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ALUMNI

MUTUAL INTERESTS

Some of the most successful mutual funds in the country are based not in Manhattan but in Milwaukee—and they're managed by a handful of

UW business school grads who studied under Professor Frank Graner. Here are profiles of Ab Nicholas, Dick Strong, Ted Kellner, William Nasgovitz, and David Aushwitz and a look at the future of their funds.

by
Dale Buss '80

14



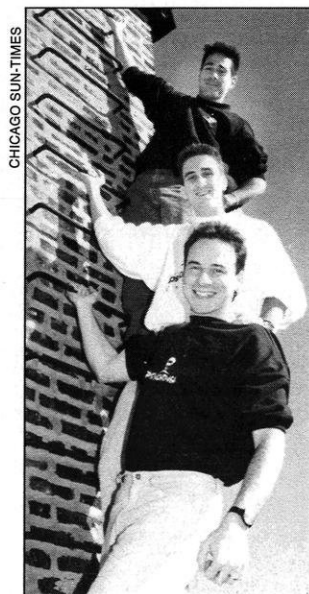
COVER

MAGIC MOUNTAIN

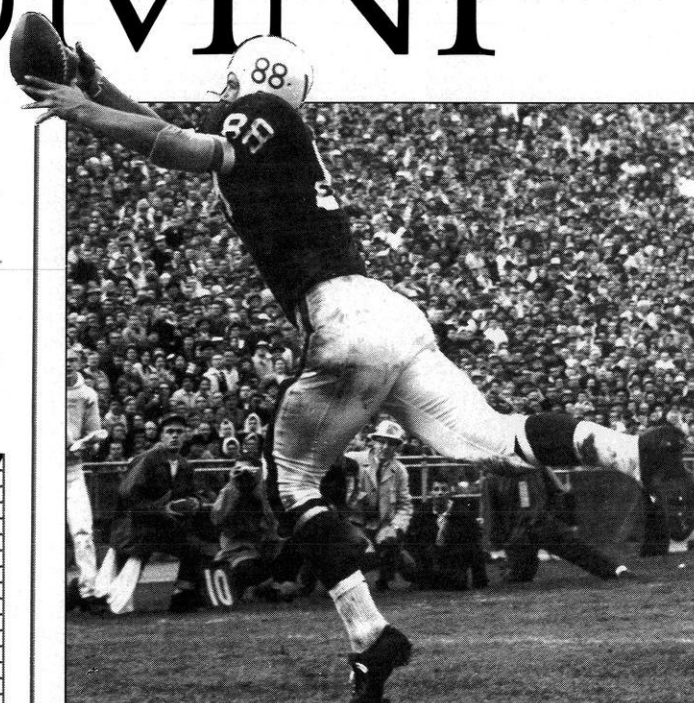
Mike Shannon '80 was only 27 years old when he was handed the reins to Vail Associates, a \$100-million ski resort and real estate enterprise in the Colorado Rockies. Four years later, Vail is worth \$400 million and it's the most profitable and fun-filled place to ski anywhere. Here's an insider's view of what running a recreation business is all about.

by Susan S. Pigorsch '80

20



We're always glad to hear about new grads climbing the ladder to success. Find out about Psychographics in Compendium, page 13.



The crowds are cheering again for Pat Richter '64, JD'71, the All-American, nine-letterman who's just been named as the UW's new athletic director. See story, page 9.

KEEPER OF THE BEAT



Professor of Music Richard Davis is one of the finest double bass players in the world. He's recorded with everyone from Frank Sinatra and Sarah Vaughan to Booker Ervin and Bo Diddley, and in the classical world he's played under the baton of Bernstein and Stravinsky. On the UW campus, he infuses students with an

ability to listen to the heartbeat, the pulse, around which the rest of the learning process revolves.

by James Rhem PhD'79

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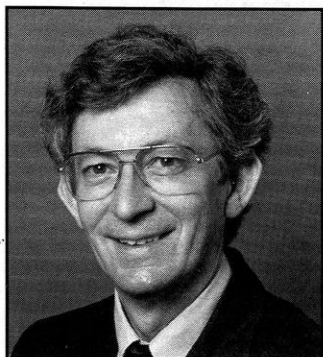
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Cover Photo

Vail, Colorado, has always been a great place to ski in the Rockies. But when Mike Shannon '80 became president a few years ago, he decided to light up the slopes with a Disney-gone-alpine kind of inspiration to make Vail a more universal, family affair.

David Lokey

ON WISCONSIN



"Students go away to college expecting something special," observes Ernest L. Boyer in *College: The Undergraduate Experience in America* (1987). If they attend a small liberal arts college, they expect small classes, numerous opportunities for individual contact with faculty, and a great deal of personal attention.

Although the UW-Madison cannot reproduce the full array of advantages associated with small liberal arts colleges, we do offer students something special: a large and nationally recognized faculty, a vast array of excellent programs, and opportunities for students to study current

research in countless fields. In addition, we provide an educational environment with some of the finest libraries, laboratories, studios, and museums in the nation as well as an exciting range of extracurricular activities, including concerts, exhibits, plays, lectures, conferences, and sporting events.

We intend to capitalize on these strengths to make the undergraduate experience here even more special. We are attempting to combine public funds using private support to extend current initiatives. Among these initiatives are:

- **More Comprehensive Honors Programs.** We plan to give students opportunities to work together with faculty in a truly collaborative exploration of new developments in a field. Undergraduate fellowships will offer incentives for students to participate in research projects, independent study programs, and senior thesis projects. The Hildale Undergraduate/Faculty Research Fellowships, offered this year, will underwrite sixty joint student/faculty research projects.
- **An Expanded Student Year Abroad Program.** We intend to offer students opportunities to develop increased knowledge of world affairs, greater insight into global socio-economic and environmental issues, and an increased capacity as citizens to understand the U.S. role in international relations. Students currently have a choice of programs in thirty cities in twenty-one countries on five continents.
- **Undergraduate Seminars.** In the future, we aim to make it possible for most of our undergraduates to have an opportunity to take a small class or seminar which stresses active learning and individualized instruction. The College of Letters and Science introduced a program of freshmen seminars taught by emeritus faculty in 1988-89. The College of Agricultural and Life Sciences is proposing a capstone seminar as a degree requirement for each of its seniors. Senior capstone seminars will give advanced students experience in integrating concepts, skills, and knowledge. This year, the Brittingham Foundation generously provided funding to integrate visiting speakers into twenty senior capstone seminars. The aim of the program is to enrich the small upper-level seminar for majors by bringing a distinguished visitor or visitors to the classroom for the direct benefit of undergraduates.

As one of the largest graduate and research universities in the country, the UW-Madison has a strong commitment to scholarly research. That commitment translates into better teaching as faculty researchers bring the fruits of their intellectual labors into the classroom and enhance the quality and freshness of their instruction. There is an intellectual excitement at the UW-Madison. It is generated by the spirit of inquiry which flows from our research orientation and is the key to the quality of education we provide. Our task is to increase the impact of this spirit on our undergraduate programs and to build upon the special advantages of an undergraduate at a large research institution.

David Ward
Vice Chancellor for Academic Affairs

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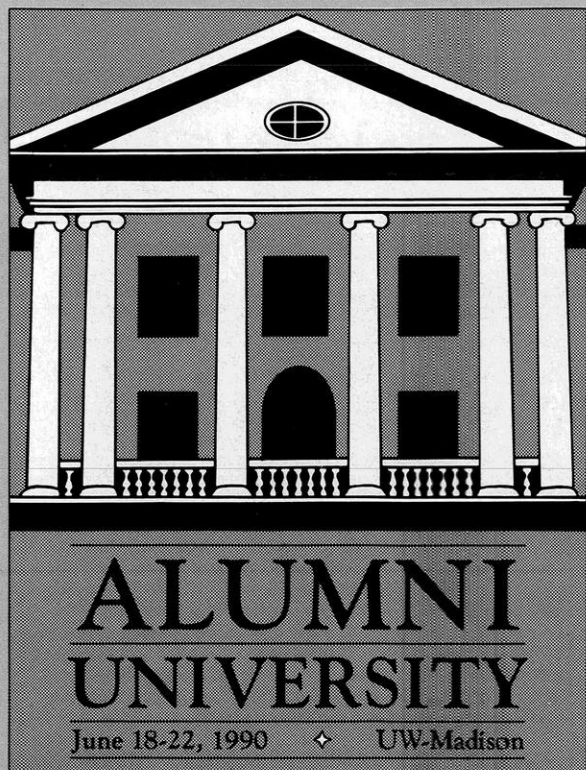
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LETTERS

Brathaus Closes

Editor's Note: Brathaus owner Gary "Jet" Jackson '71 writes us that the Brathaus at 603 State Street closed in August due to non-renewal of its lease. He lamented the closing, saying that the restaurant, which has been on State Street for 36 years, "has been more than just a place to work for the hundreds of students the Brathaus employed. . . . It's been a fraternity with one common bond: we all had to work our way through college."

Jackson says that the Brathaus' mail order and catering divisions will continue to operate.

Harvey Goldberg Center

Harvey Goldberg—"teacher, historian, and political activist," as he wished to be remembered—died of cancer May 20, 1987. For his many friends, Harvey's death left a profound sense of loss. Yet his death has been far more than a cause of personal grief. It is, above all, a monumental loss for the critical teaching of history and its contemporary relevance.

We have, therefore, established the Harvey Goldberg Center for the Study of Contemporary History at the UW-Madison, where Harvey received his training as a historian and where he taught history with such burning passion for a quarter of a century.

If you found your encounter with Harvey—whether as a student, colleague, or friend—to have been a very special experience, we appeal to you for your financial support.

We are compiling an archival collection and memorial volume, and thus would be grateful to have copies of photographs, tapes, letters and other items relating to Harvey's life and work. Any remembrances of Harvey you might wish to write would also be most welcome.

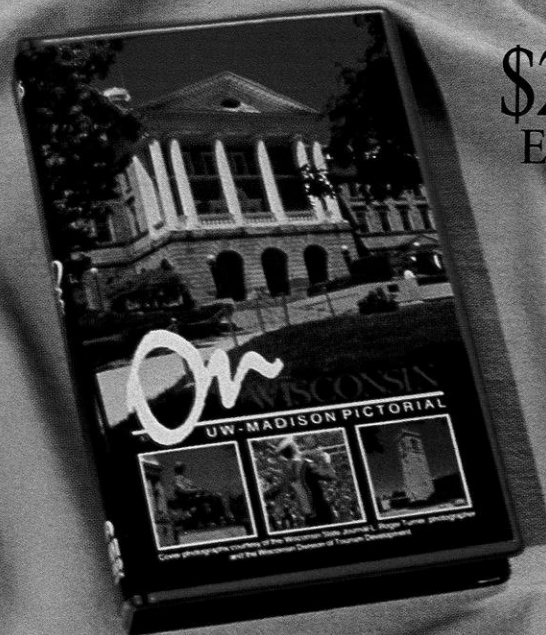
Fred Harvey Harrington,
Stanley I. Kutler, and
Maurice Meisner
Madison, WI

Joining the Dragon Boat Team

Lots of people have enjoyed the "Day of the Dragon" article on dragon boat racing in the July/August '89 issue. I've had inquiries about joining a team as a result of your article. Thanks!

Sue Smith '66
Burlington, IA

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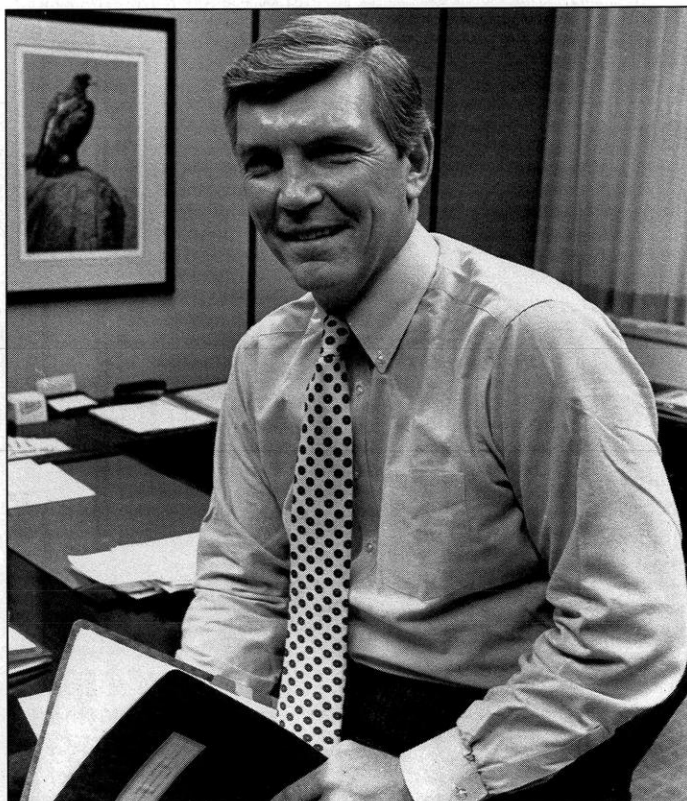
ON CAMPUS

**Richter Named
New Athletic Director**

He's a man who's tailor-made for the job. So it's no wonder Chancellor Donna E. Shalala's December appointment of Pat Richter '64 JD'71 as the new athletic director was met with overwhelming support.

Richter is one of the UW's greatest all-time athletes, a law school graduate, and a former vice-president for personnel at Oscar Mayer Foods, where he worked for eighteen years. The chancellor said it was the combination of Richter's athletic, academic, and business background that "make him ideally suited to lead our athletic program into the 1990s." As Richter himself puts it, "Growing up in Madison, being around university athletics as I was, I understand the impact of this program on the public and the students."

Paula Bonner MS'78, the Alumni Association's assistant executive director of programs, served as an advisor to the screening committee that hired Richter. A former UW assistant athletic director, Bonner praised Richter's strong business and personnel background as well as "his sensitivity to the quality of the student-athlete experience and his commitment to a successful, broad-based program for men and women." She believes Richter "will inspire great confidence and renewed enthusiasm within the athletic department and among alumni and the other constituent groups who care about Badger athletics." Paul Berge '60, a WAA board member and the incoming president of the Mendota Gridiron Club, added that



Pat Richter '64, JD'71, was named the new Athletic Director in December. Formerly, he was vice-president of personnel at Oscar Mayer Foods, a professional football player with the Washington Redskins from 1963-71, and, at the UW, a nine-letter-winner in football, baseball, and basketball.

Richter has "instant recognition and well-deserved credibility" throughout Wisconsin.

Richter played baseball, football, and basketball while in school here, winning three letters in each sport. That makes him the only UW nine-letterman in the last sixty-two years. An All-American end who played in the 1963 Rose Bowl game, he also played professional football for the Washington Redskins from 1963-1971.

The new A.D. views his job as being similar to what he did in the private sector: "Oscar Mayer is in the business of selling products," he says. "That's no different from selling athletics."

Some of his goals include "providing students and especially student athletes with a

very rewarding experience," continuing to improve women's athletics, and running the athletic department with an eye toward filling the stadium stands. "We're looking for improvement, excitement, and entertainment," he says. "There has to be an opportunity for Wisconsin to beat the teams that have traditionally beat them."

On the question of hiring a new football coach, Richter says he will begin immediately in order to facilitate student recruiting. "We believe that the football coaching job at Wisconsin is the best job available in America," he says. Chancellor Shalala added that the UW is going to find a new coach who "knows there is air in the football."

**Sponberg Resigns,
Morton Reassigned**

In November, in what some hailed as the start of a new era for UW Athletics, Chancellor Shalala called for the resignation of Athletic Director Ade Sponberg and the reassignment of football coach Don Morton.

In his resignation statement, Sponberg said he respected the belief of the chancellor and the athletic board that the athletic department would benefit from fresh leadership. He and Chancellor Shalala both acknowledged that Sponberg had inherited a difficult financial situation; nevertheless, Shalala said, there wasn't a "good fit" between the athletic director and the university. Sponberg will resign May 15, 1990, and will receive a partial buyout for his contract.

With regard to Morton's reassignment, Shalala said she agreed with the Athletic Board's conclusion that "the current football program has not made sufficient progress in the past three years in establishing a solid base and moving toward a competitive tradition." And the truth is, said the chancellor, "we want a football program as great as the university."

The ad hoc committee that reviewed the football program met for a month and talked to more than 100 people with a wide range of views to help them formulate their opinion. A major factor in the decision was the confidence levels of the players, the university, and the fans in the ability of the football program to improve.

Morton hired Madison attorneys Lee Cullen, a labor lawyer, and Ed Garvey, the former head of the National Football Players Association, to help him challenge the reassign-

ment clause. The attorneys said one of the issues they were most concerned about was the loss of outside income the coach would have received from such sources as radio and television shows.

In yet another change, Athletic Board Chairman Barney Webb '50, MS '52, PhD '57 stepped down January 1st and business Professor Roger Formisano took his place. Chancellor Shalala said that Formisano's strong business background will serve the board well in its considerations of the athletic department's financial future.

Faculty Votes on ROTC

The UW faculty is split on whether the Reserve Officers Training Corps (ROTC) should be removed from campus because it bars homosexuals from enlisting in its programs. In early December, a 386-248 advisory vote in favor of removal was directed at the UW Board of Regents, which will probably decide in February whether to expel the Corps. The motion was proposed by sociology and South Asian studies professor Joseph Elder.

