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## The Wisconsin Union quarterly. March-May 1982

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The Wisconsin Union

# Quarterly

A Communique for Members

March - May 1982

## TO SEE OURSELVES AS YOU SEE US!

The results are in...as you may remember, the Union's Membership Office polled the approximately 9,000 *Quarterly* readers last summer to learn why people join the Union, what membership benefits they use most frequently, how they get information on Union programs and services and so on. The survey was designed to provide a measure of how effectively we serve our current members and how to continue to attract life and annual members to participate in our programs and use our services. Some 1,000 Union members returned surveys and from this a sample was drawn, tabulated and analyzed, with the following results.

Why do people join the Union? Nearly half the sample responded that a "combination of factors," not a single benefit, was most important in the decision to join. Theater benefits and the opportunity to maintain campus ties followed in order of importance. The Theater ranked high again in actual benefit use, followed by the use of dining facilities and a bit surprisingly, spouse cards. How do members learn about Union programs and facilities? The majority rely on the *Quarterly* and other Union mailings for information.

An overwhelming majority of respondents (91%!) reported being satisfied or very satisfied with their membership. That result was very gratifying — but also suggested room for improvement.

(cont. on page 3)

**The Memorial Union terrace on a fine day  
for sailing and sunning.**



## REMODELING TO BEGIN IN LAKEFRONT CAFETERIA

As reported in the last *Quarterly*, the Memorial Union Lakefront Cafeteria is about to assume a new look. Remodeling of the dining room and the adjoining Lake/Plaza dining room will begin this summer. This will be the first stage of a million dollar project which will be accomplished over the next several years and will also include the cafeteria serving line and food preparation area and the Rathskeller serving area.

The cafeteria dining room will be redone to provide more variety in seating with increased accommodations for one or two persons and the addition of booths in some areas. Some areas of the room will be raised so that diners can see Lake Mendota, even though they are not seated at the windows.

The walls, ceiling and floor will be redone and more energy-efficient lighting will be installed. An additional cashier will be added and the electric door to the terrace will be moved to the southwest corner of the room with an added vestibule to avoid drafts.

While all of this is going on this summer, the other food units will help take care of former cafeteria patrons by extending their service. Tripp Commons will serve weekday lunches AND dinners. The Rathskeller, the bratstand and the Deli will increase their services.

The last time the cafeteria was remodeled was in 1956-57 (even though some of the furniture dates from 1948) and the Rathskeller serving line was remodeled in 1960.

Funds for the project will come from Union operating surplus and will not involve any tax dollars. The first phase of the cafeteria dining room remodeling will cost \$369,500.

When the next stage of the redo begins — probably sometime in the summer of 1984 — the cafeteria serving area will take on a whole new service system, including a new entrance, hot food areas, a do-it-yourself salad bar, a sandwich area and two beverage stops. It will operate on a scramble basis rather than the line system.

The current plans also call for combining the short-order cooking stations for the cafeteria and the Rathskeller. The Rathskeller serving line will be significantly changed (although the dining room itself will not be touched) and another cashier station will be added. There will also be a new access route to the Terrace.



## DANCE, MUSIC, SONG END THEATER'S 43RD SEASON

Performances by three outstanding ensembles will provide a grand finale for the Union Theater's 43rd season. Concluding 1981-82 events will be the Laura Dean Dancers and Musicians, Friday, April 2; the Saint Paul Chamber Orchestra, Thursday, April 15; and the Western Opera Theater, Friday, April 16.

Dean, praised as "one of the strongest and most individual voices on the contemporary dance scene," formed her own company in 1976, following her affiliations with the Paul Sanasardo and Paul Taylor companies. Composer as well as choreographer, Dean immediately began to gain attention for her unusual blend of movement and sound. Departing from traditional theatrical dances, Dean's work concentrates on spatial patterns, bold geometric designs. And there is Dean's kinetic signature, as dancers spin and spin and spin, for 15 to 20 minutes, without pause.

