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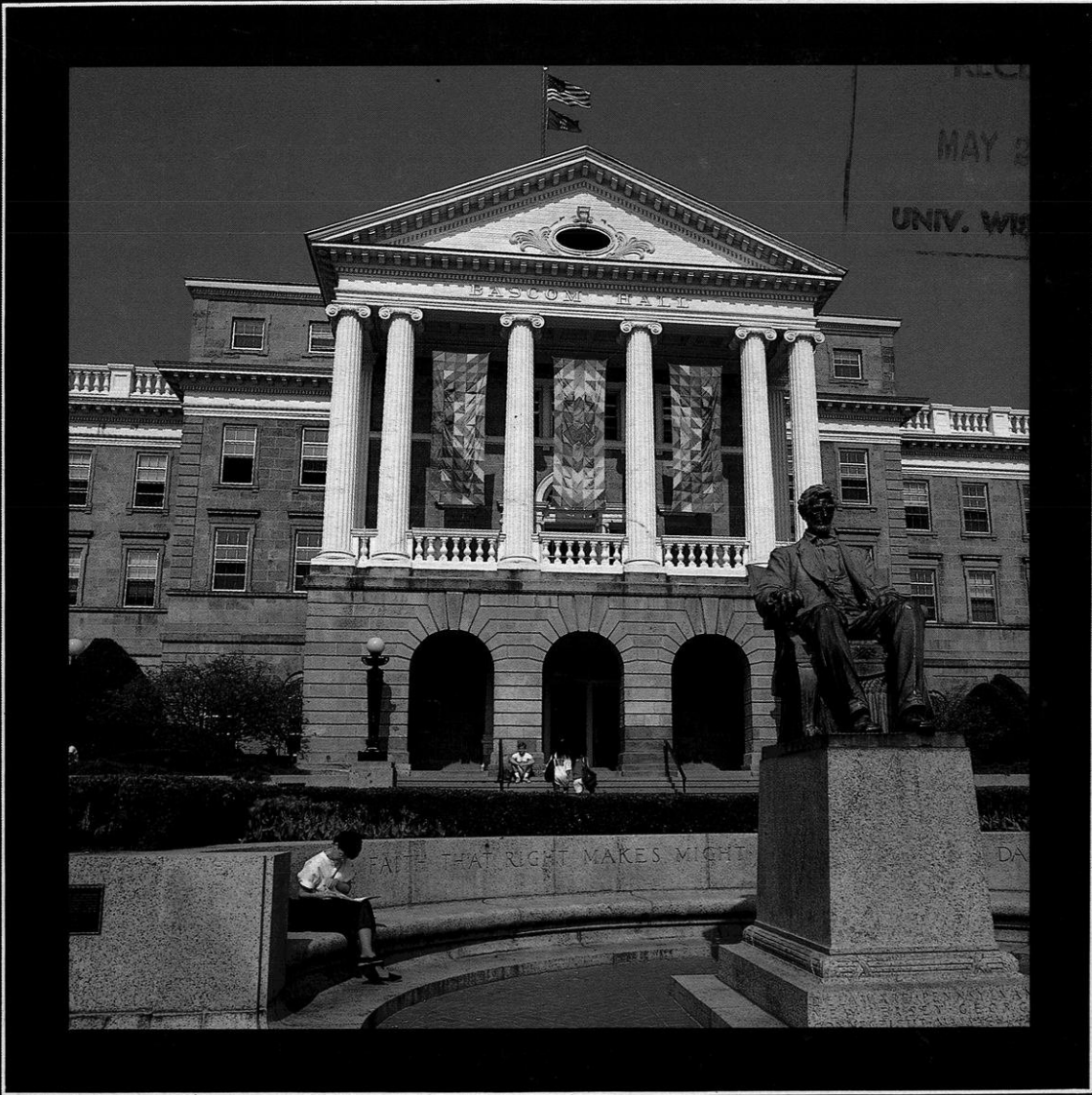
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ALUMNI