The ROTC policy stems from a Department of Defense ban on enlisting homosexuals, and can only be changed at the federal level.

In addition to the 600 faculty who showed up at the Stock Pavilion to vote on the issue, a facultywide poll drew 1,007 responses from a total of 2,400 faculty. Of the majority who were in favor of keeping ROTC, 296 reaffirmed the UW's existing policy of retaining ROTC and continuing to press the Defense Department for a change in its policies.

UW-Madison is one of only

a few colleges and universities that have challenged the ROTC policy. Provisions of the Elder proposal call for the regents to identify ways the university can meet its land-grant obligation to provide military training while not tolerating discrimination based on sexual identity.

Gordon Baldwin, professor of law and faculty liaison for ROTC, said student recruitment would be harmed by Elder's proposal, explaining that the Pentagon may terminate ROTC here before 1993 because the campus atmosphere is "not sufficiently hospitable."

Another pro-ROTC speaker at the Stock Pavilion was David Banholzer, a student in Air Force ROTC. He reminded the audience that "ROTC isn't the presence of the military on campus, but the campus in the military."

The faculty meeting on the issue concluded with senior class president Jordan Marsh, who told them: "You can show the world and your students that actions speak louder than words. Please, teach us that discrimination is unacceptable."

Sports Highlights

- Men's soccer coach Jim Launder was named NCAA Division 1 Coach of the Year for the Great Lakes Region and guided the Badgers to a third place regional ranking—their best season since 1981.
- Women's rowing coach Sue Ela '75 was named "Woman of the Year" by US Rowing, the national governing body for crew.
- Junior defensive end Don Davey was named academic All-American for the third year in a row.

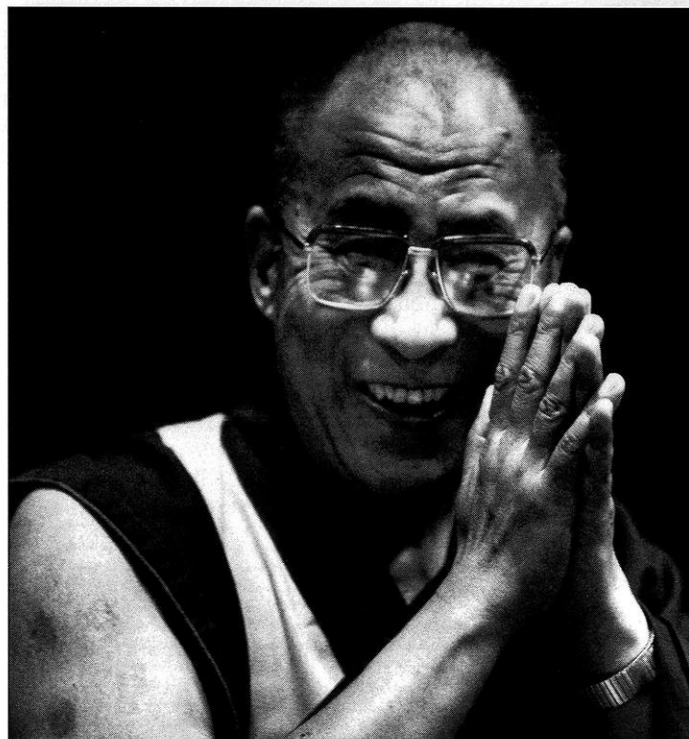
- The women's volleyball team won the Women's Invitational Volleyball Championship in Birmingham, Alabama, and posted its best season record in eleven years at 26-11. The team has also more than doubled its attendance figures of a year ago. Senior Susan Temple completed her career at Wisconsin with a school record of 2,480 assists and achieved her goal of leading the team to its first post-season tournament.

Dalai Lama Visits Madison

Although Madison has fewer than 500 practicing Buddhists, the religion's foremost leader, the Dalai Lama of Tibet, has been here three times in the

last ten years. On each occasion he has visited his old mentor—UW professor of Southeast Asian Studies Geshe Sopha. And his most recent visit came last October, just days after he received the Nobel Peace Prize.

While in Madison, the Dalai Lama performed Buddhist ceremonies and dedicated a monument at Deer Park Buddhist Center just south of the city. He also spoke before a capacity crowd of 8,500 in the Field House, where he stressed that compassion is the key to happiness and the building block of global peace. He said that helping others brings "mental calmness," and that tolerance and patience are signs of strength while anger is a sign of weakness. One of several standing ovations occurred when Chancellor Shalala referred to his recent Nobel Prize.



The Dalai Lama of Tibet closed his talk before a capacity crowd at the Field House with a gesture of respect. The Buddhist leader and Nobel Prize-winner made Madison the only Midwestern stop on his latest world tour.

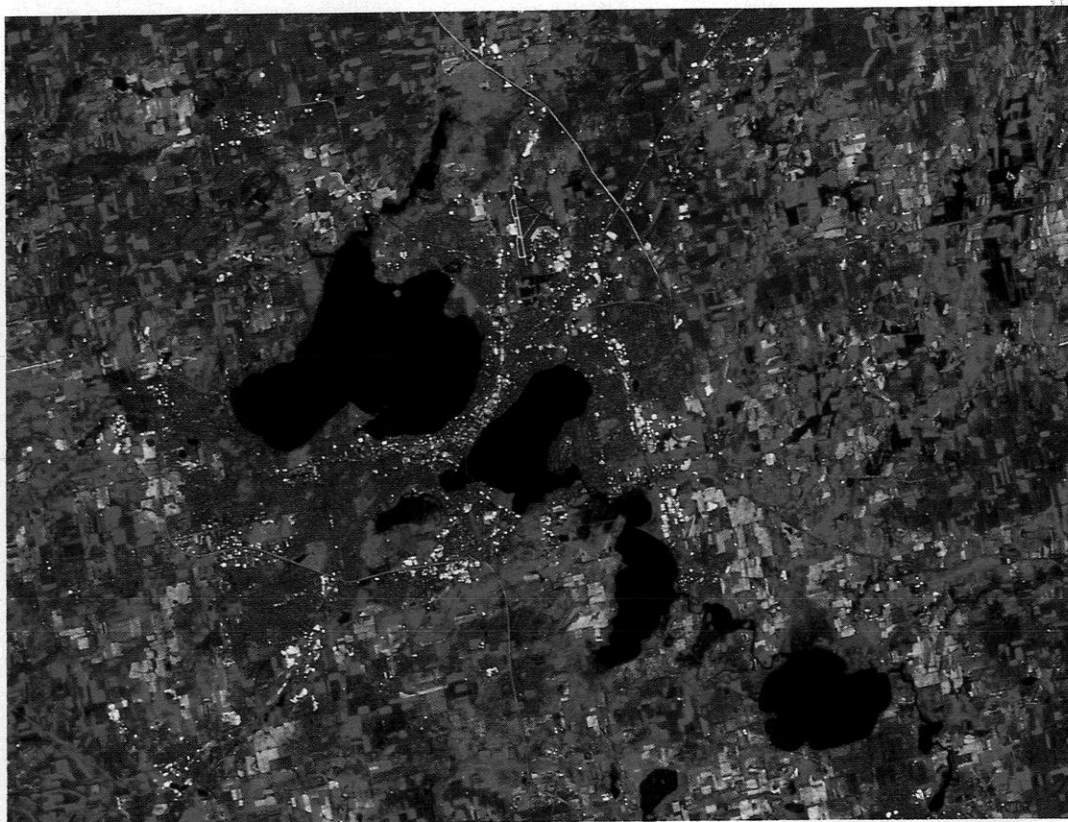
Madison Plan Progress

The programs inspired by the Madison Plan, initially adopted in response to racial incidents on campus, are already helping establish us as a national leader on minority issues. We've hired twenty-four new minority faculty this year, placing us more than halfway toward our goal of recruiting a total of seventy by September 1991. And while minority enrollment increased by only 5 percent this year, new creative initiatives should boost that figure:

- Starting this month, fifty low-income minority teens in Madison will get a head start on college through a program called Upward Bound. This school year marks the first time we've received the federal \$140,000-per-year grant to fund the program, which targets promising high-school freshmen who might not otherwise be inclined towards college. It provides tutoring, special counseling, and other support throughout students' high-school careers. Then, those students who are eventually accepted at UW-Madison will be offered free tuition—a commitment that is unique to our institution.

- Last summer, a law school program allowed minority students to explore legal career opportunities and to develop the reading, studying, and writing skills necessary to practice law. Students involved in the six-week, expense-paid program attended law school classes and lived on campus.

- And finally, a civil rights conference here in November brought together civil rights leaders, scholars, and jurists to evaluate the status of U.S. civil rights and examine new directions for the future. The conference coincided with the twenty-fifth anniversary of the U.S. Civil Rights Act.



Did you ever wonder what Madison looks like from 517 miles up in space? The above satellite image was taken in eight seconds by France's SPOT-1 satellite when it passed over Dane County on a cloud-free day. The image, which is not to be confused with a photograph, was constructed from digital information translated by computer into a graphic representation. Sensors on board SPOT-1 measured how much energy various colors were reflecting from the sun, and then transmitted this information to the ground via radio signals.

The red areas represent vegetation; the black shapes are water; the gray areas are soil; and the blue sections represent urban areas. Because the image was taken early in the growing season, the major agricultural crop shown is alfalfa. Most of the bare soil areas contain recently planted corn.

Herbert Hill, a UW professor in Afro-American Studies and Industrial Relations, says Madison was a particularly appropriate site for the conference for several reasons, including the Madison Plan and the recent law school award for commitment to hiring minority faculty. In addition, our Afro-American Studies department was one of only two that received Ford Foundation research grants this year.

Measuring Up

You may have been surprised

when *U.S. News and World Report* failed to rank the UW in the nation's top twenty-five universities. So was the whole university community. Many observers here felt that the survey, which was dominated by small, private colleges, was weighted in favor of private schools. Richard Barrows MS'70, PhD'73, associate vice-chancellor for academic affairs, says the magazine used criteria such as strict admission standards, which created a bias in the survey toward elitist institutions. Faculty quality, for example, was judged by low teacher-student

ratio, academic degrees, and hiring budget.

In other surveys, Wisconsin ranks up at the top. We have the third largest number of faculty members in the National Academy of Sciences among all public institutions. With a total of thirty-one members, we were topped only by University of California-Berkeley (eighty-four) and University of California-San Diego (forty-nine).

University Hospital was ranked number one recently—the hospital procures more transplant organs than any other in the nation.

RESEARCH

Test-Tube Rhinos?

UW veterinary science professor Barry Bavister, one of the team of English scientists who engineered the birth of the world's first test-tube baby, Louise Brown, doesn't work with human embryos anymore.

He isn't allowed to.

In an interview with the *Wisconsin State Journal*, Bavister says a wave of public opinion has halted research on human embryos. The reproductive physiology expert now does his research on animal embryos, including those of endangered species. He spends a lot of his time trying to figure out how to artificially inseminate rhinoceroses, who have been all but wiped out in the wild by poachers. Although we can artificially inseminate

humans and bulls, he says, scientists haven't yet figured out how to freeze rhino sperm.

Bavister bemoans the public reaction that has turned his research in a new direction, telling the *Journal* that "extremists" are "limiting science" by causing the government to withdraw funding for human embryo studies. As the professor sees it, the funding policy is jeopardizing women's reproductive health by hampering infertility and birth control research.

But there's a chance that, working against the clock, the team in Bavister's lab can help save the rhinos and other endangered species from extinction. "We should have started (in vitro fertilization research on these species) almost fifty years ago," he told the *State Journal*. "This is one of the last desperate things to try."

Mind Over Migraines

Richard Rivard's first migraine headache was a frightening experience. The intense pain and accompanying nausea sent the Waunakee teacher to the hospital emergency room. As the headaches began to return several times a week, he tried tranquilizers, sleeping pills, blood pressure pills, and sometimes, Demerol. When the Demerol lost its effectiveness, his physician referred him to UW Hospital's Biofeedback Clinic.

There, he began spending an hour a week in a reclining chair in a small, soundproof room with electrodes taped to his head and neck. The electrodes recorded minute electrical impulses and converted them into a low-pitched tone. When Rivard's muscles tensed up, the tone grew louder. When he relaxed, it grew softer. "I could actually hear my tension," he says. Meanwhile, technicians in an adjoining room talked Rivard through relaxation exercises, teaching him techniques for controlling his breathing and unwinding specific muscles.

Clinic psychologist Robert Hodes MS'75, PhD'81 prescribed biofeedback after determining that stress was a factor in Rivard's headaches. "Patients learn to identify tension and relax the tense muscles within a few seconds," he says, adding that sufferers also learn to identify situations associated with headaches so they can begin to avoid them.

The treatment worked. Rivard's headaches got better, and he went from two or three per week to one or two per month.

Hodes estimates that about two-thirds of the two hundred annual visitors to the Biofeedback Clinic show

improvement. But biofeedback won't work for everyone. It's best for those with migraines or headaches caused



KEITH SKEEN

by muscle contractions, so correct diagnosis is crucial.

Treatments for migraines include a combination of methods ranging from biofeedback to changes in diet, the development of regular sleeping habits, and the use of drugs to prevent dilation of blood vessels. The tendency to have migraines is inherited, and migraine sufferers are unusually sensitive to caffeine, alcohol, chocolate, monosodium glutamate, and nitrates.

In some instances, the simplest treatment begins with the elimination of caffeine. Hard-core coffee drinkers might begin their treatments by drinking four cups of coffee spaced throughout the day, which will help them maintain a minimal level of caffeine in their systems and prevent the withdrawal that triggers migraines.

The important thing for migraine sufferers to learn is that they *can* do something about their headaches. The biofeedback program, says Rivard, "gives you the energy to keep going because you know there's something you can do. It doesn't leave you feeling like all you can do is go from one doctor to the next."—Kristin Visser MS'73



UW researcher Jeff Jones, above, is part of a team working to save rhinoceroses from extinction with the use of artificial insemination. Veterinary science professor Barry Bavister, one of the English scientists who engineered the world's first test-tube baby, heads the team.

FACULTY

Top Law Teacher

Step aside, Perry Mason. Stephen Herzberg may have revolutionized the way lawyers perform in the courtroom. At the very least, he's changed the way trial advocacy is taught. That's why Herzberg,



Law Professor Stephen Herzberg

a professor in the Law School here, won the 1989 Richard S. Jacobson Award honoring excellence in teaching.

The nation's top trial-advocacy teacher was one of the first to use videotaping in the law classroom. His extensive use of mock trials during class is another innovation. Traditionally, law classes have leaned heavily on lectures and exams and provided little actual courtroom experience.

Herzberg's classes also incorporate state-of-the-art computer technology and psychological research. During the seventies, he was part of a team of social

scientists who conducted research challenging conventional wisdom on trial advocacy. For instance, they found that the first few moments of a trial represent a golden opportunity to impress points on viewers' minds. While this is the time when lawyers often ask witnesses for name, address, occupation, and so on, Herzberg argues that attorneys should start their questioning with their most important points to cement them in jurists' minds.

The law professor was selected from a pool of thirty nominees culled from the nation's more than 200 accredited law schools.

Three Deans Retire From Posts

Law School Dean Cliff Thompson and Business School Dean James Hickman will both step down this summer. Each of the deans had distinguished careers; each stayed on to help Chancellor Shalala get her new administrative team together.

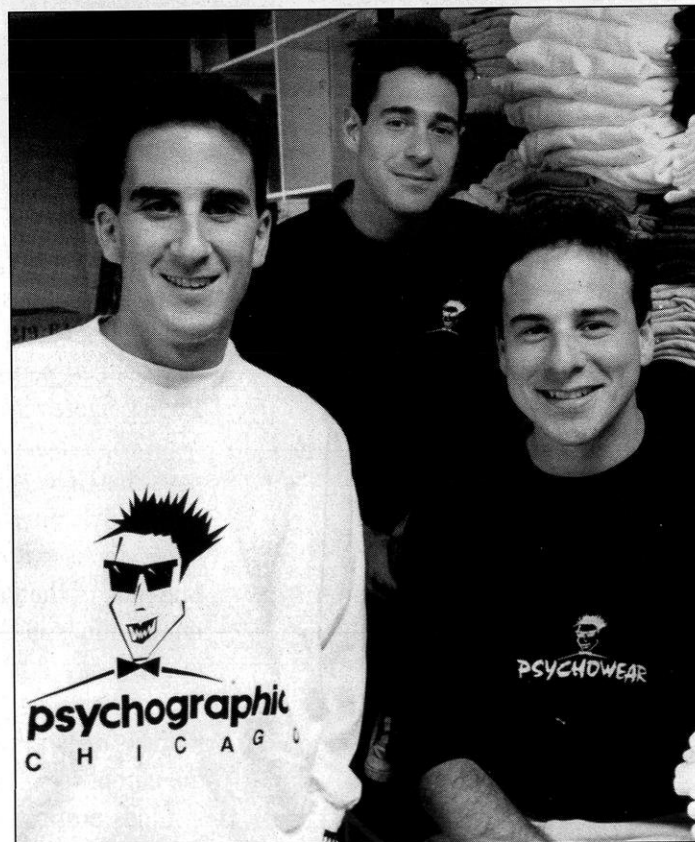
Gaining a commitment for a new business school was a highlight of Hickman's tenure. In 1987, the Wisconsin legislature appropriated \$18.3 million that will consolidate the school's existing five locations. In order to keep up with modern demands on business education, the dean also initiated a revised MBA program that requires students to study in new course configurations such as technology management, international perspectives, and ethical environments. After stepping down, Hickman will continue to teach in the business school.