Dean has earned a number of major awards for her work, including fellowships in choreography from the Creative Artists Public Service Program, the New York State Council on the Arts and the National Endowment for the Arts and two awards from the Guggenheim Foundation. Among her recent commissions are grants from the Brooklyn Academy of Music, the American Dance Festival, 1980 and 1982 grants from the Joffrey Ballet, and the Walker Art Center in Minneapolis. "Tympani," the work Dean created for the Walker Art Center, was broadcast nationally over PBS and Dean's company has also been featured on the PBS "Dance in America" series.

The Saint Paul Chamber Orchestra's April 15 concert marks the ensemble's fourth and final appearance in Madison this season. The Orchestra, which earned rave reviews for October, December and February performances, will close

### A scene from Mozart's "The Marriage of Figaro" by the Western Opera Theater.



**The Laura Dean Dancers spin and spin and spin.**

the 1981-82 White Concert Series with Bartok's "Music for Strings, Percussion and Celeste," "Concerto for Oboe in D" by Strauss, and "Symphony No. 101 in D (The Clock)" by Haydn. The program will feature the Saint Paul's principal oboist, Richard Killmer.

Conductor for the April 15 concert will be Charles Dutoit, music director of the Montreal Symphony Orchestra. Dutoit's credits include work with several major European orchestras, including the Bern Symphony, Radio-Zurich Orchestra and the Vienna Opera and he regularly appears with the "Big Four" orchestras of London. Maestro Dutoit also served as artistic director of Mexico's National Orchestra for two years.

The season's final event will feature the Western Opera Theater, the San Francisco Opera's acclaimed touring company, in a new production of Mozart's comic masterpiece, "The Marriage of Figaro." The Western Opera ensemble was founded in 1967 by San Francisco Opera general manager Kurt Adler and since then, the company has traveled more than 190,000 miles for some 1000 performances. The productions, fully-staged and costumed, are presented in English by a cast of this country's finest young artists with a 24-member orchestra. The troupe earned enthusiastic reviews last season for a performance of Donizetti's "Elixir of Love" at the Madison Civic Center.

Tickets for all of the Theater events are available at the Union Box Office.

April will also bring the announcement of events for 1982-83, the Union Theater's 44th season. Plans for the new season are now being confirmed; season brochures announcing all of the exciting events of the Red and White Concert Series, the Great Performance Series, Theater Dance 82-83, the Travel Adventure Film Series and other special attractions will be mailed to Union members in early April.



Survey (cont. from page 1)

One hundred and eighty-five people took the time to write comments on the surveys. These comments, in the form of questions, criticism, advice and compliments, added substantially to our information. The survey and the comments, covering topics ranging from food to skiing, waste cans and movies, were compiled for our staff members to consider in the Union's day-to-day operations and in long-range planning.

We've learned a great deal about ourselves and our members — thanks to all of you who took the time to respond. The results confirmed some hunches and suspicions, but they also provided some valuable new insights on how our members perceive us, and areas in which we need to improve. Again, we appreciate your interest. We plan to do periodic membership surveys — but in the meantime, we encourage you to call the Membership Office (262-2263 or 262-2687) or drop us a note whenever you have a comment you'd like to share about our programs and services.

## BRIEF

April 12 is the deadline for registration for the third session of this school year of the "Creative Arts for Children" program. The art classes, which are for children between the ages of 4 and 13, will include ceramics (handbuilding & wheel), mixed media, puppet making, drawing and painting, paper and print, batik and printing. These are small classes for the children of Union members with individual attention given by Madison craftspeople. Call 262-0330 for information and registration.

## FIFTH ANNUAL BELTANE BANQUETS TERMINATE WINTER

Again this April, several hundred celebrants will gather in Great Hall of the Memorial Union and ring in spring (while burying winter). The fifth annual Beltane Banquets will be held on Friday and Saturday, April 2 and 3 in Great Hall of the Memorial Union.

The Madison Festival Choir under the direction of David Crosby will be featured in the dinner-concerts, which include ceremony and customs of the ancient Celtic spring festivals. Madison actress Sybil Robinson will again do a number of readings. A lutenist, horn quartet, juggler and fire-eater are also billed as part of the entertainment.