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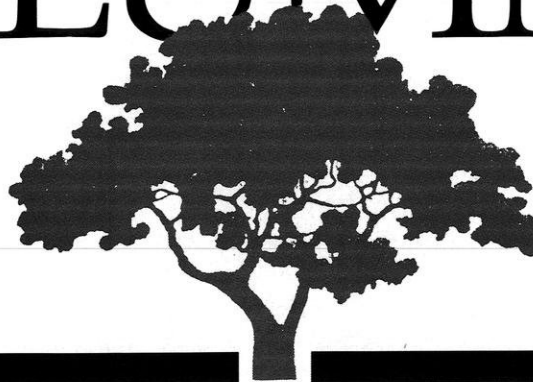
ALUMNI

SOUTHERN EXPOSURE



Pulitzer Prize-winning author Eudora Welty '29, Hon. '54 was a published photographer long before her first short story went to press. As a publicity agent for the Works Progress Administration during the Depression, she travelled throughout her native Mississippi with a camera and began recording the places and people she met along the way. Here is a portfolio of her vision and an interview about her experience.

by **Seetha Srinivasan and Hunter Cole** **14**



TREES FOR TOMORROW

Professor Eugene Smalley is designing disease-resistant elm trees that may thrive on campus and around the country on into the 21st century. Professor Brent McCown is using a "gene gun" to genetically engineer poplar trees that are herbicide- and insect-resistant. Each of these scientists is a pioneer in tree breeding, and each has put UW-Madison at the forefront of university research.

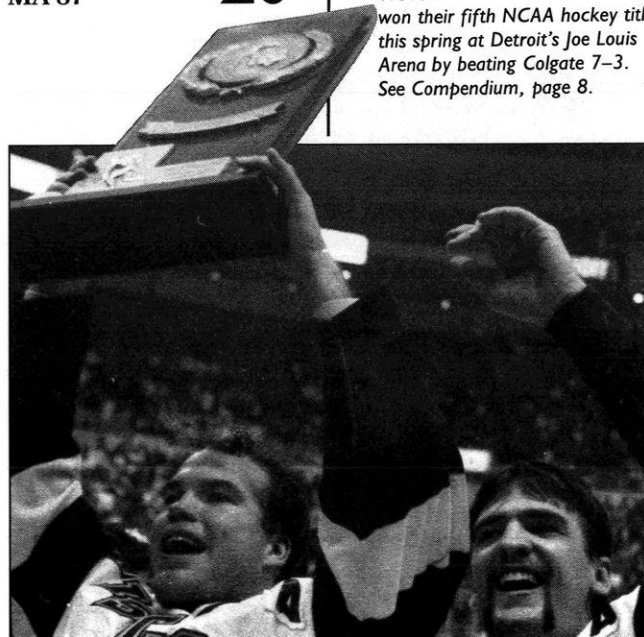
by **Dave Tenenbaum** **MA'87** **20**

RURAL ROOTS

The Phillips family of Reedsburg, Wisconsin has put their own special stamp on the Wisconsin Idea. Through innovative alumni activities, they've reconnected their community with the university and increased attendance at local UW events by some 400 percent. And along the way they've helped dozens of promising students get to Madison for a world-class education.

by **Susan Pigorsch '80** **26**

We're Number 1! UW skaters won their fifth NCAA hockey title this spring at Detroit's Joe Louis Arena by beating Colgate 7-3. See Compendium, page 8.



THE MAN ON THE INSIDE

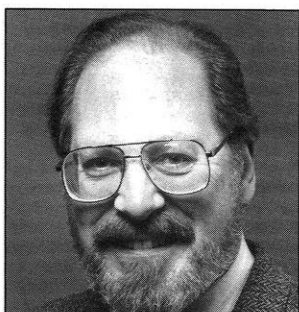
When Lithuania began its drive for independence, Professor Alfred Erich Senn was there, studying the history of social consciousness in the country. But soon he began to research current affairs instead, and in the grand style of Walter Mitty he became an official correspondent. In this essay, he describes how he observed a revolution from the inside, as the Lithuanians themselves experienced it.

by **Alfred Erich Senn** **28**



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Cover Photo
 Bascom Hall has a new look for spring graduation, thanks to the banner designs of Julie A. Statz '82 from the School of Family Resources and Consumer Sciences. Photo by Michael Kienitz.



This morning there is freezing rain outside, but as I drive to the office my thoughts turn to planting tomatoes in my garden. Looking ahead has become a familiar pattern. And since becoming Dean of the College of Letters and Science this past summer, I've come to appreciate how essential planning is to the continued quality of our college and university.