Under Thompson's tenure, one law school drive raised double its goal of \$3 million. Alumni annual gift-giving also doubled. John Skilton,

chair of the law school's alumni board of visitors, credits this to the dean's personal touch in dealing with alumni and alumni clubs. The law school has also gained in minority recruitment, last year winning an award from the Society of American Law Teachers for "genuine commitment to affirmative action" in faculty hiring. Thompson, too, will rejoin our faculty after taking a sabbatical to write a book about Third World revolution.

The two resignation announcements were

followed by that of John Palmer, who will return to teaching and research after fifteen years as dean of the School of Education. Palmer was known for encouraging connections between his faculty and other scholars on campus. He also became a national leader in teacher training through the Holmes Group, which he co-founded. This coalition of university-based educators quickly became part of the landscape of the American elementary and secondary school reform movement.



If you've been back to Madison in the last five years, you may have noticed T-shirts sporting a "Club Mad" logo. The T-shirts, sold by Barry Friedland '86 (left), Jordan Dolin '84, and friend Rob Goone, were just the start of bigger things to come. The three moved into an apartment together in Chicago after graduation and started an activewear business, Psychographic Design Group, with less than \$1,000. Sales of Psychowear doubled annually, and the entrepreneurs, recently featured in the business section of the Chicago Sun-Times, are now projecting sales of \$2 million for this year. They say the draw for their clothing is the zany "Psycho Man" logo, designed by Dolin, that appears on each item.

News items written and edited by Niki Denison from the UW News Service and campus sources.



MUTUAL INTERESTS

**Five of the country's best
mutual funds are based not in
Manhattan or Boston but
in Milwaukee,
and they're managed by
a distinguished group
of UW grads.**

by Dale Buss '80

BY NOW, THE FINANCIAL WORLD KNOWS THAT CONSERVATIVE little Milwaukee, to many just Chicago's remotest suburb, is home to a remarkable community of professional investors who run some of the nation's best-performing mutual funds. What fewer know is that five of the leading figures in that fraternity—Ab Nicholas '52, MA'55, Richard Strong MBA'66, Ted Kellner '69, William Nasgovitz '66, and David Aushwitz MBA'72—have the University of Wisconsin as their common denominator.

Actually, Milwaukee and the state have quite a rich history in finance—being home, for instance, to over twenty mutual funds and to Northwestern Mutual Life, one of the nation's ten biggest insurance companies. And one of the oldest mutual funds in the country, the Wisconsin Fund (since taken over), began here in 1924.

No other cities of comparable size can match the concentration of significant mutual funds in Milwaukee, says Michael Lipper of Lipper Analytical Services, the chronicler of the mutual-fund business. "Per capita, Milwaukee is still bigger in funds possibly than any other place except Boston," he says.

Dick Strong, along with Bill Corneliuson, has built a concern with about \$5.3 billion under management, including mutual funds. Nicholas says he has about \$2.4 billion in assets under management, including five mutual funds. Kellner, head of Fiduciary Management Company, manages about \$480 million. Aushwitz, now president of Arnold Investment Counsel since the November death of founder James Arnold Sr., directs a total of about \$500 million in assets. And Nasgovitz, along with Hugh Dennison, runs Heartland Advisors, including the Heartland mutual funds, and controls about \$100 million. That's a total of some \$8.5 billion, all managed in Milwaukee by those who got their start at the UW-Madison.



LOYALTY SEEMS TO BE THE GUIDING PRINCIPLE FOR ALBERT O. "AB" Nicholas, the patriarch of the UW grads running Milwaukee's burgeoning mutual-fund industry. This 1952 and 1955 School of Business graduate still puts a lot of time—and a lot of his personal fortune—into the University of Wisconsin. His entire investment philosophy, an approach that has built a \$2.4-billion group of mutual funds, is founded on buying the right stocks at the right prices—and then holding onto them, often for a long, long time.

"I'm proud of that," he says. "We're not traders—we're investors. I'm proud of my Midwestern heritage and our conservatism. But we're aggressive when it comes to buying stocks. We believe in over-diversification."

Result: the Nicholas Fund, which has \$1.3 billion in assets and is by far his largest fund. It posted a remarkable 25 percent return for the twelve months ended September 30, according to Lipper Analytical Services, in a year when stocks and mutual funds generally didn't fare very well. Over the five-year period ended last September, the fund returned a whopping 118 percent to investors.

In fact, for the last eight years, the fund's performance has landed it a spot

on *Forbes'* annual honor roll of mutual funds. Only the world-renowned, huge Fidelity Magellan fund matches the Nicholas on that score.

What's all the more remarkable is that Nicholas has consistently favored small- and medium-sized companies, who have lagged the overall market lately. Frequently overlooked International Dairy Queen, for instance, of which Nicholas Company controls about one-tenth, is a favorite of his because of its strong earnings and long history in the fast-food business.

Since the stock market bottomed in 1982, the National Association of Securities index of basically small-company, over-the-counter stocks has returned a compound annual interest of about 16 percent,

including dividends, while the big-company Standard & Poors 500 index has returned 21 percent. Yet the Nicholas Fund, with about half its assets in over-the-counter and other smaller stocks, has done as well as the S&P.

That doesn't mean there haven't been times when the long term approach hasn't worked for Nicholas. Peers recall the difficulty that some with Nicholas's firm experienced in the wake of the 1974 recession, having to tell clients that the value of their holdings had dropped 75 percent.

It was about that time when Nicholas's most famous disciple, Dick Strong, left to start his own business and follow a trade-oriented investment philosophy. Kellner also left the firm later on to start his own company; Nicholas says that each of his former employees did well to go on their own since they both are so successful. Besides, Nicholas's operation is a family company—and will remain that way. His brother-in-law David L. Johnson '64, MBA '67, daughter Lynn '78, son David '84, and an associate of twenty years, Tom Saeger '67, are his key investment people.

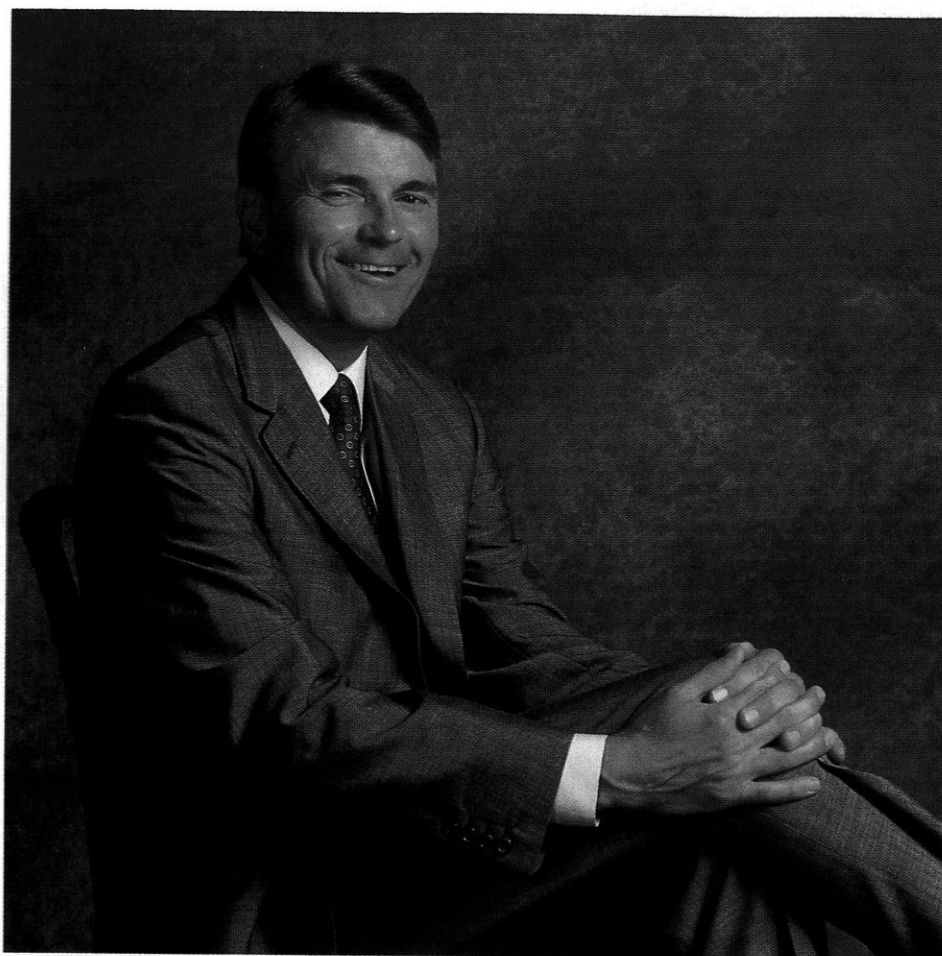
Nothing else has benefited as much from Nicholas's loyalty, however, as the University of Wisconsin. For one thing, the 6-foot-3½-inch Nicholas, who grew up in Rockford, Illinois, was a star of the early 1950s basketball Badgers and got an offer to turn professional afterward.

More recently is Nicholas's appointment to the UW Board of Regents. He served some long and grueling hours last fall on the advisory board that set in motion the hiring of the new UW athletic director and football coaching staff; he's been a strong supporter of both the athletic department and the business school. Before he became a regent, he served on the board of the Wisconsin Alumni Association and was a member of WAA's Executive Committee.

Nicholas currently is helping to search for someone to fill a new professorial chair in business management for which he, Kellner, and Nasgovitz raised more than \$1 million in funds. The chair is named for the late Frank Graner, a UW professor of finance who taught securities analysis in the fifties and sixties and who energized Nicholas, Kellner, Nasgovitz, Aushwitz and dozens of others to pursue careers in money management.

"This chair is really my tribute to Frank and to the school," Nicholas says.

UW Regent "Ab" Nicholas '52, MA '55.



DICK STRONG MBA'66 IS A DRIVEN MAN. IT'S EVIDENT IN THE roaring success of his twenty-three-year career in money management. It's displayed in the grandeur of the new headquarters building of Strong Corneliuson Capital Management Inc. in Menomonee Falls. It's obvious from the intensity with which he does everything, from trading stocks to playing tennis to making conversation.

Most of Strong's purposefulness is directed at a professional goal: "I really want to leave a legacy from this life, a business that will prosper and provide jobs long after I'm gone," he says.

One force that drives Strong is that he started out adult life in the hole—both his parents died when he was a teenager, and he recalls having been a much better football player in high school than a student. In his first test as an undergraduate at Baldwin Wallace College in Ohio, he notched an "F."

But Strong got his history degree and then began graduate work as a law student at the UW. Soon he realized that he "wasn't cut out to study law. I spent a lot of my time over at Memorial Library

reading the *Wall Street Journal*, *Forbes*, and *Barron's*—that told me something!"

Strong went on to become a star pupil while getting his MBA from the Business School. But while he praises his UW education, he remains largely detached from the university today.

The vast majority of Strong's energy goes into building his business legacy. And he's off to a good start: his biggest mutual fund, Strong Total Return, struggled to just a 15 percent return for the year ended September 30 but posted a noteworthy 115 percent return for the last five years. And that fund alone has grown to more than \$3.1 billion in assets.

There's a highly focused quality to Strong's investment strategy, some peers

observe. But his approach significantly departs from the basically buy-and-hold philosophy that he learned at Nicholas's firm. Strong now is more of what Nicholas calls "a trader," who characteristically tries to play short-term swings in the market to get the best returns for investors.

His sensitivity to the markets is evident. Right after salutations, often the first thing he says as he begins a business visit is, "The market's really kicking my butt today"—or something on that order.

Figures bear out the contrast in investment approach between Strong and his counterparts in the Milwaukee-UW investment community. While assets of the Nicholas Fund, for instance, turned over at a rate of 32 percent in 1988 and 24 percent in 1989, holdings in the Strong Total Return Fund turned over at a rate of 224 percent in 1987 and 281 percent in 1988.

In fact, some peers say they believe that a desire to outshine Nicholas still plays a part in driving Strong. However, Strong will only say that they're "from different generations. I learned a great deal from Ab; he's a fabulous investor. These things just happen in life."

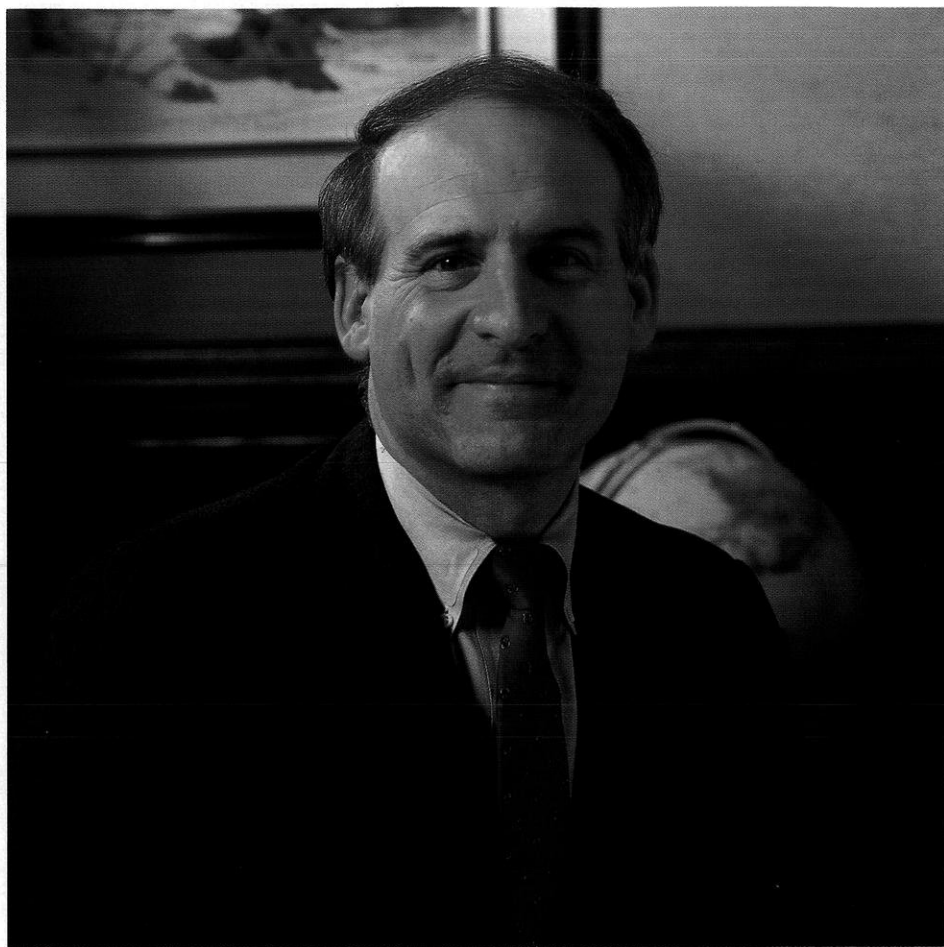
While Strong eschews a huge house, European luxury cars, and other icons of success, he appears eager to lavish a certain elegance upon his company and its employees in the belief that such rewards will come together to help them work harder—and smarter.

The company headquarters, for instance, sits adjacent to an artificial pond on a 200-acre pastoral spread just outside of Menomonee Falls. Antique furniture, brass railings, and plush carpet throughout set the tone. Free lunch for all employees each day sends a signal as well.

Even the building itself testifies to Strong's commitment to succeed. Built with extra-thick beams and walls, the \$4.7-million structure is, he professes, one of the few major "200-year buildings" constructed in the Midwest in the last twenty-five years. One peer chides that it's Strong's "Taj Mahal."

So far it's got a completely empty third floor. But Strong aims to fill that workspace soon—with money-making employees—twenty-four hours a day, seven days a week.

Playing the short-term swings in the market, Dick Strong MBA '66 has turned Strong Corneliuson Capital Management Inc. into a concern of \$5.3 billion.



IT WAS A BLUSTERY NOVEMBER FRIDAY LAST YEAR. THE FOOTBALL team was nearly finished with a third consecutive season of defeat and on their way to yet another loss. The school's athletic department and football program were in the midst of a purge that ultimately would lead to the dismissal of head coach Don Morton.

Yet, Ted Kellner '69 was dutifully preparing to embark from Milwaukee to Columbus, Ohio, to see the Badgers and Morton, his good friend, get thumped by Ohio State the next day.

"I owe a tremendous amount to the university. I got a great education, and any success I've had has been through the university, the business school, and people associated with it," says Kellner, chairman of Fiduciary Management.

Kellner isn't kidding. He was drawn into the money-management business by Frank Graner, who was his UW advisor for two years.

"Frank had an incredibly intuitive investment mind," Kellner recalls of the professor, who died in 1980. "He was a fundamentalist about companies: analyze

them, meet their managements, pick their products and services apart." And sometimes Graner trained his sharp focus on his students: Kellner recalls the professor's dissection of his first major analysis of a security, an airline stock.

"I remember sitting with Frank, and for an hour-and-a-half he picked it apart," Kellner says. "He got into the industry from forty or fifty different angles I'd never even thought of. That really stuck in my mind."

Kellner also credits the UW because it gave him an association with the Brittingham family, supportive UW alumni who became wealthy in lumber and other businesses. A program started by the family gave Kellner a ticket to the University of Oslo for the summer of his junior year.