Sirloin of Beef Burgundy on buttered noodles or stuffed Filet of Sole Mornay are the entree choices. Other items listed on the Bill of Fare are May Wine punch, Easter Eggs, smoked salmon, cold fruit soup, buttered cauliflower and peas, greens of fresh spinach salad, breads of the season, and the traditional Beltane Cake.

Tickets at \$12.50 are currently on sale at the Union Theater box office.

## CREATIVE WRITERS RECOGNIZED BY UNION FOR THIRTY YEARS

Thirty years ago a small committee of the larger Union Library committee carved out plans for a creative writing contest on the UW campus to encourage student writers and reward their efforts. There were 58 entries and seven winners carried away a total of fifteen dollars in prize money.

This year the prize money has reached \$1,000 and the number of student writers competing for it is bound to be many more than 58. Last year 425 entries were received and \$750 was distributed to winners. The judges for this year's competition are: Ronald Wallace, UW Director of Creative Writing; Lawrence O'Sullivan, visiting writer; and Mary Power, visiting Associate Professor.

In 1952 one of the winning writers was Conrad Hilberry, a young student poet. This year to commemorate the 30th year, Hilberry will return to the UW campus to give a reading of his poetry and hand out awards to the student winners. Now a professor of creative writing and American poetry at Kalamazoo College, Michigan, Hilberry has published a number of collections of his poetry which has also appeared in *The New Yorker*, *The Atlantic Monthly*, and the *New York Times*.

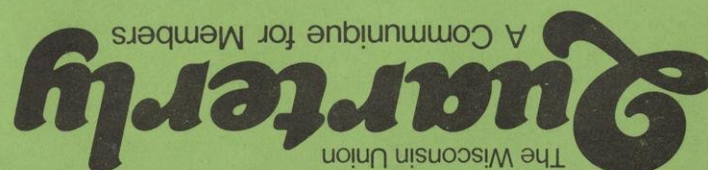
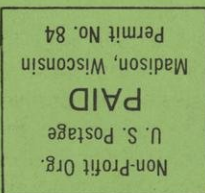
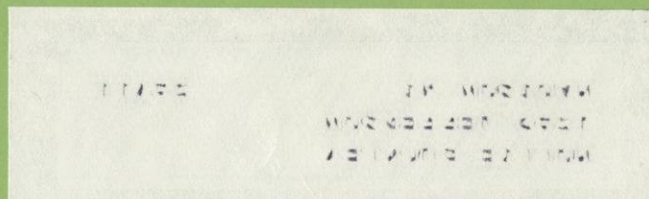
Since 1962 the annual contest has been known as the George B. Hill Memorial Awards Writing Contest in memory of the 1909 alumnus of the University who died in 1961. The fund was set up by his friend, Theodore Stempfel, then president of Brach's Candy Company. Since that time the interest from the fund has provided a large amount of the prize money. The Evjue Foundation and the Memorial Union Building Association also contribute prize money.

The 30th award reception and Hilberry's reading will take place on Thursday, April 22 at 8 p.m. in the Memorial Union. All Union members are welcome.

## THE ALL-PURPOSE, ANY-OCCASION GIFT!

That's a Union membership! It's appropriate for theatergoers, music lovers, outdoor enthusiasts, Terrace sitters — just about anybody. A life membership makes a fine graduation gift for a UW student (and it's a bargain: the special student life rate is \$35 vs. the alumni/patron rate of \$160). Or say happy birthday, happy retirement, welcome to Madison, etc., with an annual membership; the annual rate is \$35 which, as renewed, accumulates towards the life membership fee. For more information and an application card, call the Membership Office, 262-2263.





