secretary of the Wisconsin Department of Administration, has been appointed the new director of the University Research Park. Bugher, who will begin the job on or before Oct. 1, will be responsible for the overall management of the 300-acre west Madison development, which is home to 76 diverse companies employing more than 2,200 people.

(Full story: <http://www.news.wisc.edu/wire/i072899/bugher.html>)

FOUR RECEIVE NSF CAREER DEVELOPMENT AWARDS

Four College of Engineering faculty members have received 1999 Faculty Early Career Development (CAREER) Awards from the National Science Foundation. Civil and environmental engineering assistant professors Gregory W. Harrington and Daniel R. Noguera, and electrical and computer engineering assistant professor Akbar Sayeed each have received four-year, \$210,000 awards; and mechanical engineering assistant professor Jaal Ghandhi has received a \$235,000 four-year award.

(Full story: <http://www.news.wisc.edu/wire/i072899/nsfengr.html>)

GREENE TO FOCUS ON GENDER EQUITY, FACULTY DEVELOPMENT

Linda Greene has been appointed an associate vice chancellor concentrating on gender equity and faculty development. Greene's half-time appointment begins this week and she will continue to teach two classes at the law school. Specifically, Greene will function as the university's point person on issues involving women faculty and she will lead the provost's work group on human resource issues such as workforce diversity, climate, professional development and quality.

NEW DIRECTOR NAMED FOR LAND TENURE CENTER

Harvey M. Jacobs, a professor of urban and regional planning, has been named the new director of the Land Tenure Center. Established in 1962, the center focuses its research and training on the relationship land ownership has with social structure, economic development, political organization, and environmental sustainability. Jacobs has been a member of the UW-Madison faculty for 15 years. His work is required reading in urban planning programs throughout the country, and he has conducted research in Albania, France, Italy, Kenya, Poland, and the United States.

TECHNOLOGY

INTERNET GOPHER SERVICE TO END THIS YEAR

The Division of Information Technology has decided to discontinue the WiscINFO Gopher publishing services before the year 2000. Over the years, the Web has replaced Gopher as the Internet medium of choice. Many older WiscINFO Gopher resources have been republished as Web sites and others have been deleted altogether. For details, visit: <http://wiscinfo.doit.wisc.edu/euc/wiscinfo/gopherpub.html>

NEWS IN BRIEF

STATE BUDGET REMAINS IN CONFERENCE COMMITTEE

The conference committee made up of legislative leaders from the Assembly and Senate has not yet resolved differences between the 1999-2001 state budget versions passed by each house. Among other proposals still under negotiation, Senate Majority Leader Chuck Chvala and other Democrats have proposed freezing tuition at UW schools for the next two years. Under this proposal, the state would invest an additional \$75.6 million in the UW System to fully fund the Board of Regents' request for salary increases for faculty and academic staff. For the latest updates, visit State Relations Office site: <http://www.news.wisc.edu/chancellor/staterelations>

SCHOLARSHIPS TO OFFSET TUITION INCREASE

Tuition increases for the 1999-2000 academic year will be offset for students receiving federal or state financial aid as part of the Madison Initiative. About 4,200 undergraduates - those receiving a Pell grant or a Wisconsin Higher Education Grant - will receive \$300 scholarships from the Vilas Trust to offset a \$289 tuition increase on the Madison campus. The result: Resident undergraduates would pay \$11 less in tuition than last year. The UW System Board of Regents will adjust tuition rates in subsequent semesters after a state budget is finalized.

HORTICULTURALIST EXPLAINS BOOM IN BLOOMS

A bumper crop of wildflowers at the Arboretum and elsewhere this summer greet passersby with splashes of fiery orange, lavender, white and gold. Dennis Stimart, horticulture professor, says two straight years of exceedingly mild Wisconsin winters are helping native flowers run wild. "Wildflowers are probably performing at their optimal point right now," Stimart says. Stimart says the efforts in Dane County toward increasing green space, expanding public lands and restoring natural areas means native prairie flowers will become a much bigger part of our local landscape.

LAW SCHOOL EXAMINES USE OF VIDEO IN SEX ABUSE CASES

A study underway at the Law School is examining the use of video technology to protect child victims in sexual-abuse prosecutions. The study focuses on the use of videotaping during investigative interviews with children and on taking children's testimony at trial via closed-circuit television. When the study is done, the institute will produce a manual that will help Wisconsin law enforcement and child protective services personnel learn from each other's experiences using video technology to protect young sexual-abuse victims.

ATHLETIC BOARD APPLICANTS SOUGHT

The academic staff Nominating Committee is seeking candidates to fill two vacancies on the UW Athletic Board as a result of recent resignations. The initial appointments will be for the remainder of the incumbents' terms. Interested candidates may get a description of Athletic Board functions from the Secretary of the Academic Staff. Call 263-2985; e-mail: cmccabe@bascom.wisc.edu. Deadline: Aug. 10.

TIP

UNMARKED LETTERS POSE NO THREAT, POLICE SAY

UW-Madison police say a recent spate of "suspicious" letters with no return address on the envelope are simply a new marketing ploy meant to distinguish the items from traditional "junk" mail. Detective David Williams says numerous staff and faculty are receiving personally addressed plain envelopes with no return address that contain advertising for books and other promotions. The mailing postmarks are usually from southern California, Williams says.

The Wisconsin Week Wire: Vol. III (No. 14)



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NEWS

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UW TO GIVE GLIMPSE INSIDE CAMPUS FACILITIES

MADISON – Community residents can visit many famous and obscure corners of the University of Wisconsin-Madison as the campus opens its doors to the community Sunday, Aug. 22.

A number of open houses will be held during UW-Madison's Sesquicentennial Summer Celebration. Here's a rundown of events, all scheduled Sunday, Aug. 22:

-- Veterinary Medical Teaching Hospital: Discover new technologies and an array of veterinary services available to all species of animals during a guided tour departing from the entrance to the Small Animal Teaching Hospital, 2015 Linden Drive West, 10 a.m.- 2 p.m.

-- Botanical Garden and Greenhouse: View the garden and greenhouse. The garden, on one-fifth of an acre, showcases 386 different species from 68 families of flowering plants. The eight-room greenhouse contains more than 1,000 species comprising aquatic, desert and tropical plant communities. The garden is located behind Birge Hall, 430 Lincoln Drive, along University Avenue, 10 a.m.- 2 p.m.

-- Carillon: Climb the steep stairs of this 85-foot tower to view the third-floor playing area, or climb even higher to the 56-bell camber with its arched openings. 1160 Observatory Drive, 1-5 p.m., with 10-minute concerts by carillonneur Lyle Anderson on the hour and half-hour.

-- D.C. Smith Greenhouses: Look to the future of instructional greenhouses and pick out a free sesquicentennial souvenir plant. Visitors will be able to pick up a free potted birch tree, rhododendron or blueberry plant

--more--

Open houses/Add 1

(while supplies last). 465 Babcock Drive, 10 a.m.-2 p.m.