Even more important, just one year later family member Baird Brittingham asked Kellner to forego grad school to join the family firm. "So at twenty-two years old, I was on the board of seven private companies," he remembers. "Though I wasn't responsible, five of those companies went bankrupt as we headed into the 1969-1970 recession. What a learning experience."

Kellner moved on to work for Nicholas Company in 1973. Wanting to run his own company and realizing that Nicholas's family-controlled operation wasn't the place to do it, Kellner took Don Wilson with him from Nicholas and in 1980 started Fiduciary.

While Kellner espouses a similar long-term investment orientation, his results so far haven't been quite as spectacular: a 68 percent compounded return for his biggest fund, Fiduciary Capital Growth, over the five years ended September 30, according to Lipper Analytical Services. But during the previous fiscal year, a tough one for the market overall, the fund was up 24 percent.

Michael Lipper says that the twist that has become a big part of Kellner's modus operandi is to "facilitate other investment managers who want to be in the funds business. For instance, the 'Brilliant Mind Fund' will use Kellner's organization as an administrator to get the fund started, and Fiduciary charges a fee."

Whatever his course professionally, Kellner isn't failing to give back to the UW. He has been on the Executive Committee of the Wisconsin Alumni Association since 1987, and is scheduled to become president in 1991. Last summer, he helped sponsor "The Big Reunion" for all UW-System graduates on the Milwaukee Summerfest grounds, complete with a concert from UW alumnus Steve Miller. Kellner is also president of the UW School of Business Alumni Association, on the board of the UW Foundation, a trustee of the UW research park, on the local Milwaukee alumni club board, and active in the school's foreign-exchange program.

"I'm a big believer that you've got to give back to any organization that's given to you," Kellner says.

As Chairman of Fiduciary Management, Ted Kellner '69 manages \$480 million. He is also on WAA's Executive Committee and will become president in 1991.



The head of Heartland Advisors, William Nasgovitz '66.

WILLIAM NASGOVITZ '66 FIRST stock pick—Vitrol Corp. of America—was a bomb, he recalls. Of course, he was only thirteen years old and living in the Sputnik era when he cadged some information about the aerospace company from his father's investment newsletter.

Decades later, Nasgovitz is head of the multi-million-dollar Heartland funds family. Nasgovitz attributes "looking for value" for the highly respectable 20 percent return for the largest Heartland fund for the twelve months ended September 30, according to Lipper.

"Everybody says they buy value, but we document it in terms of certain investment parameters—especially trying to buy stocks with low price-to-earnings ratios," Nasgovitz says. He says it's an attention to fundamentals that he learned at the Milwaukee Company, where he built much of his career—and at the UW from Professor Graner.

Graner "was excited about what he taught," remembers Nasgovitz, who along with Nicholas and Kellner was active in raising funds for the professorial chair to honor their mentor. "He lived and breathed

the markets everyday; it was almost as important to him as teaching. He had lots of contacts at the companies and on Wall Street and would always bring the markets into the classroom."

Nasgovitz left the UW's MBA program early, in the late 1960s, to join the Air Force Reserves. Then he worked for ten years in sales for Dean Witter, joining the Milwaukee Company in 1979 as president and, at the same time, buying out the company with other managers.

Within a few years, Nasgovitz had started Milwaukee Asset Management within the company. In the summer of 1988, in the wake of the stock market crash of 1987,

Nasgovitz and partners sold the Milwaukee Company to Dain Bosworth, Minneapolis-based regional brokers, and spun off the Heartland Advisors. Nasgovitz and partner Hugh Dennison now have a ten-person operation.

Heartland is prospering by exploiting niches that are less and less crowded by competitors at a time when Wall Street continues to be consolidating and streamlining. That means Nasgovitz picks mostly Midwestern-based companies with market capitalizations of less than \$500 million.

"You know—companies that don't have program trading, stock options, or futures," Nasgovitz says. "Just solid value."

THE MILWAUKEE JOURNAL



David Aushwitz MBA '72, Arnold Investment Counsel Inc.

NOT TO PUT TOO FINE A POINT on it, but David Aushwitz MBA '72 is thinking that the almighty may have had something to do with his jumping from M&I Bank to Arnold Investment Counsel Inc. in the fall of 1988. That's because, just a year later, James Arnold Sr. was dead, and Aushwitz suddenly had to move to the top of the Milwaukee money-management firm.

"The man upstairs was really putting something together," Aushwitz says. "I believe in fate, and I think lots of things work out in strange ways. Maybe this was one of those situations."

By maintaining Arnold's conservative, long-term, "contrarian" investment orientation, Aushwitz believes he can help the firm weather the unsettled aftermath of its founder's death.

Aushwitz will be applying a money-management philosophy honed through two decades of experience in the field. A Carroll College graduate and recipient of an MBA from the UW in 1972, Aushwitz also learned part of his steady-as-she-goes approach and analytical prowess from Professor Graner, though Graner was seriously ill in those days.

Then Aushwitz put in several years as a stock broker with Smith Barney in Milwaukee. He joined M&I in 1972 and became director of research and head of a mutual fund before jumping to Arnold Investment in the fall of 1988.

"It came together last year because I was forty-five years old, and if I was going to make a switch, it would be more palatable at that age," says the father of five. "And Jim's firm was at the point where he needed someone else."

Though Aushwitz would like to own at least a chunk of the firm, he says that he joined with "no stated agreement" with Arnold about whether he ultimately would have an ownership position. Several family members are with Arnold Investment, and, Aushwitz says, "No matter what happens, the family will retain a goodly portion."

In the meantime, he's most concerned with managing the company—and its clients' money.

The firm says its managed accounts showed a total return of 497.5 percent from 1979 through last year, a ten-year compounded annual rate of 19.6 percent; that's better, for instance, than the huge, highly regarded Templeton Growth mutual fund, whose returns for the same period were 365.1 percent and 16.6 percent, respectively. According to Lipper, the firm's largest mutual fund, Primary Trend, had a 16 percent return for the year ended September 30.

Arnold Investment lost 3 to 4 percent of its assets under management immediately after Arnold's death. But, Aushwitz says, an all-out defensive effort by the firm—involving a half-dozen managers crisscrossing the Midwest for a month to reassure worried clients—has stemmed the flow.

Now he's looking to the future. Amid Wall Street's current ambivalence and a developing slowdown in the economy, Aushwitz says Arnold Investment is "pulling in our horns a bit. We're selling off some stuff, and we have more cash. We're maintaining capital at this point rather than spending it."

As always, time will tell.

Dale Buss '80 is the Business Editor of the Milwaukee Journal.



The mentor of the mutual fund managers was Professor Frank Graner PhD'48, who taught securities analysis here in the 1950s and '60s. He inspired Nicholas, Kellner, Nasgovitz, Aushwitz, and dozens of others, and now his former students have pooled together \$1 million to create a professorial chair in his honor.

"Graner was such a dynamic lecturer," says Ab Nicholas, the patriarch of the UW grads running Milwaukee's burgeoning mutual fund industry. "He made the worlds of business and finance very real. And he was a nice person." He died in 1980.

A MUTUAL ACQUAINTANCE

Lately, Strong, Nicholas, and Kellner each have had something else in common: thoughts about the November death of Jim Arnold.

Arnold, who was head of Milwaukee-based Arnold Investment Counsel, died of a heart attack at fifty-six years old. His death immediately left a giant hole at the top of the company, which he had founded eleven years ago and built to the point where its principal fund, Primary Trend, had \$56 million in assets as of the end of June after just three years in operation.

The sudden death gave each of the three men pause concerning, among other things, what would happen to their firms, which each masterminds and runs with a strong hand.

"If it happened to any of the rest of us, there would be a shakeout at our firms—that would be inevitable," says Kellner. "It's just a natural occurrence that some people would leave."

Adds Nicholas: "It would be pretty devastating. But what I say to people is that if you want the abilities and experience of a person like that, then you have to take the risk of something like that happening."

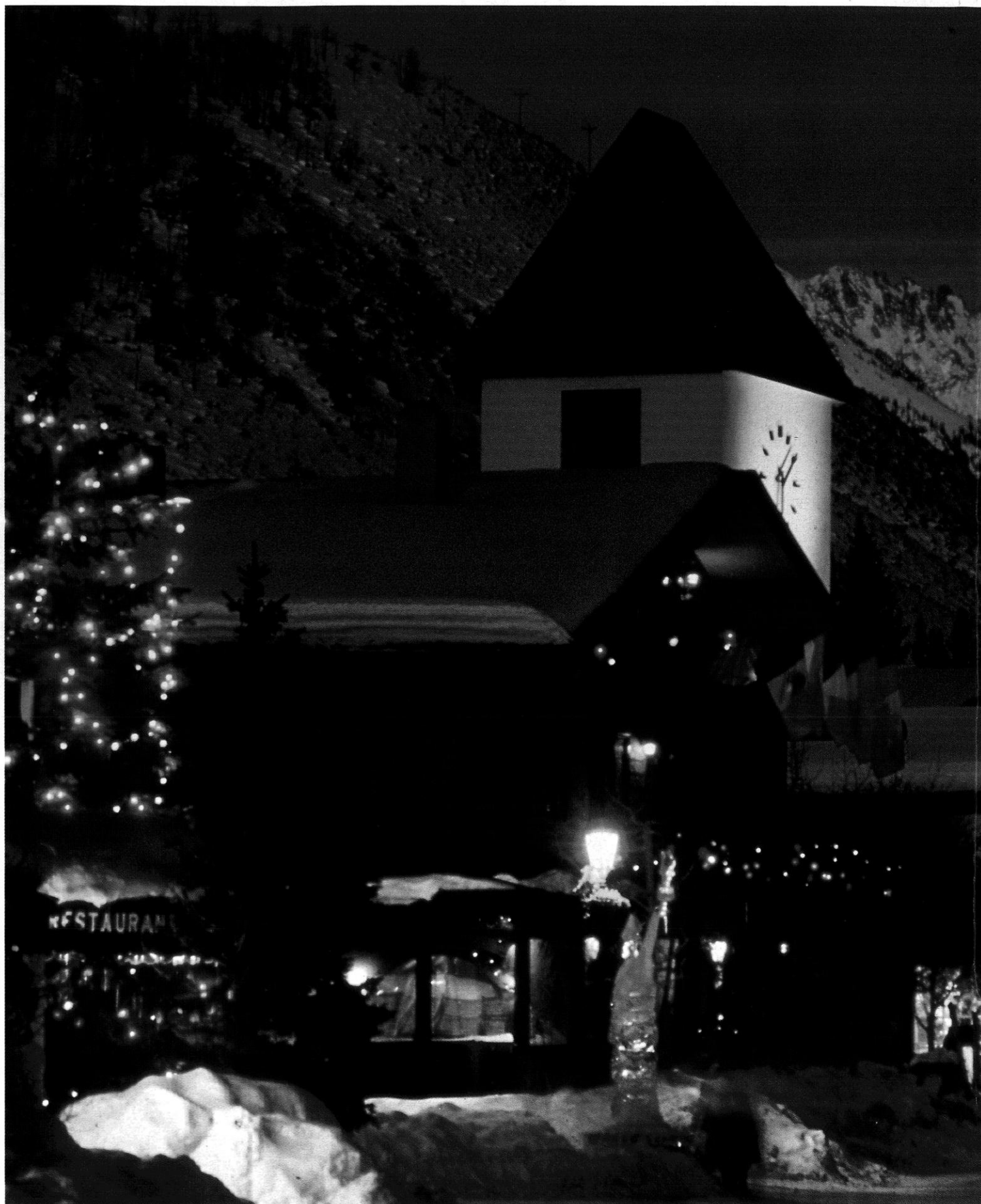
Still, says Nicholas, "If I died today, our investment performance wouldn't significantly change for three or four years because we're long-term oriented."

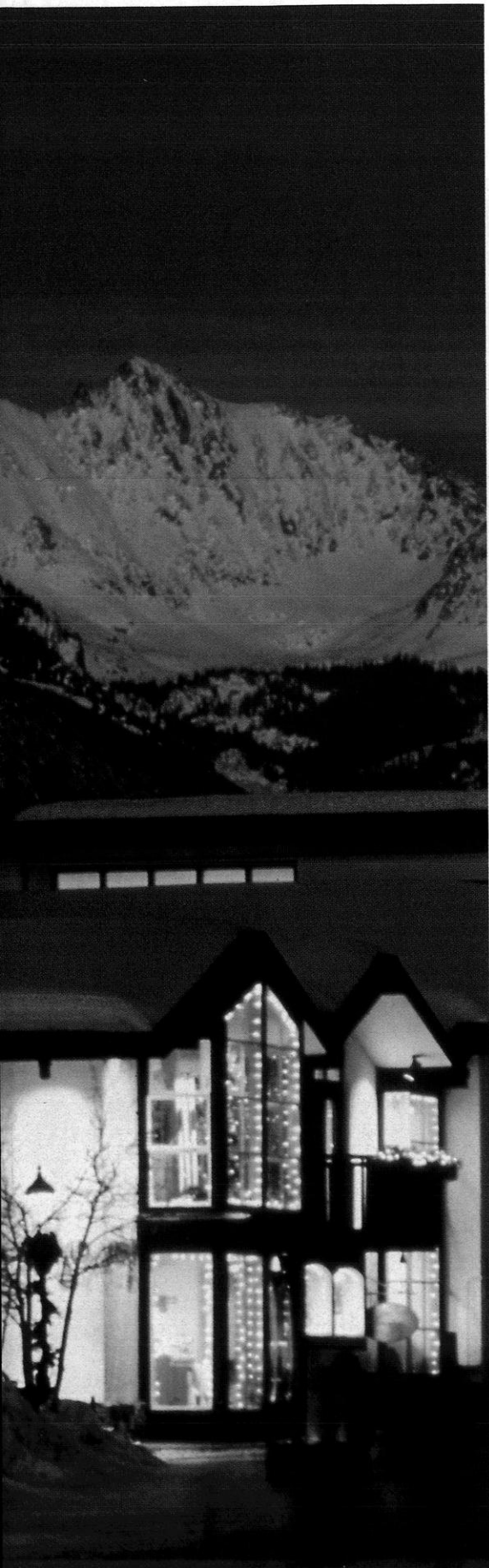
Kellner says that "none of our firms are one-man operations. We've all put together very good teams."

Eerily, Arnold addressed that issue. Feeling that his investors might be concerned about his recent kidney illness and major surgery, he had written a letter that was to be read in his absence at the annual meeting of the Primary Trend fund—which was held less than a week after his death.

"For years many people referred to Arnold Investment Counsel as a 'one-man' shop," Arnold wrote. "Recently, with my incapacitation, it seems we went out of our way to disprove the myth of the one-man idea."

Strong was similarly jarred upon Arnold's death. "It was at the top of my to-do list for weeks, to give him a call and get together for breakfast," says Strong, who got to know Arnold in their early days in the business working in downtown Milwaukee. "I never did it."





MAGIC MOUNTAIN

**INSPIRED BY DISNEY, A UW GRAD HAS
TURNED VAIL INTO THE MOST
PROFITABLE SKI RESORT
IN THE COUNTRY—AND
PROBABLY THE WORLD.**

BY SUSAN S. PIGORSCH

Vail and its pedestrian-only village center opened in 1962. But things didn't really start to boom until the '80s, when a bunch of Wisconsinites moved West.



DAVID LOKEY



Mike Shannon '80 with Vail's owner, George Gillett, the media magnate who also owns ten TV stations and Packerland meat-packing in Green Bay.

Imagine this:

You earn your bachelor's degree from the University of Wisconsin in business administration. Six years later, at age twenty-seven, you're appointed president of Vail Associates, a \$100-million real estate/recreational enterprise in the Colorado Rockies. You punch some numbers, do some market research, and pretty soon Vail is worth \$400 million. It's deemed the number-one ski area in North America. The hottest real estate market in the U.S. The chosen site for the most prestigious downhill ski race in the world. And paradise for anyone who has ever experienced the alchemy of high-altitude sun upon powdery snow and the swift whoosh of skis on a groomed slope.

Mike Shannon '80 would never have imagined such a scenario. In fact, this Brookfield, Wisconsin native barely knew how to ski when he took the job. But he did know business and investment banking. And he knew his boss—media magnate George Gillett, who had seen Shannon's financial aptitude in action when Shannon was still a v.p. at First National Bank of Chicago.

"I wouldn't have put a \$100-million operation in the hands of a twenty-seven-year-old," Shannon says. "But when George was that age, he and some Chicago investors, including a Palmer of Palmer House

fame, bought 20 percent of the Miami Dolphins. Then he got the chance to run the Harlem Globetrotters. So he gave me the same kind of opportunity."

Gillett (who is not related to the family of razor fame, calling them the Gillette's with an "e" and a lot more "g's") went on to build a \$2-billion empire that includes ten TV stations, Channel 6 in Milwaukee among them. Together the stations reach 13 percent of the national market and form the fourth largest television entity behind the three major networks. Gillett Holdings recently moved its corporate offices from Nashville to Vail; it also has a meat-packing operation in Green Bay and a gem of a ski development near Vail called Beaver Creek. Gillett's is an incredibly unconventional enterprise with only seven people at the top, and plenty of them are UW grads: president Ed Karrels '69, chief financial officer Dave Ramon '78, and the executive vice-president of Packerland, David Backer '68. And then, of course, there's Shannon.