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Address correction requested

## WHO...WHAT...WHEN...WHERE

### MARCH

- 29-April 2 **Mini Course Registration** (Spring 2), 11 a.m. - 5:30 p.m. (11 a.m. - 4 p.m. on April 2), Commons Lobby, Memorial Union  
30 **Royal Lichtenstein Circus**, 11:30 a.m. - 1:30 p.m., Union South  
30 **Lakeside Cinema**, "The Jungle Book," 8 p.m. Stiftskeller, Memorial Union  
31 **By and About Women** film discussion series, "Women in the Workforce," 7:30 p.m., Memorial Union

### APRIL

- 1 **2nd Biennial UW-Center System Art Department Faculty Show**, Main Gallery, Memorial Union  
1 **LightWave: 3-D Slide Show** by Wildman and Edwards, 7 & 9 p.m., Fredric March Play Circle, Memorial Union  
1 **International Film Series**, "Walkabout," 8 p.m., Dag Hammarskjold Hall, 8 p.m., Union South  
2-3 **Beltane Banquet** featuring the Festival Choir, 6:30 prelude, 7 p.m. dinner, Great Hall, Memorial Union  
2-4 **MovieTime**, "La Cage Aux Folles I," 7 & 9 p.m. (3 p.m. on Sunday), Fredric March Play Circle, Memorial Union  
2 **Laura Dean Dancers**, 8 p.m., Union Theater, Memorial Union  
5-6 **Travel Adventure Film**, "Paris and the Seine," 8 p.m., Union Theater, Memorial Union\*  
6 **Lakeside Cinema**, "Oliver," 8 p.m., Rathskeller, Memorial Union  
7 **By and About Women** film discussion series, "Health," 7:30 p.m., Memorial Union  
12-18 **MovieTime**, "Arthur," 7 & 9 p.m. (3 p.m. on Sunday), Fredric March Play Circle, Memorial Union  
13 **Lakeside Cinema**, "South Pacific," 8 p.m., Rathskeller, Memorial Union  
14 **By and About Women** film discussion series, "Gender Identity," 7:30 p.m., Memorial Union  
15 **St. Paul Chamber Orchestra**, 8 p.m., Union Theater, Memorial Union\*  
16 **Western Opera Theater in "Marriage of Figaro"**, 8 p.m., Union Theater, Memorial Union\*  
20 **Lakeside Cinema**, "How To Succeed in Business Without Really Trying," 8 p.m., Stiftskeller, Memorial Union  
21 **By and About Women** film discussion series, "Artistic Expression," 7:30 p.m., Memorial Union  
22-23 **Slavic Book Fair**, 10 a.m. - 7 p.m., Popover Room, Memorial Union  
23-May 13 **54th annual Student Art Show**, Main, Class of 1925 and Theater galleries, Memorial Union  
23 **Artists' Reception and Award Announcement**, 54th annual Student Art Show, 8-10 p.m., Main Gallery, Memorial Union  
23-25 **MovieTime**, "The French Lieutenant's Woman," 7 & 9:30 p.m. (3 p.m. Sunday), Fredric March Play Circle, Memorial Union  
27 **Lakeside Cinema**, "The Gay Divorcee," 8 p.m., Rathskeller, Memorial Union  
30-May 2 **MovieTime**, "From Mao to Mozart," 7 & 9 p.m. (3 p.m. Sunday), Fredric March Play Circle, Memorial Union

### MAY

- 4 **Lakeside Cinema**, "The Way We Were," 8 p.m., Rathskeller, Memorial Union  
7-9 **MovieTime**, "The Great Muppet Caper," 7 & 9 p.m., (3 p.m. Sunday), Fredric March Play Circle, Memorial Union  
7-13 **James Van Duerzen, MFA glass show**, Susan B. Anthony Gallery, Union South  
11 **Lakeside Cinema**, "Seven Brides for Seven Brothers," 8 p.m., Rathskeller, Memorial Union  
14-June 13 **Chet LaMore Memorial Show**, Theater Gallery, Memorial Union  
19-26 **MFA Exhibits: Jeffrey McCaffrey and Art Werger**, Main Gallery, Memorial Union  
19-26 **Sarah Nelson: MFA metal show**, Class of 1925 Gallery, Memorial Union

\* indicates that a Pre-theater Dinner will be held prior to the event. Call 262-2511 for menu information and reservations.