-- Dairy Barn: Built in 1898, the barn features one of the best and oldest examples of a round silo. Here in 1907, UW researchers began a series of cattle-feeding experiments that led to the discovery of vitamins in 1913. The barn is still used for research on nutrition and physiology. 1915 Linden Drive, 10 a.m.-2 p.m.

-- Geology Museum: Browse a comprehensive collection of minerals, rocks and fossils, then walk through a model of a Wisconsin limestone cave. The museum also includes the skeletons of a 10,000-year-old Wisconsin mastodon, a 65-million-year-old duck-billed dinosaur and a saber-tooth cat. A120 Weeks Hall, 1215 W. Dayton St., 1-5 p.m.

-- Historic Red Gym: Get an inside look at the \$13 million restoration of one of three National Historic Landmark buildings on the UW-Madison campus. Built in 1893, the Red Gym recently re-opened as the "front door" to the university. 716 Langdon St., 30-minute building tours, 1, 2 and 3 p.m.

-- Memorial Library: Enjoy performances featuring local poets, writers and book club members reading favorite passages, and listen to local musicians. Half-hour tours feature an exhibit on the history of the libraries, the Silver Buckle Press, Special Collections Room and a first-hand look at the electronic resources available in the library. Cookies and iced tea will be served while supplies last. 728 State St. (main entrance across from the University Book Store), 2-4 p.m.

-- Morgridge Center: Check out a resource library for volunteer and service-learning opportunities for the university community. Red Gym, 716 Langdon St., 2-5 p.m.

-- Slichter Hall: Walk hallways reflecting the yesteryear of campus residence life. Visitors can relive the fun of college days gone by, and visit a room of today complete with the newest technology. Tour guides will be

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Open houses/Add 2

available to answer questions. 625 Babcock Drive, 10 a.m.-2 p.m.

-- Steenbock Library: See the original ultraviolet light lamp used by biochemist Harry Steenbock during his work on Vitamin D in the 1920s. His discovery helped erase rickets from the list of common childhood diseases. Historical items from UW-Madison Archives also will be displayed. The General Library System is celebrating 150 years of acquiring, preserving and providing access to information resources across the generations of Wisconsin citizens and the university community. 550 Babcock Drive, 10 a.m.-2 p.m.

-- University Club: Enjoy the magnificent ambiance of the unique and historic University Club. Tours will be offered throughout the afternoon and an African storytelling program by professor Harold Scheub will be presented at 2 p.m. and 4 p.m. Food and beverages will be available for purchase from noon-5 p.m. 803 State St., noon-5 p.m.

-- Allen Centennial Gardens and E.B. Fred House: Walk through 2.5 acres featuring more than two dozen distinctive and beautiful gardens that collectively serve as an outdoor laboratory for UW-Madison horticulture students and a resource for gardening enthusiasts. Then step inside the magnificent century-old Victorian home on the grounds, once the residence of the deans of the College of Agricultural and Life Sciences. Beverage stand located in the gardens. 620 Babcock Drive, 10 a.m.- 2 p.m.

-- Wisconsin Alumni Association: Get a Bucky Badger tattoo and more at Below Alumni Center on the shore of Lake Mendota, home to one of the largest alumni associations in the world. 650 N. Lake St., 10 a.m.-6 p.m.

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NEWS

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CONTACT: Mark Bugher, (608) 266-1741

NOTE TO PHOTO EDITORS: A high-resolution black-and-white image of Mark Bugher is available at: <http://www.news.wisc.edu/newsphotos/bugher.html>

BUGHER CHOSEN TO HEAD UNIVERSITY RESEARCH PARK

MADISON - Mark D. Bugher, secretary of the Wisconsin Department of Administration, has been appointed the new director of the University Research Park (URP), Chancellor David Ward announced today.

"Mark brings to the university an outstanding record of statewide leadership and service," said Ward. "In addition to his financial and administrative talents, Mark has the vision needed to capitalize on the park's tremendous growth potential."

Bugher will begin the job on or before Oct. 1 and will replace the park's inaugural director, Wayne McGown, who will retire after Bugher joins the university. Bugher will be responsible for the overall management of the 300-acre west Madison development, which is home to 76 diverse companies employing more than 2,200 people.

"I'm looking forward to continuing the success of the research park, which is a great asset to the university, the community and the state," Bugher said. "High-technology business growth is essential to Wisconsin's future economic health and competitiveness, and URP is a model for how to make it happen."

Recognized as one of the nation's best university-affiliated research parks, URP has steadily grown since its formation in 1985. A significant percentage of park tenants are new ventures stemming from research innovations at the University of Wisconsin-Madison.

The park is in the second year of expansion into property west of Whitney

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Bugher/Add 1

Way, which doubled the available land for development. Ward said developing and attracting new ventures in the park will be a top priority.

Bugher will have an opportunity to nurture other real estate developments on the horizon, Ward said. Possible projects include the expansion of the research park to other sites within Dane County once the existing property has been fully developed.

Bugher has served since December 1996 as Gov. Tommy Thompson's secretary of administration, a post traditionally considered the second in command in the governor's office. He is responsible for helping steer the state's \$41 billion biennial budget, and he oversees programs in information technology, managing the state building program, energy, telecommunications, housing and coastal management.

Prior to that post, Bugher served as state secretary of revenue from 1988 to 1996; deputy secretary of revenue from July to October 1988; and executive assistant in the revenue department from February 1987 to July 1988. He was also a district director for U.S. Rep. Steve Gunderson, R-Black River Falls, from 1983 to 1987. Bugher's professional background is in real estate brokerage and development, and from 1972 to 1983 he managed the Bugher and Associates Real Estate firm in Eau Claire.

The research park, located at Mineral Point Road and Whitney Way, received in 1996 the first "Research Park of the Year" award given by the 170-member American Association of University Affiliated Research Parks. One of its most successful features has been the MGE Innovation Center, which aids in the startup of small technology-based firms. Of the 27 companies originated there since 1989, 90 percent are still in business.

Bugher will report directly to Ward, who is chair of the research park's Board of Trustees, and will receive an annual salary of \$135,000 derived from park revenues. His appointment is contingent upon approval by the UW Board of Regents.

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-- Brian Mattmiller, (608) 262-9772



UW-MADISON

PHOTO RESOURCES

News and Public Affairs

The thumbprints below have an accompanying high-resolution (300 dpi) JPEG version for use in print publications.

Please contact Darrell Schulte at (608) 265-8551, dschulte@facstaff.wisc.edu with any questions or additional requests regarding these images.



Caption: Mark Bugher, new Director of University Research Park.

Photo by: Courtesy of photo provided

Date: 7/99

High Resolution JPEG 300 DPI

Downloading these images

You can download these images to your computer by either of the following methods:

1) move your mouse cursor over the high resolution text link for the image, hold down your mouse button (right button if you're using Windows) and select "Save this link as" ("Download this link as" in Internet Explorer) from the pull down menu;

2) click on the high resolution image to view its larger version, move the mouse cursor over the image, hold down your mouse button (right button if you're using Windows) and select "Save this image as" ("Download this image as" in Internet Explorer) from the pull down menu.