"George has an unbiased attitude toward people," he says. "He looks for what people can do as opposed to what they can't do. He's had an eighty-year-old manager in Nebraska and a thirty-year-old in Colorado. And it works." When Shannon arrived at Vail in 1985,

the resort was not in the best of shape. It had done very well initially, in the dozen years following its 1962 opening. But in 1976, it had the misfortune of being the site of the nation's worst-ever ski area accident. Two gondolas were buffeted from a frayed cable line, falling over one hundred feet to the ground. Four skiers died, eight were injured, 176 were

"I wouldn't have put a \$100-million operation in the hands of a 27-year-old," Shannon says. "But when George was that age, he got the chance to run the Harlem Globetrotters, and he gave me the same kind of opportunity."

trapped in the air for hours. After paying out millions in damages, a controlling interest in Vail Associates was sold for \$13 million. But by 1984, the new owner was ousted from his position by his own children in a kind of *Dallas/Dynasty* drama. One year later, they sold to George Gillett, an avid skier and family man, who bought his favorite vacation spot for \$110 million and brought in a young bank executive to run the place.

The cowboys and condominium owners in the Gore Range didn't quite know what to make of the change. They described Vail's new chief exec as a sixteen-year-old with a baby face—never mind that he was married to Mary Sue (Goodspeed '81) and had several children. Only last year, *Sports Illustrated* described Shannon as a whiz kid dead ringer for ten-year-old Jay North playing Dennis the Menace. But looks were just appearances after all.

Under Shannon's leadership, Vail and Beaver Creek started booming like never before. Big time. No one would have guessed that the president's only other experience in managing ski areas came when he was at the UW, running Theta Chi's Ski for Cancer charity event near Portage. Okay, so it was only a dinky little hill with a 400-foot vertical drop. But it gave Shannon some insight into what running an 11,250-foot mountain ten-square-miles-wide was all about.

"The fun part about this job is that you can tell whether it's well run by the smiles on people's faces," he says. "And you can get to know your guests, people of all ages from all walks of life. Vail is a small town that the world comes to visit."

There's "good friend" Jerry Ford, for example, who brought Vail some national fame when he was president, slaloming down the slopes with a dragon's tail of Secret Service men in his wake. Ford might be seen around town these days with Vice President Dan Quayle and his wife, Marilyn, and a string of senators. Olympic medalist Cindy Nelson is Vail's Director of Skiing. Two-time U.S. Open golf champion Andy North (of Madison) is sponsored by Vail on the pro tour.

Such luminaries are all smiling in photos in Shannon's office, which overlooks a string of gondolas launching up the mountain's deceptively bland, initial slope. You can just see the first of the \$2.5-million, high-speed quad lifts that were put in a few years ago, the fastest and safest in the industry. But you would have no idea, from this unobtrusive-looking second-story office suite, that the majority of the mountain—3,787 skiable acres—lies way over the summit in the stupendous back bowls.

Shannon admits that such a cheeky, \$15.4-million expansion was a near-miracle accomplishment, masterminded by Director of Mountain Operations Paul Testwuide x'62, a former Badger football player and Sheboygan native. No one in the industry would have thought Vail could double its size in just one short summer season—especially since it was already making \$10-million preparations to bring the World Alpine Ski Championships to the U.S. for the first time in forty years. Testwuide says *he* wasn't sure it was possible, either, especially when his crews were held up by the local residents—namely, several hundred elk.

"We hire child psychologists who research how children learn. Vail doesn't employ any of the typically European 'thou shall learn to ski and enjoy it' techniques. We teach kids to stand tall and act like kangaroos!"

"Usually the calves are born in May and the herd moves out to better pastures by July 1st," he explains. "But for some reason, cold weather at higher elevations, perhaps, or heavier-than-usual snow cover, they just didn't leave. For environmental reasons, we couldn't hurry them. So we just worked day and night after they left to finish up before the first snow."



Part of Vail's marketing strategy is to make skiing a sport that can be enjoyed by parents and their kids. A top-flight ski school offers classes for all ages, and has instructed everyone from Shannon to his five-year-old son Timothy.

The resulting expansion helped rank Vail as the country's top ski resort in both 1988 and 1989, and the place where great skiers from around the world wanted to come. But attracting hot shots to Vail's more challenging terrain was not one of Shannon's top marketing goals. Rather, he's focused predominantly on the needs of beginners.

"I told our employees to think of the guest first, ask what they would like, and then to make a business strategy based on those points," he remembers. "So what we did was look at where the market was for skiing, and we found that we needed a major investment in nursery and children's facilities."

Until Shannon came to Vail, daycare was considered the guest's problem, as was customary at ski areas. But Shannon reasoned that if growing families could not find a place to accommodate their young children, they would either choose not to come, or to never come again, because one spouse would be stuck babysitting.

He sent his children's instructors and managers to Disney World and Six Flags. And since he has close relations with the executives at Disney (the president owns a condominium at the base of Vail mountain), it was natural to turn to their crea-

tive people for advice. "We wanted to take their attention to detail—the cleanliness and order and fun that Disney has in their parks—and bring that to our resort in an authentic alpine style."

The resulting Disney influence is greatest at the ski school, which has the only non-theme park license for the Goofey character. "Our goal is first to make sure the kids have fun, and then to help them learn the sport," says Shannon. "We hire child psychologists who research how children learn. It's a very advanced science and we try to adapt our methods accordingly. Vail doesn't employ any of the typically European 'thou shalt learn to ski and enjoy it' techniques. We teach kids to stand tall and act like kangaroos!"

Shannon also plans adventures around the natural history of the West, incorporating mining and Indian themes. For instance, Fort Whippersnapper is a three-story log fort for kids, complete with lookouts and a saloon that serves hot chocolate. "We also try to tie into our marketing strategy," Shannon adds. "We make sure that no self-respecting parent would consider not putting his kid through all six days of the ski school because on the sixth day the kid gets to race with Goofey." Ah hah, there is

motive behind this method. After all, the President of Vail Associates is a hardened MBA (from Northwestern's Kellogg Graduate School of Management).

Sure, he hasn't worn a tie ever since he got to Colorado and he's happy in his maze-like office dotted with styrofoam cups

Only last year, Sports Illustrated described Shannon as a whiz kid dead ringer for 10-year-old Jay North playing Dennis the Menace. But looks were just appearances after all.

and Leroy Neiman-designed skis, a pair of which was given to President Bush in December. Yet Shannon's daily agenda revolves around a number of tough issues. For instance, he'll meet with his staff to consider how daycare facilities will help Vail increase its permanent residency to improve summer business, which could revolve around fly fishing and high-end music festivals. Then with year-round employees comes the question of affordable housing—hard to find in a narrow resort valley where two-bedroom condos sell for up to \$1 million. Add to that the problems of getting good schools and of absentee homeowners who don't want to pay for them, and you get the idea of what it's like to run a company town.

Shannon's attention also concerns Vail Associates' vast real estate empire. Problems arise over a "snapping turtle" resident who's mad about the proximity of the new bus line to his property, or over deed restrictions that require \$25,000 in landscaping—per condominium. A sale that has been in the works for months is held up by the question of gondola rights and airspace. And as in any corporation, there are the occasional litigations that pit Vail's legal scholars against "junk yard dog" lawyers.

Another peculiarity of running a world-renowned resort is dealing with the celebrity factor. CEOs or stars who should know better call Shannon to get dinner reservations in popular restaurants, most of which have been booked weeks in advance. Or they might ask for free lift tickets, valued at \$36 each, in which case Shannon will gently remind them of his blind skier and over-70 skier programs, and that he doesn't think it's time to take on other—"er—"charity" cases. (During the 1988 elections, however, he might also have asked them to support sister Sue Shannon '74, JD'81 Engeleiter's



DAVID LOKEY

Vail Associates procured the only non-theme park license for a Disney character and infused it with an authentic alpine style. Goofey now leads the ski school down the mountain and back up again, through the mines lined with fool's gold and finally to Fort Whippersnapper.



HANS PIGORSCH



On top of the mountain with Shannon and Paul Testwuide '62, the man responsible for doubling Vail's skiable terrain in just one brief summer.

campaign for Senate. She eventually lost to Herb Kohl '56, but was asked by President Bush to head the Small Business Administration.)

The main difference between running a \$400-million business and a \$400-million resort is that with a resort it's easier to tell whether you're doing a good job.

"We don't need twenty layers of management to tell us what's wrong," Shannon says. "All we need to do is ask the consumer. Their perception is reality. They write our paychecks. So if the guest is not

happy we have a problem, regardless of what caused it."

To maintain quality control, a whole marketing staff interviews 600 people a week about their stay, and on Monday morning there is a report on what Vail is doing right—and wrong. There's a surly lift operator at "Born Free." The ladies' rooms were running out of toilet paper. There are not enough vegetarian dishes offered at the Far East restaurant. The list goes on and on, and the person who's provided the most fastidious critique of

the week is Shannon himself.

On the busiest days he's out on the slopes in his neatly uniformed Vail ski-suit, sometimes with spouse Mary Sue and son Timothy in tow while the family's nanny is back home taking care of Kelly, age three, and Kerry, age one. Shannon talks to every lift operator, ski school instructor, grill chef, ticket puncher, and Vail host he sees. A guest falls ahead of him and he skis over to assist. A reckless skier is spotted and he jots down the time and location on a business card-sized pad. No more fool's gold in the children's mine? Checked and noted. Tables cluttered at Eagle's Nest? Unacceptable.

The president's only other experience in managing ski areas came when he was at the UW, running Theta Chi's Ski for Cancer charity event.

Later, Paul Testwuide fills Shannon in on the previous night's rescue of two teenage sisters who skied out of bounds (strictly prohibited) and then, being disoriented, took off their skis to seek help. They "post-holed" in snow up to their armpits and were close to hypothermia when Testwuide and his search party found them at 2 a.m.

Later that evening, on a sleigh ride up to Beano's Cabin restaurant, tucked mid-mountain amongst towering pines at Beaver Creek, the driver tells Shannon about the weekend's other search party, the one that found an employee dead in a ravine. She was a well-liked waitress at the restaurant who directly disobeyed regulations and skied down the mountain after work, at midnight, instead of taking the company-provided sleigh transportation. She knew the mountain, but not well enough, and she took a fatally wrong turn. The driver feels guilty that he didn't know she wasn't on his sleigh with the restaurant's other employees. Shannon empathizes, and sees to it that a psychologist is hired to counsel all the co-workers.

No, being the president of a ski resort is not as happy-go-lucky as you might think. At Vail it's certainly challenging, demanding, glamorous—a beautiful place to live with your family. But Shannon, ever the Midwesterner, still likes to keep his feet on the ground.

"Someone will come down the road and be glad that we've done the things we've set out to do," he says. "It's fun—but this is not the real world." □

RICHARD

KEEPER
OF
THE

BEAT



A V I S

BRETT NICASTRO



by James Rhem, PhD '79

When Richard Davis joined the UW faculty in 1977, he had been rising steadily to a place as one of the most sought-after double bass players in the world of jazz, a musician praised by peers and critics for his "amazing versatility." For over twenty years he had played in the pop scene with everyone from Frank Sinatra and Sarah Vaughan to Bruce Springsteen and Van Morrison, and in the world of classical music under the batons of Stravinsky, Stokowski, and Bernstein.

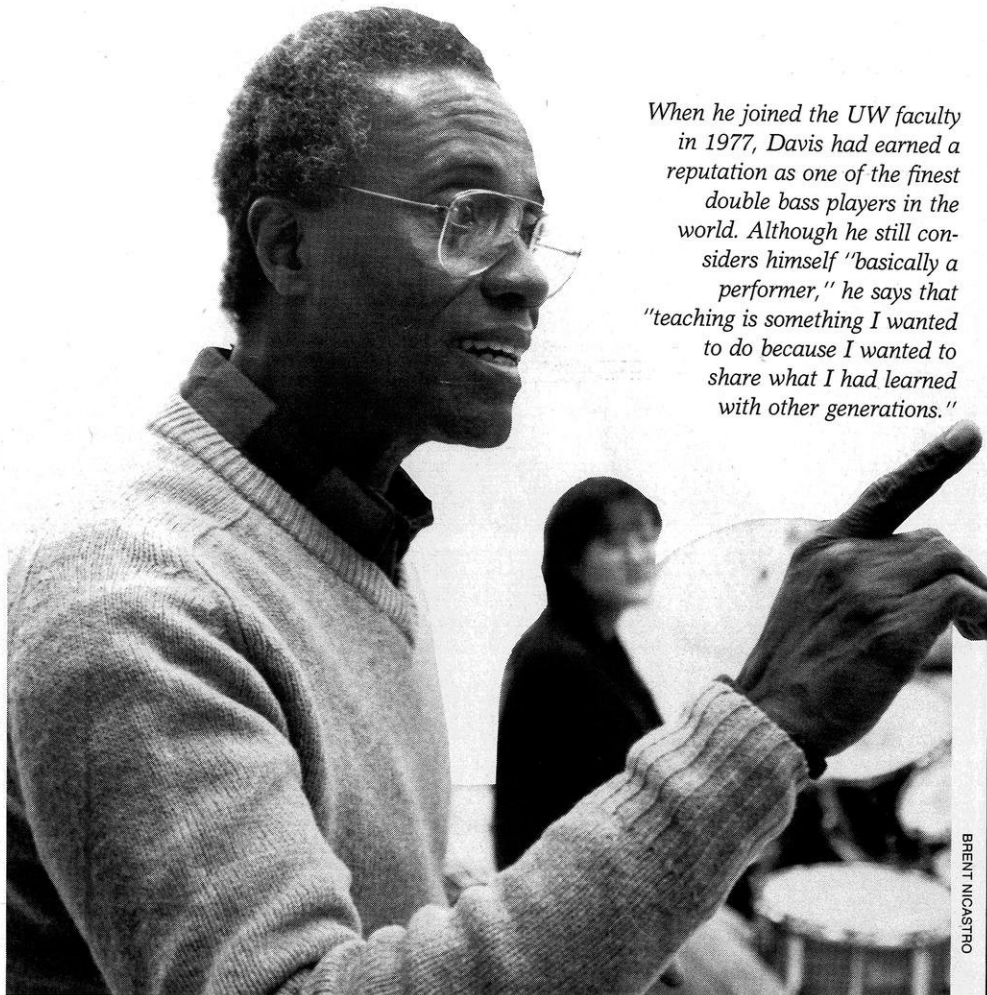
"I'm basically a performer," he says. "Teaching is something that I wanted to do because I wanted to share what I had learned with other generations." Having grown up in Chicago, Davis knew about the peace and quiet of Wisconsin. When the chance came to move here, live in the country and pursue his interest in horses, get out of the rat-race of Manhattan, still perform and record as much as he wanted to, and help a struggling black music program stay on track, he took it. The year he arrived, he told a Milwaukee writer, "I've always been out here in my head."

For Davis the move from Manhattan to Madison was less a romantic retreat from the gray of the city to the green of the country than it was an extension of a life spent finding and keeping the beat. That's perhaps the most important thing a bass does in jazz—provide the foundation, the heartbeat, the pulse, around which the rest of the jazz ensemble dances or sings or whispers what it has to say.

"The thing about playing is you take what you do and you do it to your best. What you can't do you don't do, but what you can do you do."

And it's Davis's ability to listen, to hear what's going on at the deepest levels, that has made him one of the most popular and respected professors on the Madison campus. In addition to private lessons on the double bass, he directs two jazz improvisation labs and teaches courses on the history of jazz and on black music in America.

The "Wisconsin Idea" has long held that the true boundaries of the campus are the boundaries of the state, that the university's resources and learning are there for all the state's citizens. It's an idea completely in accord with Richard Davis's sense of himself as a kind of cultural resource, a teacher in a wider sense, a black man in a predominantly white state. Davis tells a story that illustrates



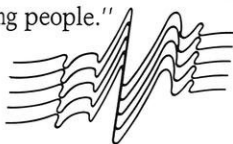
When he joined the UW faculty in 1977, Davis had earned a reputation as one of the finest double bass players in the world. Although he still considers himself "basically a performer," he says that "teaching is something I wanted to do because I wanted to share what I had learned with other generations."

BRENT NICASTRO

the point: One night a few years ago, when he still lived near Hollandale, he and his son and a few friends were in a village bar having supper and playing pool. After a while a fellow came up to him and said, "You know what? A lot of people around here don't know anything about you, and a lot of them don't like you either, but you're OK with me." Davis smiles as he tells how the man went on to say, "You know I was in Madison once, and I saw a black man walking down the street."

"I couldn't believe what he was saying to me," says Davis. "I was the second black person he'd seen! And it's his sons who're coming in to school here, and they don't know what they're looking at."

"Some blacks might have gotten offended, but I felt good about it. I feel parental toward some things. I see myself as a universal citizen. I don't mind educating people."



It's a Thursday afternoon in the second week of classes in the fall semester. The

seven students who make up one of Richard Davis's jazz ensembles have already begun jamming even before he arrives. There is no sheet music on the piano or on any of the music stands. The keyboard player has just said, "In A," and they were off: two women vocalists, a bass player, a drummer, trumpet, piano, and saxophone.

A few minutes later Davis enters dressed in a sweater, slacks and sandals, a bicyclist's hip pouch worn around his middle like a money belt. He listens quietly, nodding occasionally and smiling. The group ends the improvisation, and he comments on how good they're sounding.