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RESEARCH PARK ASSOCIATION HONORS WAYNE MCGOWN

MADISON - Wayne McGown received a career achievement award Friday from the Association of University Related Research Parks for "developing one of America's most innovative research parks."

McGown will be retiring in July after 16 years at the helm of the University Research Park, which began as just an idea and an open plot of west-side property in 1984. Today, the 251-acre park is home to 76 companies employing more than 2,200 people.

He received the award Friday, June 11, at the evening banquet of the AURRP's annual meeting held at Madison's Monona Terrace Convention Center. AURRP is the nation's largest organization promoting the growth of university research parks and technology-based developments.

The award honored McGown's UW-Madison career as well as his career with state government.

From 1959-1979, he served as state budget director under Democratic Gov. John Reynolds; secretary of administration under Republican Gov. Warren Knowles; and served administrative posts under Gov. Patrick Lucey and Martin Schreiber.

From 1979-1999, McGown was a special assistant to Chancellors Irving Shain, Bernard Cohen (interim), Donna Shalala and David Ward. He steered the research park through its entire existence.

His state government accomplishments include designing Wisconsin's collective bargaining system for state employees; creating a management information system for the governor, which later became a national model; and developing a major reform program for the state's transportation system.

At UW-Madison, he helped create the Wisconsin Initiative for State Technology and Applied Research (WISTAR), which helped the campus pay for updating research buildings. McGown also helped lead the complete restructuring of the UW Hospital and Clinics Authority.

In 1996, the research park won AURRP's first "Research Park of the Year" award.

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-- Brian Mattmiller, (608) 262-9772

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THE WISCONSIN WEEK WIRE - June 1, 1999
for UW-Madison faculty and staff
(issue on Web at <http://www.news.wisc.edu/wire/i060199/>)

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Wisconsin Week's print edition is on vacation until Wednesday, Aug. 25, but the Wire will continue to keep you updated through the summer.

TOP NEWS

- o Microsoft grant establishes Data Mining Institute
- o Environmental monitoring degree planned
- o Rediscovered native history notebooks donated to Oneida
- o Campus budget advances through first legislative round

RESEARCH

- o Herb no remedy for tobacco grower woes
- o Researchers find bacteria that "eat" dynamite

ON CAMPUS

- o Babcock dairy store to be renovated
- o Conference keys on university role in economic growth
- o Historical atlas in second printing
- o Video meant to heal wounds in the north
- o Events calendar: <http://calendar.news.wisc.edu>

NEWS IN BRIEF

- o Technology: ISIS expected to be back online soon
- o Capitol report: Health coverage bill advances
- o Pay plan: Action expected in July
- o Milestone: Artist James Watrous dies at 90
- o Appointment: Sheppard named assistant dean of students
- o Appointment: Kornblatt named associate humanities dean
- o Tune in: PBS special features UW aging experts
- o Award: Babcock Institute wins export achievement award
- o UW-Elsewhere: News from around the system

TIP

- o Understanding your benefits

(issue on Web at <http://www.news.wisc.edu/wire/i060199/>)

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Top news

MICROSOFT GRANT ESTABLISHES DATA MINING INSTITUTE

The almost infinite capacity of computers to collect and store information poses a practical dilemma: How does one find the gems in this mountain of raw data? Research on that question received a boost this month from Microsoft Corp., which awarded the Computer Sciences Department a four-year grant estimated at \$720,000 to establish a Data Mining Institute to research the hidden potential of huge databases.

(Full story: <http://www.news.wisc.edu/wire/i060199/data.html>)

ENVIRONMENTAL MONITORING DEGREE PLANNED

Advancements in the technologies of remote sensing, geographic information systems, and global positioning systems will give us powerful new tools to do everything from mapping Wisconsin's wetlands to guiding land use planning. Faculty and staff of the Environmental Monitoring Program plan to launch a professional master's degree to meet the growing demand for expertise in the geospatial sciences. If they can clear the necessary hurdles, the program may be in place as early as this fall.

(Full story: <http://www.news.wisc.edu/wire/i060199/emgp.html>)

REDISCOVERED NATIVE HISTORY NOTEBOOKS DONATED TO ONEIDA

Due to some anthropological sleuthing on campus, the Oneida Nation near Green Bay now holds copies of 167 long-lost notebooks filled with descriptions of Oneida life during the first half of this century. The notebooks, written by Oneida Indians in 1940-41 -- many wholly or partly in the Oneida language -- may be the largest body of written work extant in Oneida or any other Iroquoian language.

(Full story: <http://www.news.wisc.edu/wire/i060199/oneida.html>)

CAMPUS BUDGET ADVANCES THROUGH FIRST LEGISLATIVE ROUND

University leaders pledge to continue their effort to persuade lawmakers to provide the financial support and management flexibility necessary to keep the UW System a world-class institution. The Legislature's Joint Finance Committee narrowly rejected the governor's proposed management flexibility for the UW System in a vote Tuesday, May 25.

(Full story: <http://www.news.wisc.edu/wire/i060199/budget.html>)

Research

HERB NO REMEDY FOR TOBACCO GROWER WOES

University researchers say tobacco growers should think twice before switching land into production of Echinacea, a popular herbal supplement. Despite reports of high profits, price swings and marketing challenges make the switch risky.

(Full story: <http://www.news.wisc.edu/wire/i060199/crop.html>)

RESEARCHERS FIND BACTERIA THAT "EAT" DYNAMITE

University researchers have identified two enzymes that enable bacteria to degrade both the explosives nitroglycerin and TNT. The scientists have sequenced the genes that code for the two enzymes. The findings may lead to biologically based methods for cleaning up sites contaminated with toxic residues left from manufacturing explosives. There are an estimated 10,000 U.S. sites contaminated with explosives and related compounds.

(Full story: <http://www.news.wisc.edu/wire/i060199/tnt.html>)

On Campus

BABCOCK DAIRY STORE TO BE RENOVATED

A \$350,000 gift to the UW Foundation will finance renovation of the dairy store in Babcock Hall.

(Full story: <http://www.news.wisc.edu/wire/i060199/babcock.html>)

CONFERENCE KEYS ON UNIVERSITY ROLE IN ECONOMIC GROWTH

An international conference June 9-12 will target the expanding role of university research parks in spurring economic development. The Association of University Related Research Parks will hold its 14th annual conference for a membership of more than 230 research parks that are affiliated with a college or university. Highlights of the meeting include keynote addresses from Health and Human Services Secretary Donna Shalala and Internet II development leader Douglas Van Houweling.

(Full story: <http://www.news.wisc.edu/wire/i060199/urp.html>)

HISTORICAL ATLAS IN SECOND PRINTING

The Wisconsin Cartographers' Guild's "Wisconsin's Past and Present: A Historical Atlas," is now available in its second printing. The 9" x 12" atlas contains more than 120 pages of maps, text, and visual aids that tell the story of Wisconsin as a state at the intersection of natural and cultural regions. For map samples, visit:

<http://www.wisconsin.com/wibook>.

(Full story: <http://www.news.wisc.edu/wire/i060199/atlas.html>)

VIDEO MEANT TO HEAL WOUNDS IN THE NORTH

Barbara Borns and Tim Tynan of the Institute for Environmental Studies hope a new educational video they have produced about the Chippewa Flowage in northwestern Wisconsin will help heal deep wounds among the Lac Courte Oreilles (LCO) band of Ojibwe Indians. At the same time, they hope the video will help prevent future harm to the flowage.

(Full story: <http://www.news.wisc.edu/wire/i060199/heal.html>)

News in brief

TECHNOLOGY: ISIS EXPECTED TO BE BACK ONLINE SOON

UW-Madison's Integrated Student Information System is expected to be back online no later than Monday, June 7, after a team finishes an upgrade that will provide a smoother-running system with increased functions. The upgrade team will provide notice online when the system is up and running again. If you have questions about the upgrade, please visit the ISIS web site at: <http://www.wisc.edu/isis/>.

CAPITOL REPORT: HEALTH COVERAGE BILL ADVANCES

Newly hired faculty may not have to wait six months before the state starts helping out with their health insurance costs. A legislative measure would make employees eligible for state contributions to their health insurance as soon as they were hired. Endorsed by a key committee, the bill still needs approval from the Senate and Assembly.

PAY PLAN: ACTION EXPECTED IN JULY

The Board of Regents has requested a 5.2 percent increase in each of the next two years for all faculty and academic staff. It is not yet known what the state pay plan will be or what will be approved for faculty and staff. It is likely that the Joint Committee on Employment Relations will not take up the pay plan for faculty and academic staff until July.

MILESTONE: ARTIST JAMES WATROUS DIES AT 90

Artist James Watrous, who was associated with UW-Madison for nearly seven decades, died Tuesday, May 25, at the age of 90. Watrous may be best known for his murals of scenes featuring mythical logger Paul Bunyan that adorn the walls of the Memorial Union. He also led a campaign to create the Elvehjem Museum of Art and taught popular art history courses until 1976. "He was a mentor in the best sense of the word," said John Wilde, an emeritus art professor who kept close ties with Watrous over 61 years.

APPOINTMENT: SHEPPARD NAMED ASSISTANT DEAN OF STUDENTS

Janice Sheppard, who has served as interim assistant dean of students since 1997, has been named permanently to the post, Dean of Students Mary Rouse announced Thursday, May 13. As an assistant dean, Sheppard will manage the university's response to student academic and nonacademic misconduct issues, and supervise the new lesbian, gay, bisexual, transgender issues coordinator who will be hired this summer. She will share some general administrative responsibilities as well, Rouse said.

APPOINTMENT: KORNBLATT NAMED ASSOCIATE HUMANITIES DEAN

Judith Deutsch Kornblatt, an expert on Russian religious philosophy and 19th and 20th century Russian literature, has been named associate dean for the humanities in the Graduate School. Kornblatt received interim appointment to the post last September following the death of Fannie LeMoine in August. Kornblatt says that along with developing research opportunities in the humanities, enhancing teaching and outreach will be a priority.

TUNE IN: PBS SPECIAL FEATURES UW AGING EXPERTS

A three-hour, three-part PBS series, "Stealing Time: The New Science of Aging," airs Wednesday night, June 2, at 7 p.m. Central Time. Watch for coverage of dietary restriction studies by UW Primate Center scientists Richard Weindruch and Joe Kemnitz in the program's second hour.

AWARD: BABCOCK INSTITUTE WINS EXPORT ACHIEVEMENT AWARD

The Babcock Institute for International Dairy Research and Development received a 1999 Governor's Export Achievement Award at the 35th annual Wisconsin International Trade Conference May 12 in Milwaukee. The Babcock Institute builds ties between the Wisconsin dairy industry and worldwide dairy industries through education and training programs, world market and trade analysis, and research collaboration and scientific partnerships.

UW-ELSEWHERE: NEWS FROM AROUND THE SYSTEM

* Milwaukee: The campus is on track to get \$850,000 from the state to develop a bachelor's degree program in global studies.

* Whitewater: John W. "Jack" Miller, professor and dean of the College of Education at Florida State University, has been named chancellor, effective July 1.

* Superior: The Library Science Program has been approved by the Wisconsin Department of Public Instruction to offer coursework leading to the Instructional Library Media Specialist license.

* Stevens Point: Historian Charles E. Clark, who has been the state coordinator of Wisconsin History Day in addition to teaching, has been appointed special assistant to the chancellor and to the provost.

* Parkside: A recent agreement will make it easier for College of Lake County (Ill.) students to transfer to Parkside.

Tip

UNDERSTANDING YOUR BENEFITS

Employee Compensation and Benefits Services will offer a workshop Thursday, June 10, called "Understanding Your Wisconsin Retirement System Statement." The mini-course will be presented over the lunch hour, 11:45 a.m.-1 p.m., in the Memorial Union. Check TITU for the room. No registration is required, but a second session, 1-2:15 p.m., may be held if too many employees want to attend the first session.

The Wisconsin Week Wire: Vol. III (No. 10)



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NEWS

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THE WISCONSIN WEEK WIRE - June 30, 1999

for UW-Madison faculty and staff

(issue on Web at <http://www.news.wisc.edu/wire/i063099/>)

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Wisconsin Week's print edition is on vacation until Wednesday, Aug. 25, but the Wire will continue to keep you updated through the summer.

TOP NEWS

- o African language instruction center to open in fall
- o Two faculty members get "genius grants"
- o Car crash in South Africa kills program leader, family

RESEARCH

- o Nursing lands big research training grant
- o Study looks to nuclear energy as micro-scale fuel
- o Common genes form new family tree for animals

LEARNING

- o Scholarship to enhance engineering diversity

ON CAMPUS

- o New students get first taste of campus life
- o High schoolers learn about higher education
- o Events calendar: <http://calendar.news.wisc.edu>

MILESTONES

- o Kemnitz to lead Regional Primate Research Center
- o Director named for ag research stations
- o Census work earns sociologist a White House 'Hammer'
- o Research park association honors Wayne McGown

OUTREACH

- o Med School combats mental stress in farm families

NEWS IN BRIEF

- o UW budget action moves to full Legislature
- o Veterans' education requirement proposed
- o UW-Elsewhere: News from around the system

TIP

- o Support for older WiscWorld versions to end

(issue on Web at <http://www.news.wisc.edu/wire/i063099/>)

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Top news

AFRICAN LANGUAGE INSTRUCTION CENTER TO OPEN IN FALL

A new, first-of-its-kind national resource center devoted to the teaching of African languages will open this fall at the university. The National African Languages Resource Center will be established under an almost-\$900,000 grant from the United States Department of Education. Under the auspices of the Department of African Languages and Literature, the center will tap the expertise of a national pool of scholars and teachers of African languages from Arabic to Zulu.