"I'm glad to have this group assembled again," he tells them, referring to the reappearance of a few students from last year. He points to the keyboard player: "Especially my man over there—I took him in as a freshman when he couldn't play anything," he laughs. "He's worked hard, self-motivated. He's got an IQ of about what? Eighty?" Everybody laughs; it's a relaxed atmosphere.

And then there's a shift. Davis turns to one of the brass players and says, "We've got to straighten something out." The student hasn't followed procedure in audi-

tioning for the class, and Davis is unsure of his commitment. It's an awkward moment. "I didn't like the way you handled that," Davis tells him. "You see we're a family here, and I need to know if you're really interested. Can you make the extra two-hour rehearsal we have every week? Because that's when we make things tight. Let's go out into the hall and talk about it."

"My idea is to basically make a student feel good about himself or herself, to want to do the things that they have to do. If they feel good about it, nobody has to teach 'em anything."

Sizing up students is an important part of Davis's presence as a teacher, a way in which he enforces the importance of critical awareness. Davis: "One student came to me who was a very good pianist, classical pianist. She auditioned for me to get into my classes. I sat her down at the piano, and I said, 'Play so and so.' She couldn't do it. I said, 'Why do you want in this class?' She said, 'I just want to know jazz.' I said, 'You're in.' Because first of all she could handle the instrument, and the fact that she wanted to play jazz was good enough for me. I don't treat all of them like that but sometimes you can tell; you get a flavor of the student and what they are able or not able to do."

When Davis came back in with the brass

player, he'd passed the test, and the class was ready to go on with all awkwardness resolved, the student accepted into the family. It's one thing to be open and generous; it's another to waste time doodling around with students who aren't willing to be disciplined and serious about what they're doing.

Davis strolls over to the snare drummer and says, "Take your brushes and give me something. Set a mood, a tempo." He's relaxed, but everyone feels the serious edge to what's going on. The drummer begins a rhythm with the wire brushes. "Smooth things out," Davis says.

But it isn't quite right, and he turns to the keyboard player and says, "Here, you show him." The keyboard player tries his hand. "Yeah," Davis laughs, "you know, a six-foot woman with about five foot of lips."

"Now what was wrong with what he was doing?" he asks. "Not enough circle, [not moving the brushes in wide enough circles on the drum head]," someone answers. Davis nods. He turns to the keyboard player and says, "Now give me something to go with that." The piano player starts a little phrase which he plays over and over in a relaxed way. "That's it. That's it," says Davis. "Keep it right there; don't let it go nowhere else."

Then he moves to the bass player and makes a gesture. "Octaves," he says, "but make it one, the notes like one."

And then to the sax player. "Give me a kiss, long notes," he says, and gives the

same instruction to the trombone player with a nod of his head. "Keep the mood," he says. "Yeah, that's it. Lord have mercy!"

Now he goes to the trumpet player and whispers into his ear. They walk over to the open baby grand piano, and the trumpet begins playing short muted notes down into the open piano. He brings the trombone over to join the trumpet. "Don't get too busy," he tells them, "Get pretty. That's it; follow Dave, Jim, chromatically—da, do, day, da, do, day."

For about thirty minutes the improvisation goes on without interruption. Davis moves from player to player whispering instructions in their ears. "You've got thirty seconds to make them follow you up a major third," he'll say. Or, "Bring it down soft and make it sweet." The ensemble responds in seconds. It's all improvisation, no familiar tunes, and the excitement of it is palpable. It seems like magic.

But it isn't; it's intense awareness and a lot of hard work. Toward the end of this improvisation, Davis takes the two vocalists and has them take the lead, singing long, long tones together moving the pitch up and down. Finally, they become exhausted and the improv ends.

"That's hard," the vocalists say. "If it ain't hard, it ain't fun," Davis tells them, and after a pause in which his forty years of playing seem to become a presence of their own in the room, he adds, "Believe me."

In his forty-year career, Davis, known for his "amazing versatility," has played and performed with everyone from Miles Davis and Frank Sinatra as well as under the baton of Bernstein and Stravinsky. His move from Manhattan to Madison was less a romantic retreat than it was an extension of a life spent finding and keeping the beat.



GREAT PERFORMANCES

Back in his office Davis says: "I just give them inspiration, you know. I don't want students coming out little Richard Davises. My idea is to basically make a student feel good about himself or herself, to want to do the things that they have to do. If they feel good about it, nobody has to teach 'em anything. You can just tell them when something is not the right interpretation or the right level or whatever it is. If students feel good about themselves and feel proficient on their instrument, you don't have to tell them too much because they're after it so they listen."

In his "History of Jazz" lecture in Morphy Recital Hall a few minutes later, a student asks a question about "swing eighth notes." Davis crooks his finger: "Come on down here," he says, calling her to the stage. A blonde Wisconsin undergrad goes down front. "What's your name?" Davis asks. "Sara Davis," she says. "Oh, good. Family!" he laughs. "Now listen, Sara, you remember when you was a kid? You skipped."

They join hands as though they were going to do a polka and Davis leads her across the stage, skipping. They turn and cross it again. "You see?" She goes back to her seat and the lecture goes on to talk of Louis Armstrong, James P. Johnson, Fats Waller and other jazz greats, but Davis comes back to this moment with Sara several times like a jazz player restating a motif. "Swing is like a relationship," he says, "You know when you're cooking, when you're really relating to somebody else. Like when I was dancing with Sara; she caught on to what I was doing and we were cooking. Swing is being together for each other."

When you talk to Davis about music and teaching, it's clear he's talking to you about life. When you ask him about his teachers, he will always mention Walter Dyett, his music teacher in high school. "He was teaching about life," says Davis. And for Davis it's the same challenge.

"In my jazz history class, I don't want to feel like I'm feeding information into a computer. I want to feel like I'm making the students think about what I'm talking about. What I try to get them to do is realize where the music came from and how it developed and what it is in the black culture that makes it come out like it is. I'm teaching them cross-culture, I'm

Articles on Richard Davis usually begin with a dizzying, roller coaster ride through his amazing resume. It is an irresistible, indeed thrilling, record of associations and accomplishments. In over forty years as one of the finest double bass players in the world, he has performed and recorded with Frank Sinatra, Sammy Davis, Jr., Barbra Streisand, Bruce Springsteen, John Lennon, and Van Morrison to mention only the most widely recognizable names. In the world of jazz—the musical world in which Richard Davis has spent most of his time and made his most significant contributions as a performer, he has worked with Miles Davis, Andrew Hill, Booker Ervin, Earl Hines, Eric Dolphy, Eddie Daniels, and Bo Diddley, to name only a few.

As a young man in his 20s, Davis's biggest break came when jazz legend Sarah Vaughan asked him to become part of the trio backing her up as she conquered Europe and America in a series of tours in the 1950s. As a studio musician in New York in the 1960s and 1970s, he played with almost every major name in jazz. What follows is a short list of some of the most famous jazz recordings on which Davis's playing can be heard.

My personal favorite is a record called "Heavy!!!" (Prestige 7499, LP only) which Davis made as part of the Booker Ervin Sextet in 1967. Other members of the ensemble are Jimmy Owens, trumpet; Garnett Brown, trombone; Jake Byard, piano; Alan Dawson, drums; and of course Booker Ervin, tenor saxophone. Don't miss the cuts, "Not Quite That," with a remarkable solo by Davis, and "Bei Mir Bist Du Schoen," with an equally astounding solo by Jake Byard. Other important recordings with Booker Ervin include:

- "Booker Ervin/The Song Book" (Prestige 7318, LP only) 1964
- "Booker Ervin/The Freedom Book" (Prestige 7295, LP only) 1964
- "Booker Ervin/The Space Book" (Prestige 7386, LP only) 1965

Davis's really wonderful work with Sarah Vaughan from the late 1950s can be heard on "The Complete Sarah Vaughan" on Mercury (Emarcy) [sorry no numbers but this is now out on CD].

In the early 1960s Davis recorded with an ensemble led by reed man Eric Dolphy. Some of the best work from that association appears on "The Great Concert of Eric Dolphy" (Prestige T34002), a recording made live at the Five Spot Cafe in New York in 1961. Davis's work with Dolphy also includes the famous album, "Out to Lunch" (Blue Note CDP7 46524 2) released in 1964.

In that same year "Point of Departure" came out; it was an album that included the talents of pianist Andrew Hill as well as those of Eric Dolphy. It marked the beginning of a fruitful association with Hill that led to two other important releases—"Black Fire" (Blue Note BLP4151) and "Judgments" (Blue Note BLP4159).

Van Morrison fans will surely want it noted that Davis is the bass player on the famous "Astral Weeks" album (Warner Brothers WS 1768), but among strictly jazz records, Davis's work with the Red Garland Trio in 1978 ("Equinox" [Galaxy GXY 5115, LP only]) will serve to end this short list of great records.



Davis's big break came in the '50s when jazz legend Sarah Vaughan asked him to join her European tour.

If your musical education more or less omitted jazz as mine did and you want to begin to educate yourself, almost everyone agrees "The Smithsonian Collection of Classic Jazz" is a good place to start. This six-record set traces the history of jazz from Scott Joplin on up through John Coltrane, Charles Mingus, and others. If you want to go at it another way, jazz buffs recommend four black composers as cornerstones in any library of jazz: Jelly Roll Morton, Thelonious Monk, Duke Ellington, and Charles Mingus. My sense is that you won't have much of a foundation until you add Louis Armstrong, Fats Waller, Bessie Smith, Art Tatum, Charlie Parker, and maybe Ella Fitzgerald, too. —James Rhem

FORTIES-FIFTIES

A reference book, *Labor in Illinois*, published by University of Illinois Press, is co-authored by **Milton Derber MA'37, PhD'40**. He's on the U of Illinois faculty.

Cedric P. Voll '40 of Fair Oaks, New York, retired president of Griffin Wheel Company, was made an honorary member of the American Institute of CPAs.

At a fall meeting in Munich, Germany, the International Pharmaceutical Federation gave its gold-medal award to **Joseph V. Swintosky '42, '48**. He's emeritus dean of the college of pharmacy at the University of Kentucky, Lexington.

For his "significant contributions to the application of the materials profession to national problems and policy," **Allen G. Gray PhD'40** has been honored by the Federation of Materials Societies. Now retired as technical director for the American Society for Metals, he is adjunct professor of materials science engineering at Vanderbilt University in Nashville.

From Los Altos, California, **Shirley Johnson Smith '48** tells us she's had her fourteenth book of poetry published. This one is *The Year of the Snake* (Wyndham Hall Press) under her pen name, Ellis Ovesen.

At its recent convention, the American Home Economics Association gave its Distinguished Service Award to **Hazel Taylor Spitze MS'48**, recently retired from the University of Illinois, Urbana. The association cited her "untiring commitment," her "creative and influential professional publications," and her excellence in teaching and advising.

The *Wisconsin Academy Review* has published "A Model of Imagination and Creativity," an article by **John Cameron MS'49, PhD'53**, professor emeritus in medical physics, radiology, and physics. The article, which has consumed Cameron's interest for nearly fifteen years, examines how the brain produces creative ideas.

Elmer H. Marth '50, '52, '54, of our food science faculty, won the Laboratorian of the Year award of the Wisconsin Laboratory Association. He has co-authored two lab manuals on microbiology, written extensively for the journals, and has

helped develop methods for detecting enzymes in bacteria.

Our School of Nursing gave one of its Distinguished Alumni awards to **Ellen Zimmerman Hooker '50** of St. Charles, Illinois. She is on the staff of Hines (Illinois) Veterans Administration Hospital.

I. Bernard Weinstein '52, MD'55, director of the Comprehensive Cancer Center at Columbia University, New York City, will be installed in May as president of the American Association for Cancer Research. He is credited with several breakthroughs in the detection of carcinogen-DNA adducts.

Bookstores and gift shops around Palmer, Alaska have had a run on a book of light verse and cartoons by one of their longtime residents. It's *Old Al Aska*, written, illustrated and published by **Leslie "Buzz" Klebesadel '54, '55, '58**. He's an emeritus agronomy professor at the University of Alaska.

According to the *Asbury* (New Jersey) *Park Press*, Rutgers professor **Paul Nadler MA'53** continues to make the world of finance come alive both in class and on the lecture circuit. Described as "probably the only stand-up comic with a grasp of Eurodollars and the federal funds rate," Nadler is known for presentations that mix economics with a "borscht belt" comedy routine.

Professor **Charles John Sih PhD'58** of our pharmaceutical chemistry department won the Alumni Academic Achievement award of his undergraduate alma mater, Carroll College of (Helena) Montana. It's one of several he's earned in the past decade, including the American Pharmaceutical Association's Research Achievement Award and a fellowship in the American Advancement of Science.

Joe Nyiri '59, '61, whose sculptures have been winning awards, goes into the newest edition of *Who's Who in the West*. He lives in San Diego and teaches art at Junipero Serra High School there.

SIXTIES SEVENTIES

Wayne G. Koene '60, MS'63, MA'88, recently of our ag journalism department, has joined the UW Center of Sheboygan County as coordinator

of continuing education. The Koens now live in Sheboygan Falls.

Mark K. Shulman MS'61, PhD'63 has been keeping busy combining research in meteorology with his duties as dean of academic and student affairs at Rutgers' Cook College in New Brunswick, New Jersey. He was recently named president-elect of the American Association of State Climatologists.

Anthony M. Cook '62 is now president of the health care division of Paper Manufacturers Company in Philadelphia, Pennsylvania.

Kuo K. Wang MS'62, PhD'68, on the mechanical engineering faculty at Cornell University, Ithaca, New York, has been inducted into the National Academy of Engineering. It's "one of the highest recognitions an engineer can receive," says the NAE. The honor comes to him for his "outstanding interdisciplinary research, teaching, and writing."

"There are no periods after the R and L in my name," cautions **R L Widmann '63**, as she writes us about her honors at the U of Colorado, Boulder, where she teaches English. Last spring she won the Faculty Assembly Award for teaching and in '87 got the President's University Service Award.

The first American to win the international Golden Robot Award for pioneering work in robotics is **John Hinrichs '64**, a manager at A.O. Smith Automotive Products in Milwaukee.

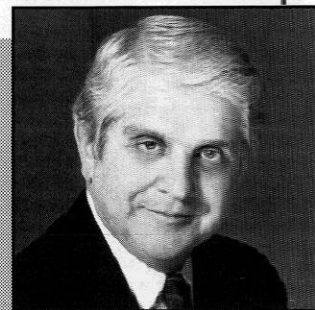
Dwaine L. Klarstrom '65, '66, '70, manager of product development at Haynes International in Kokomo, Indiana, has been named a Fellow of ASM International. He's honored for "excellence in the development of high-temperature alloys and in solving production problems in their manufacture."

In Milwaukee, **Ruth Ollmann Bultman '66** has left the staff of Alverno College to join Zigman Joseph Stephenson, the PR consulting firm.

The Chemical Manufacturers Association, which represents nearly 200 chemical companies, elected **Gerald L. Hoerig '66** a director. He's vice-president and general manager of Syntex Chemicals, Inc., in Boulder, Colorado.

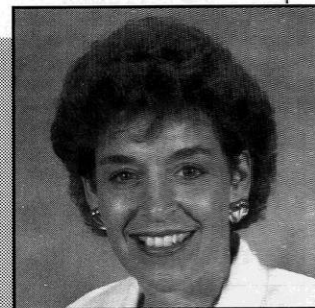
When top federal employees were given Presidential Rank Awards in Washington this fall, three Badgers were among the recipients. **John E. Mullen '60**, deputy general counsel

SIDELINES



Jerome A. Chazen '48

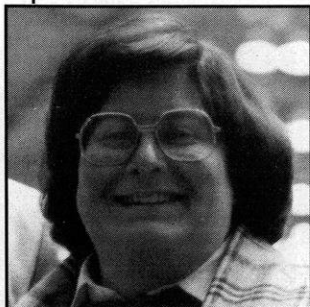
is the new CEO of Liz Claiborne's fashion business. One of Liz's three original partners in New York, he succeeded her when she retired last July.



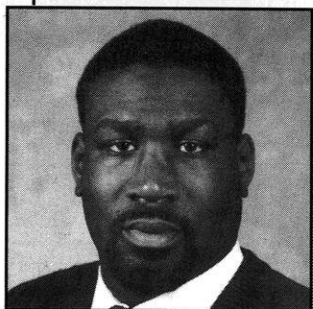
Bridget Brady Marshall

'79 is the new director of public relations for McDonald's Corporation in Oakbrook, Illinois. She joined the firm in 1985 from a Chicago ad agency which handled part of its account.

SIDELINES



The *Cincinnati Enquirer* did a recent feature on **Randy Wagner Block '70**. She's "perhaps the top domestic relations attorney" in the Cincinnati area, it reports. Randy is in practice with her father, Harold Wagner '43.



Larry Petty '81, the Badger basketball center from 1977-80, has joined the staff of our Dean of Students office. He's an advisor to fraternities and sororities.

for the Agency for International Development, moved into the "Distinguished Executive" rank, the highest honor in the field. Mullen manages the agency's sixty lawyers, administering a \$7.5-billion foreign (non-military) aid program in over seventy countries. **Douglas Sargeant PhD'66**, director of systems development for the National Oceanic and Atmospheric Administration of the National Weather Service, received the "Meritorious Executive" rank. Sargeant joined the NWS in 1979 and set up the first nationwide network of microcomputers in operational weather services. Another on the "Distinguished Executive" level is **Daniel L. Goelzer '69, '73**, general counsel for the Securities and Exchange Commission. He is credited with "an exceptionally large number of diverse legal victories that have enhanced investor protection."