(Full story: <http://www.news.wisc.edu/wire/i063099/alic.html>)

TWO FACULTY MEMBERS GET "GENIUS GRANTS"

In a rare event, two faculty members have received word that they'll get national fellowships awarded to individuals whose work and accomplishments set lofty standards for creativity and promise. Jill Banfield, a geologist, and Laura Kiessling, a chemist, have been named MacArthur Fellows, which provide stipends ranging from \$200,000 to \$375,000 over five years. The fellowships are popularly known as "genius grants."

(Full story: <http://www.news.wisc.edu/wire/i063099/macarthur.html>)

CAR CRASH IN SOUTH AFRICA KILLS PROGRAM LEADER, FAMILY

A multi-car accident in South Africa has claimed the life of a family of four stationed in the region as part of a campus international program. Scott Kloeck-Jenson, 34, a UW-Madison Ph.D. candidate and leader of a Land Tenure Center program in Mozambique, was killed in the accident Wednesday, June 23. Also killed was Scott's wife, Barbara, 34, their daughter Zoe, 5, and their son Noah, 2.

(Full story: <http://www.news.wisc.edu/wire/i063099/jenson.html>)

Research

NURSING LANDS BIG RESEARCH TRAINING GRANT

The School of Nursing will get just over \$1 million from the National Institutes of Health to develop a comprehensive training program in nursing research. The grant is one of fewer than a dozen training grants of this type awarded this year to nursing schools nationwide. "This grant is significant because it signals a maturity in the school's research status," says Nursing School Dean Vivian Littlefield.

(Full story: <http://www.news.wisc.edu/wire/i063099/nursing.html>)

STUDY LOOKS TO NUCLEAR ENERGY AS MICRO-SCALE FUEL

A trio of university engineers has a new scale in mind for nuclear energy: Rather than huge plants powering entire cities, they envision tiny batteries turning a single microscopic gear using extremely small amounts of radioactive material.

(Full story: <http://www.news.wisc.edu/wire/i063099/mems.html>)

COMMON GENES FORM NEW FAMILY TREE FOR ANIMALS

Looking deep within the genes of three very different kinds of animals, scientists have found enough molecular evidence to finally fell the animal kingdom's old family tree.

Writing last week in the British journal Nature, scientists from UW-Madison and elsewhere reported the discovery of a common genetic theme that provides powerful new evidence to firmly place nearly all animals -- from mollusks to humans -- on a simplified, three-limbed tree of life.

(Full story: http://www.news.wisc.edu/wire/i063099/a_tree.html)

Learning

SCHOLARSHIP TO ENHANCE ENGINEERING DIVERSITY

Cargill, Inc., Minneapolis, Minn. has established the Cargill Diversity Scholarship to enhance diversity in the engineering profession by supporting students from traditionally under-represented communities. The scholarship provides \$11,000 per year for a student to attend the UW-Madison College of Engineering. Thomas Dinkins, a spring 1999 graduate of Rufus King High School in Milwaukee, has been selected as the first recipient of the new scholarship.

On Campus

(Events calendar: <http://calendar.news.wisc.edu>)

NEW STUDENTS GET FIRST TASTE OF CAMPUS LIFE

More than 5,800 students plan to visit campus between now and Friday, Aug. 13, during continuous two-day sessions of a summer orientation program for new and transferring students. A higher-than-usual number of parents -- nearly 6,600 -- also have accepted UW-Madison's invitation to attend SOAR sessions designed specifically for them. The 30-year old program is coordinated by the university's Office of Admissions; Campus Information, Assistance and Orientation; and academic advisors from all schools, colleges and the Cross College Advising Service.

HIGH SCHOOLERS LEARN ABOUT HIGHER EDUCATION

Sixty-six ninth graders from 11 Milwaukee-area high schools are spending three weeks on campus through a new pre-college program targeting minority and disadvantaged students. The students are the first group enrolled in the Pre-College Enrollment Opportunity Program for Learning Excellence, known as PEOPLE. They will be on campus through Friday, July 2, taking part in science experiments and honing their writing and communication skills.

Milestones

KEMNITZ TO LEAD REGIONAL PRIMATE RESEARCH CENTER

Joseph W. Kemnitz, a Medical School professor and an authority on the physiology of aging, has been named director of the Wisconsin Regional Primate Research Center. Kemnitz has been interim director since fall 1996 of the key university research center, which has a staff of 133, an annual budget of nearly \$15 million, and world-renowned programs of research in developmental and reproductive biology, AIDS, aging and primate conservation, among others.

(Full story: <http://www.news.wisc.edu/wire/i063099/kemnitz.html>)

DIRECTOR NAMED FOR AG RESEARCH STATIONS

Richard J. Straub, chairman of the Department of Biological Systems Engineering at the College of Agricultural and Life Sciences, has been named the new director of Agricultural Research Stations. Straub replaces Dale Schlough, who will retire July 1 after 30 years with the stations. Schlough has overseen operations on 12 stations and other assorted parcels totaling about 6,100 acres - about two-thirds of the land used for all UW-Madison programs.

(Full stories: <http://www.news.wisc.edu/wire/i063099/straub.html>)

CENSUS WORK EARNS SOCIOLOGIST A WHITE HOUSE 'HAMMER'

Taking inventory of 275 million people may never come easy, but a rural sociologist was honored Wednesday, June 23, for helping make it more efficient. Paul Voss, a professor of rural sociology, is part of a U.S. Census Bureau team that received a "Hammer Award" from the National Partnership for Reinventing Government. The award is Vice President Al Gore's effort to recognize federal employees and collaborators who are making government run better and cost less.

RESEARCH PARK ASSOCIATION HONORS WAYNE MCGOWN

University research park director Wayne McGown has received a career achievement award from the Association of University Related Research Parks for "developing one of America's most innovative research parks." McGown will be retiring in July after 16 years at the helm of the University Research Park, which began as just an idea and an

open plot of west-side property in 1984. Today, the 251-acre park is home to 76 companies employing more than 2,200 people. He received the award Friday, June 11. AURRP is the nation's largest organization promoting the growth of university research parks and technology-based developments.

Outreach

MED SCHOOL COMBATS MENTAL STRESS IN FARM FAMILIES

The Medical School is participating in a federally funded initiative to reduce stress among farm families. Extreme weather and unusually dire economic conditions have produced crises on many northern Midwest family farms. Health officials in seven states have received a \$370,000 federal grant to create an interstate network to better provide mental health services in rural areas.

(Full story: <http://www.news.wisc.edu/wire/i063099/farmstress.html>)

News in brief

UW BUDGET ACTION MOVES TO FULL LEGISLATURE

The full Assembly began debating the state's \$41 billion budget, which includes overall spending plans for UW-Madison. Recently added proposals would restore about \$6.9 million in tuition revenue for the Madison Initiative that was deleted by the Joint Finance Committee; match financial aid increases to tuition increases for resident undergraduates; and cut UW tobacco research funding in half. The measure includes many other items of departmental and individual interest. For an overview of recent action, visit:

<http://www.news.wisc.edu/chancellor/staterelations/>

VETERANS' EDUCATION REQUIREMENT PROPOSED

Rep. Stephen Nass, R-Whitewater, has introduced legislation (AB 384) that would require the Board of Regents to admit Wisconsin veterans who apply for admission to a UW System school within two years of release or discharge from the U.S. armed forces. The legislation provides that a campus would not be required to admit, under this provision, a number of students that is greater than .03% of the number of undergraduates enrolled at the campus. The bill has been referred to the Committee on Colleges and Universities.

UW-ELSEWHERE: NEWS FROM AROUND THE SYSTEM

* Superior: The campus this fall launches the Ronald E. McNair Post-Baccalaureate Program aimed at helping students from low-income families earn advanced academic degrees.

* Eau Claire: A system grant will allow UW-Eau Claire and UW-Madison to put six graduate nursing practitioner courses online, giving students from rural areas the chance to further their education from a convenient location.

* Whitewater: Nearly 300 people gathered Saturday, June 19, to honor Chancellor H. Gaylon Greenhill as he retired after 37 years of service.

* System: The state Senate has confirmed the appointment of Guy Gottschalk to the UW Board of Regents.

Tip

SUPPORT FOR OLDER WISCWORLD VERSIONS TO END

DoIT is ending support for older WiscWorld versions as new configurations and versions of WiscWorld are developed. The older versions have declined in usage and resources available for the support of older versions have declined as well.

(More information: <http://pubs.doit.wisc.edu/f/news/newsitem.cfm?filename=210>)

The Wisconsin Week Wire: Vol. III (No. 12)



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NEWS

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CONFERENCE KEYS ON UNIVERSITY ROLE IN ECONOMIC GROWTH: SPEAKERS INCLUDE SHALALA AND NATIONAL INTERNET II LEADER

MADISON - An international conference June 9-12 will target the expanding role of university research parks in spurring economic development.

The Association of University Related Research Parks (AURRP) will hold its 14th annual conference at the Monona Terrace Convention Center and at the University Research Park. AURRP has a membership of more than 230 research parks that are affiliated with a college or university.

Highlights of the meeting include keynote addresses from Health and Human Services Secretary Donna Shalala and Internet II development leader Douglas Van Houweling. Also scheduled is a panel discussion featuring three leaders of Midwestern universities, focusing on higher education's growing responsibility to promote high-tech business and job growth.

Wayne McGown, director of the University of Wisconsin-Madison research park, said the AURRP's decision to hold its meeting here is a great reflection on University Research Park, now in its 15th year. In 1996, it was named AURRP's Research Park of the Year.

"I think Madison winning that award piqued everyone's interest in the park," McGown said. "The conference should help raise the area's profile nationally as a high-tech center."

University research parks are booming across the country and world, McGown said. The growth is fueled by a stronger emphasis at universities of patenting and applying research gains. "We are capturing more of that economic potential now than ever before."

Programs of general interest include:

* A banquet address by Shalala on Friday, June 11, from 6-9 p.m. Shalala will talk about future public policy directions in life sciences research and how science funding affects economic development.

* An Internet II progress report on Thursday, June 10, from 11:30 a.m.-12:30 p.m. led by Van Houweling, president and CEO of University Corporation for Advanced Internet Development. He will discuss the high-speed network's potential for university and business collaboration.

* A panel on Thursday, June 10, from 9:15-11:15 a.m. on the future of universities in a technology-led economy. Panelists include UW-Madison Chancellor David Ward; University of Illinois at Urbana-Champaign Chancellor Michael Aiken; and Iowa State University President Martin Jischke.

Corporate partners in the conference are: Alliant Energy, CUNA Mutual Group, Madison Gas and Electric, Ultratec, and University Research Park. Major sponsors are Anchor Bank, The Bruce Company, Energy Center of Wisconsin, and M&I Bank.

Conference guests will also have access to two scheduled tours and two seminars at the Research Park on Madison's west side. Advance registration is required. For more information, contact the research park office, (608) 262-2677.

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FOR IMMEDIATE RELEASE 2/24/99
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Uni
Research
Park

UW RESEARCH FUELS GROWTH IN SPIN-OFF, STARTUP COMPANIES

MADISON - Research at the University of Wisconsin-Madison has fueled a swift rise in new technology-based business ventures in Wisconsin over the past five years, according to a new study of spin-off and startup companies.

The study, focusing on a 40-year period, was conducted by the University-Industry Relations office (UIR) at UW-Madison. It identifies 172 Wisconsin companies that have some fundamental connection with the university. Of that total, 62 began in the last five years.

The total number is a dramatic increase from the first study conducted in 1993, said Philip Z. Sobocinski, associate director of UIR and author of both studies. This time around, he was able to identify three times as many companies with close university ties.

"This study shows the effect UW-Madison has on Wisconsin's present and future economy through new business creation," said Sobocinski. "We have more researchers than ever before giving thought and effort to the applications of their work."

The findings reinforce a priority in Gov. Tommy Thompson's 1999-2001 budget recommendations. Thompson proposed creating a not-for-profit venture capital company and a new state position to facilitate more technology transfer between UW-Madison and the private sector.

"These new businesses are helping put research innovations to work right here in Wisconsin," Thompson said. "This study shows we're making great progress, but we can do even more to encourage technology transfer."

Sobocinski said the business-university connection is defined in two ways. A spin-off company develops products or services that stem directly from research on campus, and often are using a license from a UW-Madison patent. The second are startup companies, which are technology-based business ventures started by faculty, staff, students or alumni.

Virginia Hinshaw, dean of the UW-Madison Graduate School, noted that the companies are rooted in some of the university's most innovative research, in areas such as new materials development, biotechnology, biopharmaceuticals, medical imaging, power electronics and software development.

"This partnership between research at UW-Madison and Wisconsin business is an exciting growth area that benefits both partners," said Hinshaw. "It is also becoming a source for higher-wage, highly skilled jobs that will keep our graduates in Wisconsin."

Over the last five years, the study showed that an average of 12.4 new companies were started each year. That's nearly a 50 percent increase in the growth rate found in the previous five years, from 1989-1993.

Why the recent surge? Sobocinski attributes it to a number of factors. There has been an increase in technological innovations at UW-Madison that have strong commercial potential. There is also more availability of

federal "seed" capital through programs such as the Small Business Innovation Research (SBIR) program.

The three arms of UW-Madison technology transfer -- UIR, the Wisconsin Alumni Research Foundation and University Research Park -- have more joint ventures today to encourage and assist new business creation, he added.

The information from Sobocinski's study will be included in an upcoming publication called "UW-Madison Technology Transfer and Entrepreneurship: Creating High-Tech Business Growth in Wisconsin." The book will take stock of the ways UW-Madison makes its mark on the marketplace.

Other key findings from the study:

- * More than 92 percent of the firms identified created over the past several decades are still in business.

- * The vast majority of these high-tech firms stay in Wisconsin. Less than 2 percent of non-acquired firms chose to relocate outside of the state.

- * These are truly small-business ventures, with the majority of them (66 percent) having fewer than 10 employees. Only 8 percent employ more than 100 people. Most (71 percent) have estimated revenues of less than \$1 million annually.