Linda Lutzow Goecks '67 moves with her husband from Milwaukee to Farmington, Connecticut, where she's joining the Life Insurance Marketing and Research Association. She'll be responsible for its marketing and program development.

The second recipient of our School of Nursing's recent Distinguished Alumni awards is **Diane Kjervik '67**, an associate professor at the University of Minnesota.

Daniel J. Manix '68, now a vice-president with Norment Industries in Montgomery, Alabama, has been named a senior professional in human resources by the Personnel Accreditation Institute. His letter adds that he's flying high: he's now a lieutenant colonel in the Air Force Reserve, where he pilots the Lockheed C-130 Hercules.

Florida Atlantic University in Boca Raton has named **Anthony Cantanese PhD'69** its new president. The urban and regional planning graduate was formerly dean of the college of architecture at the University of Florida, Gainesville.

At the University of Missouri-Kansas City, **Jeffrey P. Gorski '69, PhD'75** has been named a Faculty Fellow, which brings him a research award. He's an associate professor in molecular biology and biochemistry.

The Kellogg National Fellowship Program has awarded a grant to **Paul Hill MA'72**, executive director of the East End Neighborhood House in Cleveland, Ohio. Through the study of traditional African culture, Hill

will seek answers to the social problems faced by black male teens in the United States. Kellogg Fellowships encourage leadership in professionals in various fields.

Indiana University Press is publishing an anthropological study, *Africa's Ogun: Old World and New*, edited by **Sandra Theis Barnes MA'71, PhD'74**. Ogun is a deity figure which inexplicably crosses cultures and continents. Barnes is on the anthropology faculty at the University of Pennsylvania.

Elizabeth Gordon Williams PhD'71 is back in this country after fifteen years in New Zealand and Australia. She is now professor and head of the botany department at the University of Georgia, Athens.

Shirley F. Heck PhD'73, on the elementary education faculty at Ohio State University, won a Distinguished Teaching Award at the close of last year.

A new real estate projects group in San Francisco, United State Real Estate, has **Marlies M. Bruning '74, '77** as senior vice-president for portfolio. She has been with a bank there.

Thomas Mucks x'75 of Columbus, Ohio is now the national sales manager for Checkfree Corporation down the road in Westerville.

Bonita "Bonnie" Widran '75 moved back to Madison from Chicago for two good reasons. One was to join the staff of radio station WTDY, the other was to marry **Thomas S. Wise MS'71** in November.

Bruce A. Johnson '76, MBA'78, MS'83, Madison, has moved from a CPA firm to Forward Service Corporation as controller.

Wayne A. Briesemeister '79, who's been with Johnson Wax in Racine, is commuting these days between there and Northbrook, Illinois. He's joined Kraft, Inc. in that Chicago suburb as manager of operations analysis. Come spring, he'll move the family.

In Seattle, **John R. Frank '79** is the new director of development for the Union Gospel Mission. He's been in the development office of Seattle Pacific University.

EIGHTIES

Sue Antony '85 is now a manager at Touche Ross in its Minneapolis office. She's been with the firm since graduation.

John R. Siegert '85 writes that he's left the comparative warmth of Austin, Texas to return home to Racine, Wisconsin. While down there, he picked up an MA in speech communication and served as a director of the alumni club.

Dale M. Beaty '87, now a first lieutenant in the Army, is stationed in West Germany. He was awarded the Army Achievement Medal for outstanding performance as a tactical direction officer.

FACULTY & FRIENDS

Linda Weimer MS'72, director of the University News and Information Service since 1983, has been appointed to the newly created position of director of university relations. The position will emphasize cooperative efforts of campus offices in a communications program. "We can, for example, enhance the national recruiting of faculty and students, help relate the value of the university's research to the public and to industry, or improve the summer orientations or visitor's programs," Weimer says.

A study by a pioneering ethologist on our faculty has won the 1989 *Los Angeles Times* Book Prize for science and technology. *Peacemaking Among Primates* by **Frans de Waal** has been widely applauded as making a key contribution to a better understanding of primate and human behavior. This was the first year the *Times* has given an award specifically in this category.

The College of Engineering's first Bollinger Award for Staff Academic Achievement has gone to Professor **Ednor Rowe**. He is credited with bringing Wisconsin a preeminence in the scientific use of synchrotron radiation, perhaps the most commercially lucrative field in the rarefied world of high-energy physics. It has brought millions of dollars into the state since the mid-1960s, when Rowe developed Tantalus, a synchrotron ring. This led to his building of Aladdin, the large ring down in Stoughton, completed in 1984 after seven years of hard labor but at a fraction of its design cost. After a shaky start, Rowe and his staff have made it the nation's premier source of synchrotron radiation.

Pianist **Gunnar Johansen** became the nation's first musician to be named an artist-in-residence when he came to the UW in 1939. The Blue Mounds, Wisconsin resident has since recorded over 100 works, the most recent of which is the complete piano music of Ignaz Friedman. Since most of Friedman's work has been out of print for more than fifty years, Johansen's efforts will allow many to hear the music of this virtuoso Romantic composer for the first time.

Becoming a first-time author at age 86 might seem unusual, but it's right in character for **Dr. Katharine O'Shea Elsom '24, '27**. Elsom, who studied zoology and pharmacology here, overcame formidable objections to women in medicine during her day and went on to medical school. She was the first to describe the effects of Vitamin B complex deficiency in humans, a startling discovery at a time when vitamins were virtually unknown, and she made many other contributions to the field of public health during her long career.

Elsom's book, *Letters to Sarah*, is a collection of letters to her granddaughter. In a series of essays, Elsom explores the meaning of life and conveys her personal philosophy

for success in an effort to guide young people facing a complex world.

Although such a literary work might seem a far cry from the world of medicine, Elsom told the *Main Line* (Pennsylvania) *Times* that she inherited a "gift of words" from her Irish father, Michael Vincent O'Shea, the founder of World Book Encyclopedia. (O'Shea also has a Wisconsin connection: he was a professor of education here from 1897-1932.) True to form, Elsom, who still practices medicine, has already started another book.

Apply Now For Housing

The Housing Office is accepting applications for the fall of 1990. Priority is given to applicants from Wisconsin who apply by March 15, 1990, but it's best to apply early to receive a preferred residence hall assignment or roommate. Students may apply for housing even though they haven't yet been admitted to the university. For an application, write the Office of Undergraduate Admissions, 140 Peterson Building, 750 University Avenue, Madison, WI 53706.

On-The-Rocks is a private home on the Atlantic side of Eleuthera, Bahamas, providing year-round enjoyment. In this elegant villa, spacious rooms overlook the ocean beach and tropical foliage. Five bedrooms and four full baths assure everyone in the family privacy and relaxation.

Now booking reservations for spring, summer and fall of 1990; only a few weeks left during this winter season. Winter rates begin at \$1750.00/week for 4 people. Reduced summer and monthly rates. 10 people maximum. Contact Peg Mallery, 2299 River Forest Lane, Mosinee, Wisconsin 54455, (715) 359-3559.



Enjoy complete seclusion in your own villa on a beach of pink coral sand.

CLUB EVENTS

FOUNDERS DAYS

January 12 Denver. Speaker, Chancellor Donna E. Shalala. Contact: Hart Axley, H (303) 985-7922.

February 10 Valley of the Sun (Phoenix). Speaker, Dean of the College of Engineering John Bollinger. Contact: Linda Eberle, H (602) 996-2475.

February 11 Tucson. Speaker, Dean of the College of Engineering John Bollinger. Contact: Joan Polivka, H (602) 722-8448.

February 13 Rockford. Speaker, Albert Nicholas, UW Regent and founder-president of the Nicholas Company, Inc. Contact: Carolyn Allison, H (815) 877-4255.

February 15 Atlanta. Speaker, Chairman of the Department of Journalism and Mass Communication James Hoyt. Contact: Michael Chimberoff, H (404) 977-3063.

February 16 Janesville. Speaker, Chancellor Donna E. Shalala. Contact: Kevin McCarthy, H (608) 752-4971.

February 16 Raleigh/Chapel Hill. Speaker, Chairman of the Department of Journalism and Mass Communication James Hoyt. Contact: Cindy Meissner, H (919) 783-6812.

February 18 Sarasota. Speaker, Chairman of the Department of Journalism and Mass Communication James Hoyt. Contact: Charles Prieve, H (813) 794-3303.

February 20 Dallas. Speaker, Dean of the Graduate School John Wiley. Contact: Andrea Green, H (214) 980-6733.

February 21 Austin. Speaker, Dean of the Graduate School John Wiley. Contact: William Woodside, H (512) 255-0682.

February 22 South Texas (San Antonio). Speaker, Dean of the Graduate School John Wiley. Contact: Dr. Phillip Scholl, (512) 691-0276.

February 23 Houston. Speaker, Dean of the Graduate School John Wiley. Contact: Robert Pilko, H (713) 827-1646.

February 23 Seattle. Speaker, Dean of the Law School Cliff Thompson. Contact: Vick Schur, H (206) 284-6818.

February 24 Portland. Speaker, Dean of the Law School Cliff Thompson. Contact: Earl Van Engel, H (503) 666-5260.

March 1 West Bend. Speaker, Chancellor Donna E. Shalala. Contact: Chet Nielsen, H (414) 338-1426.

March 4 Vacationland (Baraboo/Reedsburg). Speaker, UW System President Kenneth Shaw. Contact: Paul Umhoefer, H (608) 356-2318.

March 6 Green County (Monroe). Speaker, Chancellor Donna E. Shalala. Contact: Penny Kubly, H (608) 527-5119.

March 18 Fort Atkinson. Speaker, Vice Chancellor for Academic Affairs David Ward. Contact: Linda Winn, H (414) 563-6226.

March 19 Naples. Speaker, Chancellor Donna E. Shalala. Contact: Philip Schlichting, H (813) 847-4994.

March 21 San Diego. Speaker, UW Women's Basketball Coach Mary Murphy. Contact: Glenn Gargas, H (619) 273-4843.

March 22 Los Angeles. Speaker, UW Women's Basketball Coach Mary Murphy. Contact: Daniel Pierstorff, H (213) 435-6117.

March 22 Marshfield. Speaker, Director of the Elvehjem Museum of Art Russell Panczenko. Contact: Andrea Harkins, H (715) 384-4845.

EARLY YEARS

Names are as they appeared on student records. Women's married names appear in parentheses. This list is limited to those whose death has been confirmed as occurring within the past two years.

- Lund, Mildred Joy (Norris)** '13, Washington, D.C., in 1988.
- Edmonds, Rhoda A. (Weingartner)** '15, Tucson, Arizona, in October.
- Main, Elyda M. (Morphy)** '15, '26, Madison, in October.
- Rawson, Adelaide (Foster)** '15, Barneveld, New York, in June.
- Smith, Edith M. (Moeser)** '16, Port Washington, Wisconsin, in August.
- Swerig, Vivian P.** '17, Los Angeles, California, in September.
- Davis, Trayton H.** '18, Milwaukee, in August.
- Karcher, Raymond E.** '18, Pittsburgh, Pennsylvania, last January.
- Cance, John W.** '19, Asheville, North Carolina, in September.
- McHenry, Mary S. (Whitley)** '19, Clear Lake, Iowa, in October.
- Puestow MD, Karver L.** '19, Madison, in September.
- Reid, Velma A. (Connors)** '19, Madison, in September.
- Jones, Mabel A. (Ladwig)** '20, Milwaukee, in July.
- O'Meara, Walter A.** '20, Cohasset, Massachusetts, in September. He was the author of sixteen novels and historical nonfiction, one of which, "The Grand Portage," (1951), was a best seller.
- Tierney MD, Edward F.** '20, Portage, Wisconsin, in September.
- Dayton, Willard L.** '21, St. Paul, Minnesota, in October.
- Duncan, Annie Lee (Bruce)** MA'21, San Antonio, Texas, in July.
- Fischer, Warren C.** '21, '22, White-water, Wisconsin, in September.
- Jourdan, Ralph L.** '21, Ridgewood, New Jersey, in July.
- Lightbody, Julia (Stoker)** '21, Minneapolis, Minnesota, last January.
- Morgan, Genevieve E. (Dutt)** '21, Indianola, Iowa, in October.
- Nash, Clyde L.** '21, Chagrin Falls, Ohio, in July.
- Horn, Matilda O.** '22, Milwaukee, in August.
- Holton, Beatrice (McEvers)** '23, Edgerton, Wisconsin, in October.
- McClelland, Harold E.** x'23, Madison, who left school to join the staff of the *Wisconsin State Journal*, where he spent the next fifty years, primarily as travel editor; his "Through the Windshield" column was a popular feature; in September.
- Melham, Thomas W.** '23, Northport, New York, in 1988.
- Miller, Francis C.** '23, Naples, Florida, in October.
- Mitchell, Norman M.** '23, Sun City Center, Florida, in September.
- Thompson, Louise** '23, Beloit, Wisconsin, in August.
- Wolters, Edward C.** '23, Omaha, Nebraska/Oak Park Heights, Minnesota, in October.
- Beckerman, Russell M.** '24, Milwaukee, in October.
- Berkley, Bessie (Cunningham)** '24, Hobe Sound, Florida, in September.
- Davis, Anna I. (Adair)** '24, Toledo, Iowa, in July.
- Duncan, Marion L. (Jenny)** '24, Laramie, Wyoming, in October.
- Goodrich, Charles V.** '24, Madison, in October.
- Karon, Morris** '24, Milwaukee, last January.
- Scott, Bernice M.** '24, '33, '52, Cambridge, Wisconsin, in October.
- Sibbe, Carl F.** '24, Pompano Beach, Florida, in May.
- Wahle, Leroy L.** '24, Indianapolis, Indiana, in October.
- Arey, Gordon** '25, Tryon, North Carolina, in September.
- Barry, Leonard S.** '25, Wauwatosa, Wisconsin, in October.
- Bursack, Bessie** '25, '34, Nekoosa, Wisconsin, in September.
- Buxbaum, Edwin** '25, Hockessin, Delaware, in June.
- Cohen, Maurice H.** '25, Milwaukee, in March.
- Krebs, Elizabeth T. (Moffitt)** '25, Milwaukee, in May.
- Yahr, Mayme L.** '25, Colby, Wisconsin, in September.
- Davis, Helene K.** '26, Paris, Kentucky, in 1988.
- Garens MD, Ralph W.** '26, Milwaukee, in June.
- Hall, Lucy L. (Barker)** '26, Sewanee, Tennessee, in August.
- Hebda, Frank J.** '26, St. Petersburg, Florida, in October.
- Kissinger, Florence M. (Lee)** '26, Germantown, Wisconsin, last February.
- Schroeder, Helen E.** '26, Augusta, Wisconsin, in September.

- Stangel, Milton F.** '26, Arcadia, California, in July.
- Stearn, Noel H. PhD** '26, Portola Valley, California, in August.
- Wegener, Margaret H. (Pahl)** '26, Hot Springs, Arkansas, in October.
- Weiss, Miriam** '26, Memphis, Tennessee, in October.
- Wollenberg, Phyllis E. (Jones)** '26, Phoenix, Arizona, in October.
- Dahlberg, Arthur O. MA** '27, PhD '31, a hobbyist inventor who conceived the Parker fountain pen and its arrow clip in 1929; in Scarsdale, New York, in September.
- Epstein, Rose** '27, Milwaukee, in April.
- Krings, John M.** '27, Cincinnati, Ohio, in October.
- Maresh MD, Frank** '27, '31, '39, Downey, Illinois/Milwaukee, in October.
- Martin, Miles J. MS** '27, PhD '30, Jackson, Michigan, in 1988.
- Pate, Susie E.** '27, Owensboro, Kentucky, in October.
- Sauer, Fred A.** '27, Milwaukee, in October.
- Simonton, Margaret D. (Perkins)** '27, Memphis, Tennessee, in 1988.
- Tice, Lawrence W.** '27, '29, Omro, Wisconsin, in September.
- Travis, Stanley D. MA** '27, Port Charlotte, Florida, in May.
- Wheeler, Graydon G.** '27, Minneapolis, Minnesota, in September.
- Best, John S.** '28, '30, Menomonee Falls, Wisconsin, in November.
- Erickson, Bernice M. (Wheeler)** '28, La Crosse, Wisconsin, in September.
- Henshall, Ellen B. (Plaenert)** '28, Madison, in November.
- Huddleston, Halmond P.** '28, Whitewater, Wisconsin, in August.
- Renne, Roland R. MS** '28, PhD '30, Bozeman, Montana, in August.
- Selmer, Florence M. (Loeser)** '28, Racine, Wisconsin, in June.
- Adams, Ronald M.** '29, Bluffton, Indiana, in September.
- Barden, Edwin R.** '29, Platteville, Wisconsin, in September.
- Beyreis, Gertrude M. (Woerner)** '29, Neenah, Wisconsin, in September.
- Charles, Lewis J.** '29, Peshtigo, Wisconsin, in July.
- Hart, Katherine Mary** '29, Waupaca, Wisconsin, in 1988.
- Orchard, Bernice E.** '29, Madison, in September.
- Thomsen, Herbert H.** '29, Madison, in September.
- Whitney, George** '29, Columbus, Ohio, in April.