- * From fiscal 1983-1997, Wisconsin firms received \$58 million in SBIR and Small Business Technology Transfer (STTR) grants from the federal government. Of that total, 67 percent, or \$38 million, went to UW-Madison spin-offs and startups.

- * The companies are distributed in 13 Wisconsin counties, but the vast majority located in Dane County.

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EXAMPLES OF RECENT HIGH-TECH FIRMS WITH UW-MADISON TIES

MADISON -- From promising new treatments in gene therapy to nanometer-scale instruments, many laboratory advances from University of Wisconsin-Madison are the foundation of recent business ventures.

Here are a few examples of startup or spin-off companies developed in the past five years:

The Mirus Corporation. This company was founded in 1995 by a research team led by Jon Wolff, a pediatrics professor, and the PanVera Corporation. In his research, Wolff developed chemical reagents that are essential ingredients in gene therapy work. They are compounds that help genes penetrate cells. They also manufacture chemicals that help scientists track the transferred genes.

* Mirus Corp. is making these compounds available to other university-based laboratories and companies that do gene therapy work. It is also on the trail of a "universal" gene transfer reagent that could work on all applications.

* Piezomax Technologies, Inc. Founded in 1997, this company is developing the research of materials science Professor Max Lagally and researcher James MacKay in nano-scale devices. A nanometer is one billionth of a meter.

The company is developing new precision-motion devices that use piezoelectric materials, which expand and shrink when voltage is applied. Precise motion at the nanometer scale is becoming important for applications such as lithography, optical communications and microscopy.

* Bioassay, Inc. This 1997 company, founded by zoology Professor Stanley Dodson and researcher Christine Merritt, is developing a simple test that can determine whether new and existing chemicals may cause endocrine disruptions.

The technology has an interesting connection to UW-Madison history. In the late 1800s, zoology professor and lake studies pioneer Edward Birge surveyed plankton in Lake Mendota, including a species called Daphnia. Referencing Birge's data, Dodson and others recently discovered a significant decline in the percentage of male Daphnia, from 50 percent to about 2 percent. The surveys indicate the species may be sensitive to the increased amount of agricultural chemicals in the lake.

The test uses Daphnia as a test organism, akin to a "canary in a coal mine," to look at the effects of various chemicals on the next generation.

* ProCertus BioPharm, Inc. This company is based on the research of William Fahl, an oncology professor and researcher with UW-Madison's McArdle Laboratory for Cancer Research.

* ProCertus is developing products that can help alleviate some of the painful side effects of chemotherapy, such as hair loss, bone marrow suppression and weakened immune systems. It is also developing probiotic strains of bacteria that can protect newborn livestock from some lethal infections.

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FOR IMMEDIATE RELEASE 3/16/99
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MCGOWN NURTURED RESEARCH PARK FROM CONCEPT TO MATURITY

MADISON -- Having worked under four Wisconsin governors and four UW-Madison chancellors, Wayne McGown has adapted to a certain kind of professional rhythm: "You're in, you're out, you're off to something else."

Yet the project McGown is most well-known for, the University Research Park, has been a model of steady growth and stability over the past 15 years. Set to retire on June 30, McGown says his experience as both an early planner and long-term director of the park will be a particularly satisfying memory.

"It's a rarity for a public administrator to be involved in the planning of a major public project, and then be able to stay with it until it reaches maturity," McGown says. "To see this through its years of development has been fun."

Once home to the Charmany-Rieder research farms, the 300-acre west-side development at Odana Road and Whitney Way was not always seen as a sure bet. McGown says many universities nationally were starting research parks in the early 1980s, and some studies suggested they would compete with each other for limited business and some would ultimately fail.

McGown attributes the success of University of Wisconsin-Madison's park to two key factors. First, park leadership resisted the temptation to expand development into other commercial ventures, such as retail stores and housing. At different times, the park had offers on the table for locating a Target department store and a quick-service oil change store on park property.

It would have made for an odd mix today, among the thriving high-tech and service businesses. The park is now home to 72 companies employing more than 2,100 people and supplying well over \$1 million a year in property taxes.

A second key to its success has been a "grow-your-own" philosophy for new business startups, focusing on technology transfer from university research. Many of the companies at the park stem directly from UW-Madison research, or were started by university-trained graduate students.

In that sense, McGown says the research park is a visible model to faculty that technology transfer can be successful. "There is much greater encouragement today for faculty to be involved in the commercialization of their research, which is a dramatic change from the early 80s," he says.

McGown played a major role in several other landmark UW-Madison projects, including the Wisconsin Initiative for State Technology and Applied Research (WISTAR). The program helped UW-Madison respond to a crisis of aging and deteriorating research buildings in the past decade with a public-private partnership that raised more than \$200 million.

McGown cites his role with the UW Hospital and Clinics Authority as another major milestone. The five-year effort led in 1996 to a complete restructuring of the hospital that gave it more independence from the state.

Also in keeping with his versatile role, McGown served as interim director for three UW-Madison offices, including facilities, budget and personnel.

By the time he retires this summer, McGown will have spent exactly 20 years of public service on each end of State Street.

From 1959-1979, McGown's resume might look like a who's who of Wisconsin leadership. He served as state budget director under Democratic Gov. John Reynolds, secretary of administration under Republican Gov. Warren Knowles, and also served key administrative positions under Govs. Patrick Lucey and Martin Schreiber.

From 1979-1999, he served as special assistant under Chancellors Irving Shain, Bernard Cohen (interim), Donna Shalala and David Ward. "I've found that to be a very rewarding opportunity," he says. "All four of them were different in many ways, but similar in their skill to give leadership to a massive organization like this."

McGown, who turned 70 in February, and his wife, Hildy, plan to stay in Madison after his retirement. He will continue working with a small consulting firm that offers advice to the nation's 160-plus university-affiliated research parks.

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3/12/99

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Park

NEW MGE INNOVATION CENTER DEBUTS WITH NEARLY FULL HOUSE

MADISON -The new MGE Innovation Center will open Friday, March 19 with more than double its past building space, yet the latest University Research Park addition already has nearly a full house of tenants.

The facility will be home base for 14 small businesses, five of them new to the Research Park, putting the center at 85 percent occupancy. It reflects a growing demand for the Innovation Center concept, which began a decade ago as a way to nurture high-tech ideas into successful companies.

"We have seen a growing interest at the university in technology transfer and commercialization of intellectual property," said Wayne McGown, director of the Research Park. "The Innovation Center provides an excellent location for the spin-off companies that result from this trend."

The MGE Innovation Center, supported by a \$1 million donation last summer from Madison Gas and Electric, is part of a new 55,000-square-foot office building on the Research Park's newly developed property on the west side of Whitney Way. MGE also sponsored the original center in 1989.

"This commitment by MGE shareholders is a long-term investment in our local economy," said David Mebane, MGE's chief executive officer.

"High-technology businesses provide steady growth for our electric and gas operations."

The Innovation Center has been a key part of MGE's efforts to encourage high-technology business growth in the Madison area, said Mike Mathews, MGE's director of economic development. "High-tech firms are a good fit for the area," he said. "The tend to rely on university research and graduates to establish and grow their businesses."

That has been especially true with recent additions to the center. Greg Hyer, URP associate director, said that all five new businesses at the center have a connection to University of Wisconsin-Madison research.

One new firm, called Quiq Inc., is the brainchild of UW-Madison computer scientist Raghu Ramakrishnan. He is developing Internet-based software that will help people create online communities. The idea is to have a shared network of information and services that can help school groups, clubs and other organizations stay better connected.

Another new business, Metabiologics, stems from research by bacteriology Professor Eric Johnson into beneficial uses for the botulinum toxin. Best known as a toxic food contaminant, botulinum toxin has been found to be a very effective drug in treating muscle disorders and spasms.

The 27,000 square feet of space in the new center is up from 10,000 square feet in the previous building, and includes more shared features, Hyer said. It will have four conference rooms, shared lab space to do prototype work and a community commons and food service area.

In another "great fit" for the center, Hyer said, the Madison volunteer

organization Senior Corps of Retired Executives, or SCORE, will move into the Innovation Center. Tapping the experience of area retired business leaders and faculty, this organization provides free consulting services and can operate as an informal board of directors for small business startups.

Hyer said SCORE serves clients across the city, but is an ideal service for the type of businesses at the center, which often start with strong technological background but limited business knowledge.

The original MGE Innovation Center demonstrated great success in its first decade in Madison, said McGown. A survey of the 27 businesses started since 1989 showed a 90 percent success rate of companies still in business. The average success rate of U.S. business startups is closer to 20 percent. Businesses started at the center have created more than 200 high-paying new jobs, Mathews said.

Shared services form the backbone of the center. Advisory assistance in financial and business planning is provided by Venture Investors, a venture and seed capital company which will serve as building manager for the new center. Other support and mentoring occurs from the connection to UW-Madison, and the new facility will have a high-speed connection to the campus Internet server.

Current companies relocating to the new building are: PiezoMax Technologies, a nano-scale device development firm; The Madison Group, simulation technology developers for the plastics industry; Clarion Pharmaceuticals, a drug development company; Spectrum Research, a software development and computer-aided drug design company; GeriGene, a firm developing genetic therapies for age-related diseases; Genome Technologies, which develops tools for large-scale DNA sequencing; and Frontier Science and Technology Research Foundation, a non-profit organization doing cancer and AIDS clinical trial research.

Other new companies include: KiwiChem International, a separations chemistry developer; TomoTherapy Inc., which is developing new radiation technology; and Procetus BioPharm, which is developing products to lessen the effects of chemotherapy.

Third Wave Technologies, which is developing new tools for DNA analysis and therapy, is located elsewhere in the park but will use space in the building. The \$4.5 million building's anchor tenants include Mirus Corp., a gene therapy firm, and UW Learning Innovations, an educational technology firm.

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INNOVATION INCUBATION

LIKE MOST OF ITS CLIENTS, THE MG&E INNOVATION CENTER IS GROWING

MADISON - As a tenant of the MG&E Innovation Center for more than six years, Tetrionics Vice President Herbert Paaren wryly observes that his company had the same gestation period as a blue whale.

But during that slow, lumbering process of developing and marketing new drugs, Tetrionics weathered the lean years of high-risk startups with the help of the Innovation Center. The center provided shared clerical support and conference rooms, made available sound financial advisors and created a culture of support for small companies with big ideas, Paaren says.

The payoff: Tetrionics is now a thriving company, which relocated in 1997 to more spacious digs in the University Research Park. The company manufactures the active ingredients for a number of vitamin D-based drugs, which are providing new therapies for osteoporosis and cancer.

"The center gave us the opportunity to look like a big company, even when we weren't," Paaren says.

Paaren did postdoctoral work in the UW-Madison biochemistry department from 1977-1981, and, like many center tenants, took his academic ideas to the business world. The center is especially helpful for people who know the science, but have business naivety.

The small-business reality is understood. "This is your life: You're small, you have limited resources, deal with it," Paaren says. "Everyone who was in there knew it was a high-stakes game.

"The unexpected is the camaraderie in a center like that," he adds. "The smallness is a virtue. You kind of feed off other people's success."

Beginning this year, the Innovation Center will be sharing in some of that success, under a plan to enter a new building and roughly double its available space

The University Research Park Board of Trustees has approved a plan to construct a new 40,000-square-foot building in the park's west property. Half of that new space will be devoted to the Innovation Center, which has operated since 1989 in half the space the new building offers.

Construction on the roughly \$5 million facility will begin this fall, with occupancy slated for early 1999.

Wayne McGown, director of the Research Park, says the Innovation Center's success has exceeded almost everyone's expectations. Of its 26 small-business tenants since 1989, all but three have been successful, and four of them have relocated to permanent spaces in the Research Park.

In addition, companies with beginnings in the center have been directly responsible for 175 new jobs. That's an impressive figure, McGown says,

since these businesses typically begin with only one or two people.

"The general experience of business startups in the United States has been about a 20 percent success rate," McGown says. "Here we are closer to 90 percent."

Why the difference? McGown says the biggest factors are the level of support and mentoring that occurs. As part of the rental, companies receive limited clerical services, a shared receptionist and shared equipment and conference rooms. Strategic financial and marketing services are provided by Venture Investors Management, which serves as building manager for the center.

About half of all startups have grown out of UW-Madison research innovations, McGown says, and the added space will allow the center to encourage that technology transfer even further. The center is ideally suited for university-based startups, since they typically have slow revenue flow, are high-risk and their founders may have limited business knowledge.

Access to UW-Madison is also valuable for many companies. Bruce Davis, co-founder of The Madison Group, a center tenant since 1995, says the company grew out of a number of software advances in the mechanical engineering department. Davis and co-founder Paul Gramann were both students under mechanical engineering Professor Timothy Osswald, and they still meet weekly with Osswald to keep updated on his work.

The Madison Group produces software that simulates different types of polymer processing, such as injection molds for the auto and electronics industry. The mechanical engineering department has been a crucial link for them; they've hired current graduate students to help program software.

Greg Hyer, associate director of the park, says the park initially gambled on the idea that Madison needed more small-business laboratory space. The gamble paid off and the center has been operating at 100 percent occupancy for almost all its existence. They stuck close to the Research Park's mission of leasing to companies with high-tech ventures, such as biotechnology, software, drug development and medical technology.

Madison Gas and Electric played a leadership role in getting the center started, by providing initial capital funding and securing other matching grants from the state. The utility also guaranteed rent at the center before turning the development over to park management. MG&E has an interest in continuing to participate in the new center, Hyer says.

By supporting companies in their earliest stages, Hyer says the center has been good for both the entrepreneur and the Research Park.

"The Innovation Center is really a form of seed capital to help people create new business for the park," he says. "It's like a farm team system in baseball. It's creating opportunities to find rapidly growing companies and nurture their progress. That's the best way to build a park, by growing your own companies."

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For questions or comments about UW-Madison's email