THIRTIES

- Baertschy, Verna E.** '30, Eau Claire, Wisconsin, in September.
- Bolls, Carlton S.** '30, MD '32, Indian Rocks Beach, Florida, in September.
- Davies, Ruth E. (Earle)** '30, Miami, Florida, in July.
- Gnagey, Joseph P. MPH** '30, Jacksonville, Illinois, last January.
- Hansen, Henry P.** '30, '31, Corvallis, Oregon, in October.
- Misfeldt, Ruth H.** '30, Milwaukee, in July.
- Shear, Edwin W. MA** '30, Hillsboro, Wisconsin, in September.
- Williams, Kenneth J.** '30, River Forest, Illinois, in October.
- Friedlen, Helen M. (Bass)** '31, San Diego, California, in September.
- Kaufman MD, Jacob E.** '31, DePere, Wisconsin, in October.
- Quinlan, Emma H. (Fritz)** '31, '32, Neillsville, Wisconsin, in October.
- Sheehan, William C.** '31, MD '33, Stevens Point, Wisconsin, in August.
- Vraney, Alvin G.** '31, Sarasota, Florida, in March.
- Goodman, Jay MS** '32, MD '34, Mequon, Wisconsin, in March.
- Oakey, Robert H.** '32, Madison, in August.
- Roberts, Marvin S.** '32, Waukesha, Wisconsin, in October.
- Weidenkopf, Stanley J.** '32, Glenview, Illinois, in 1988.
- Douglass, Marion A. (Tormey)** '33, Madison, in October.
- Holliday, Amelia F. (Silbert)** '33, Longboat Key, Florida, in October.
- Lidicker, Roger K.** '33, Lombard, Illinois, in 1988.
- Martin, Neil F.** '33, '39, Brookfield, Wisconsin, in October.
- Collins, Virginia E. (Duncombe)** '34, '39, Long Beach, New York, in 1988.
- Dierolf MD, Edward J.** '34, Marcos Island, Florida, in September.
- Harvey, Frank E.** '34, '36, Mequon, Wisconsin, in October.
- Hoppe, Charles A.** '34, Tucson, Arizona, last February.
- Schleichert, Elroy H.** '34, Palmyra, Wisconsin, in October.
- Volk, Wayne N.** '34, Madison, in September.
- Wolters, Fred H.** '34, Milwaukee, last February.

O B I T S

Turner, Glenys E. (McDonough) x'35, Fridley, Minnesota, in July.

Schuppener, Dale M. MPH'35, Delray Beach, Florida, in April.

Beaudette, Francis B. '36, West Allis, Wisconsin, in September.

Anderson, Ingrid (Hagen) '37, Lakeland, Florida, in September.

Nelson, Irving H. '37, '38, South Milwaukee, in October.

Ross, A. Frank PhD'37, Sun City, Arizona, in March.

Van Susteren, Urban P. '37, '38, Appleton, Wisconsin, in September.

Wagner, Carol S. (Johnson) '37, Milwaukee, in October.

Anderson, Gordon F. '38, '39, '49, Sun City, Arizona, in October.

Brooks, Margaret M. (Wichman) '38, Barrington, Illinois, in September.

Dodge, Austin A. '38, PhD'41, Oxford, Mississippi, in November.

Herrala, Sulo J. MS'38, Grand Rapids, Minnesota, in 1988.

Kulzick, Raymond L. '38, Madison, in August.

Nelson, Richard R. '38, Neenah, Wisconsin, in October.

Roecker, Alan W. '38, '43, '50, Paso Robles, California, in July.

Trumpy, Donald D. '38, Westlake Village, California, in September.

Wilber, Howard S. '38, White-water, Wisconsin, in August.

Adashek, Sherburn I. '39, Milwaukee, in October.

Fleming, James C. '39, Milwaukee, in September.

Gardner, Emogene M. (Honey) '39, Laguna Hills, California, in July.

Knauf, Richard N. '39, '41, '42, Forest Junction, Wisconsin, in September.

Kust, Leonard Eugene '39, New York City, a former director of the U.S. Chamber of Commerce; in September.

Odegard, Marie (Wise) '39, Lady-smith, Wisconsin, in October.

Peterson, LeRoy '39, Iowa City, Iowa, in August.

FORTIES

Anderson, Elwood E. '40, '65, Hammond, Wisconsin, in October.

Ellis, George G. MA'40, PhD'48, Sun City, Arizona, in September.

Guelzow, Richard W. '40, Monroe, Louisiana, in July.

Hill, Gust E. '40, Zephyrhills, Florida, in 1988.

Lennox, William A. '40, Lake Bluff, Illinois, in March.

Marlett, Howard N. '40, Camarillo, California, in April.

Plummer, Niel PhD'40, Lexington, Kentucky, last January.

Riach, Jane C. (Sheetz) '40, St. Joseph, Missouri, in July.

Schmitz, Robert C. '40, MD'43, Madison, in August.

Smith, Dean B. MPH'40, North Manchester, Indiana, in August.

Sundby, Phyllis M. (Smith) '40, Milwaukee, in October.

Zovnic, Anthony J. '40, Arlington Heights, Illinois, in June.

Dean, Charles C. '41, Baltimore, Maryland, last January.

Kirlin, Arleta L. (Qualman) '41, Fort Lauderdale, Florida, in May.

Koenig, Victor M. '41, Toms River, New Jersey, in October.

Morrison, Robert F. PhD'41, Fulton, Missouri, in July.

Hertz, Frederick J. '42, '43, Chicago, in September.

Kagen, Louis '42, MD'44, Milwaukee, in October.

McConchie, Edwina E. (Hatter) MS'42, Wymore, Nebraska, in May.

White, Patricia Ann (Kimberly) '42, Oshkosh, Wisconsin, in October.

Berstein, Marjorie E. (Krigel) '42, Kansas City, Missouri, last February.

Robertson, Robert E. '42, '47, Muncie, Indiana, in August.

Johnson, Ruth E. (Cooper) '43, Riverside, California, in 1988.

Mooney, Robert J. '43, La Grange, Illinois, in April.

Pell, William Hicks PhD'43, Rockville, Maryland, in 1988.

Schweigert, Bernard S. '43, '44, '46, El Macero, California, in October.

Andren, Eva I. (Finn) '44, Wauwatosa, Wisconsin, in 1988.

Tack, Mary A. (Guffy) '44, Richmond, California, in September.

Brabant, Ruth E. MPH'45, Mosinee, Wisconsin, in October.

Miller, Harold L. '45, '46, Wauwatosa, Wisconsin, in October.

Swenson/Dudley, Joan M. (Miller) '45, Burlington, Wisconsin, in August.

Keyes, Walter H. '46, Tomah, Wisconsin, in October.

Wendlandt, Donald W. '46, '52, Prescott, Arizona, in September.

Borman, John L. '47, who established the Fraternity Buyers Co-op while a student; Madison, in September.

Borrebek, Edna M. (Robinson) '47, Quincy, Washington, in 1988.

Boyce, Jack '47, Green Bay, Wisconsin, last December.

Buchinskas, Honore C. '47, Oak Lawn, Illinois, in July.

Driscoll, Loren J. '47, MD'55, Winneconne, Wisconsin, in October.

Holvenstot, Joan (Van Ornum) '47, Mosinee, Wisconsin, last March.

Nefzer, Roland E. '47, Milwaukee, in September.

Pekarsky (now Peck), Melvin I. '47, Dallas, Texas, in September.

Baer, Richard F. '49, Madison, in September.

Chou, Victor V. MBA'48, PhD'53, Bayside, Wisconsin, in September.

Curry, Ellen Gould (Schuster) '48, Rush, New York, in August.

Humphrey, Thelma D. MS'48, Columbia, South Carolina, last March.

Jacobson, Paul C. MS'48, Fergus Falls, Minnesota, in August.

Larsen, William A. '48, Ramona, California, in August.

Nielsen, June E. (Farhart) '48, '51, Minot, North Dakota, in July.

Strickler, Ilse K. (Haberkorn) '48, Denver, Colorado, in October.

Waldo, Dean V. '48, '50, Arlington, Virginia, in September.

Binder, Gerald S. '49, Milwaukee, in October.

Cartier, Winifred D. (Marsh) '49, Cecil, Wisconsin, in October.

Chwala, Robert H. '49, Milwaukee, in October.

Parker, John W. '49, Milwaukee, in September.

Pfeifer, Barbara E. (Juhl) '49, '77, Albuquerque, New Mexico, in August.

Sandsmark, Arthur R. '49, Oconomowoc, Wisconsin, in October.

Silbar, Jack V. '49, '53, Milwaukee, in September.

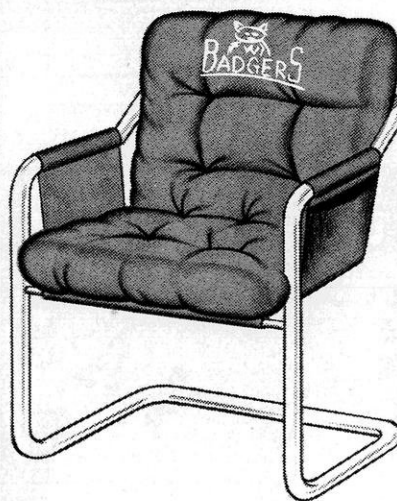
Zych/Hunt, Walter J. '49, Alexandria, Virginia, in November.

FIFTIES

Buel, Robert J. '50, West Bend, Wisconsin, in August.

Payne, Rodner C. '50, Rhinelander, Wisconsin, in August.

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Theune, Oliver E. '50, Cuyahoga Falls, Ohio, in 1988.
West, W. Myron '50, Florence, Oregon, in October.
Hale, Gertrude F. '51, East Lansing, Michigan, in August.
Johnson, Waldo E. '51, '52, '54, fisheries scientist and one-time director of Canada's Pacific Biological Station, in Nanaimo, British Columbia, in September.
Nagle, James David '51, Mount Horeb, Wisconsin, in October.
Laundrie, Jess F. MS'52, Wisconsin Dells, in September.
McMullen, Leslie H. MS'52, PhD'55, Victoria, British Columbia, in August.
Stapel, William E. '52, New Berlin, Wisconsin, in July.
Koehler, Mary H. '53, Philadelphia, Pennsylvania, in September.
Oswald, Marie K. '53, Anchorage, Alaska, in July.
Ramberg, Arleen M. (Tempereau) '53, '55, Madison, in September.
Ehlers, Elizabeth A. (Ferrier) '54, Flintridge, California, in September.
Martin, James M. PhD'54, Milwaukee, in 1988.
Bernard, Francis C. '55, Chicago, in October.
Suplinski, Norman P. '55, Federal Way, Washington, in September.
Frederickson MD, Robert F. '56, '59, '60, Tiburon, California, in September.

Hatton, Edward M. MBA'56, Boca Raton, Florida, in May.
Pittleman, Marshall H. '57, Milwaukee, in March.
Reynolds, Joan A. (Liefer) '57, La Crosse, Wisconsin, in September.
Thut, Nancy A. (Butman) '57, Racine, Wisconsin, in June.
Brenner, Donald Norman '58, Milwaukee, in July.
Niles, (Mrs.) F. Margaret (Robinson) MS'58, Richfield, Wisconsin, last February.
Banaszak, Gerald J. MS'59, Racine, Wisconsin, in July.
Nagel, Bruce W. '59, Oneida, Wisconsin, in October.

SIXTIES
SEVENTIES

Anderson, James E. x'60, Madison, in September.
Annis, Donald R. MS'60, Eau Claire, Wisconsin, last January.
Geiger, David H. MS'60, New York City, an engineer who invented the air-supported fabric roof used in nearly half the domed sports stadiums in the world; in October.
Grass, Lorn R. MS'60, Arena, Wisconsin, in September.
Dragotto, Judith M. (Liebert) '62, Bellevue, Washington, in September.

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Richard Davis

Continued from page 30

telling about my experiences as a black person. I would say one-half percent of them have heard it. Some of them just feel guilty for being white."

And what is it in black culture that makes jazz come out like it does? Library shelves have been filled trying to answer that question, but one anecdote Davis tells almost says it all. He tells of a silent conversation between himself and two other black men riding in a car giving two white waitresses a ride home from a night club on the north side of Chicago where they'd just played a gig. After a police car pulled off after having followed them for about ten blocks, one fellow said, "They gone." The women said, "What are you all talking about?"

"Black people have antennae that are always on," Davis says. "I have them. Every black person that I know has them. You're kind of in tune with that opposition to your presence."

Back in the improvisation class, Davis discovers that vocalist Jenny Chung also plays keyboard. He puts her on the piano to lead off the last improvisation of the day. She starts an idea, a Debussy-like motif. Davis selects one chord from it and has her focus on that. With the sustain pedal on, she plays it over and over.

"What was that?" Davis asks her.

"I just made it up," she says.

"You made it up! I thought you were playing from the masters!" he cries. "Listen to me. What are you doing tonight? Have you heard Chick Corea's songs? I want you to get that album and listen to it tonight. Listen to Ravel, Erik Satie, Debussy. All the time you're awake immerse yourself in that stuff."

They improvise some more and then he stops them. He talks to Jenny Chung, but he's really talking to all of them. "The thing about playing is you take what you do and you do it to your best. What you can't do you don't do, but what you can do you do. You know a lot about the piano. Use it. Use it here, not just when you're up there playing Mozart and all those other 'zarts.' Don't think about mistakes. Classical pianists are always thinking about mistakes.

Just do it and listen to it and find out." □

James Rhem is a freelance writer from Madison who specializes in issues on higher education.

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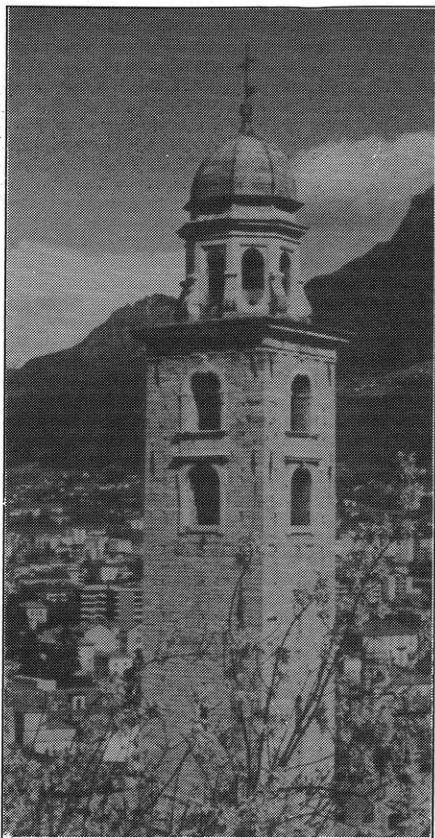
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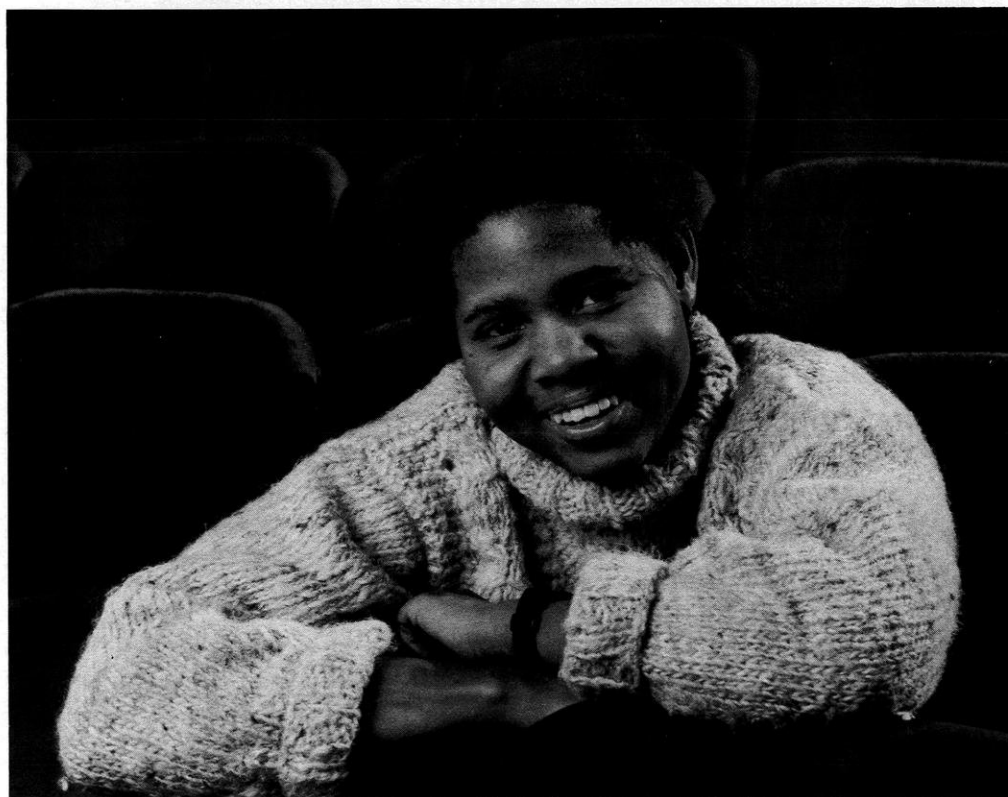
Meet Lecia Keaton. Lecia is a junior from Indianapolis, majoring in history. She is a Chancellor's Scholar and is director of the Wisconsin Union Directorate's Theater Arts Committee. She also

is active in Army ROTC and fencing. Bright, creative, committed, Lecia is the kind of student we're proud to have at the University of Wisconsin-Madison.

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