Essential to that foresight is projecting what kind of curriculum future students will need to meet the challenges of tomorrow. At first

glance, we seem to be heading in the right direction, for L&S is a liberal arts college. As such, we aim to help students learn to think critically, and we strive to supply the broad background they'll need to make the value judgments necessary to a responsible and rewarding life.

Of course, these guiding principles are affected by the more specific challenges of our times: the rapid development of technology; the aging of our population; the increasingly diverse cultural environment; and the rise of a global perspective. Our new ethnic studies requirement addresses the last two challenges. Now everyone who enrolls at UW-Madison will spend at least three credits of their college career looking at the life, culture, or worldview of a particular ethnic group, or comparing two or more ethnic groups, or examining the issues surrounding ethnicity and race.

America is a multicultural society. It's a part of our heritage. That's something we should take pride in. Moreover, it's something we should understand. As part of our heritage, it's easy to take for granted both the mixing and the side-by-side co-existence of diverse cultures. The ethnic studies requirement is one way the university encourages a better understanding of the unique backgrounds and contributions made by groups not yet integrated into the mainstream. It also gives students the chance to consider what it means to live in a society that sometimes displays hostility on the basis of stereotypes. We hope that with at least some education in this area, students will go out into the world better equipped to solve the problems that go with our increasingly pluralistic American society, and to understand and enjoy its benefits.

Let me give a few examples of the courses we offer in ethnic studies. Our Afro-American Studies department offers several, including "Race in American Literature," "Economics of Black America," and "Introduction to Afro-American History." The Hebrew and Semitic Studies department has a course in "Jewish Cultural History." At this writing, nineteen other L&S departments offer relevant courses ranging from "A Comparative Perspective on American Ethnicity" (Anthropology) to "Holocaust Theme in Western Drama" (Theatre and Drama) to "Mass Media and Minorities" (Journalism). A major grant from the Ford Foundation is allowing us to develop courses in comparative ethnic studies.

As I write these lines and see hints of spring around me, I realize that planning for the academic needs of our student body is not unlike planting. We as educators must be attentive to the change in seasons. We also need to make forecasts so that we can optimistically anticipate the future.

Donald W. Crawford PhD '65

WISCONSIN ALUMNI

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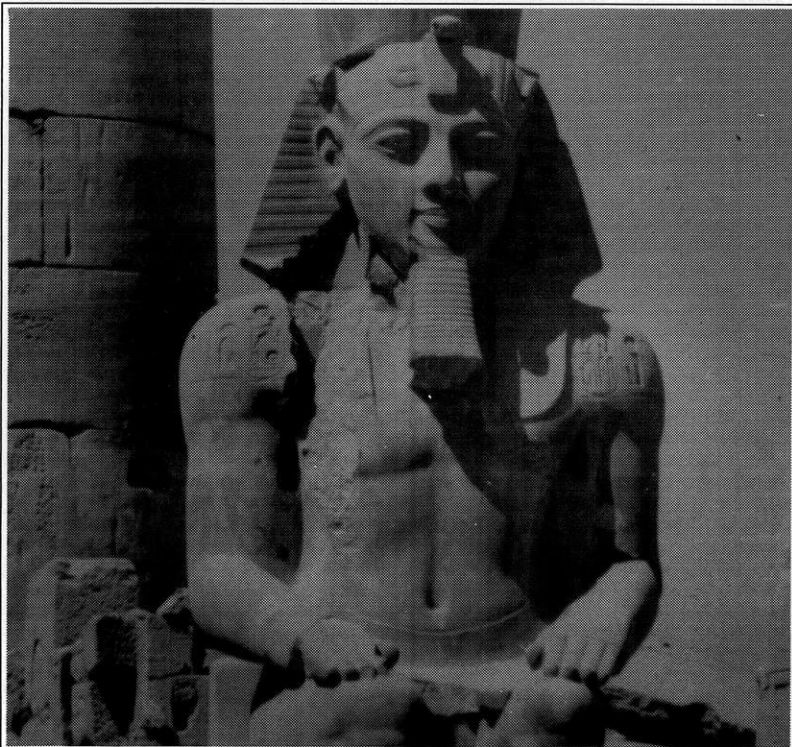
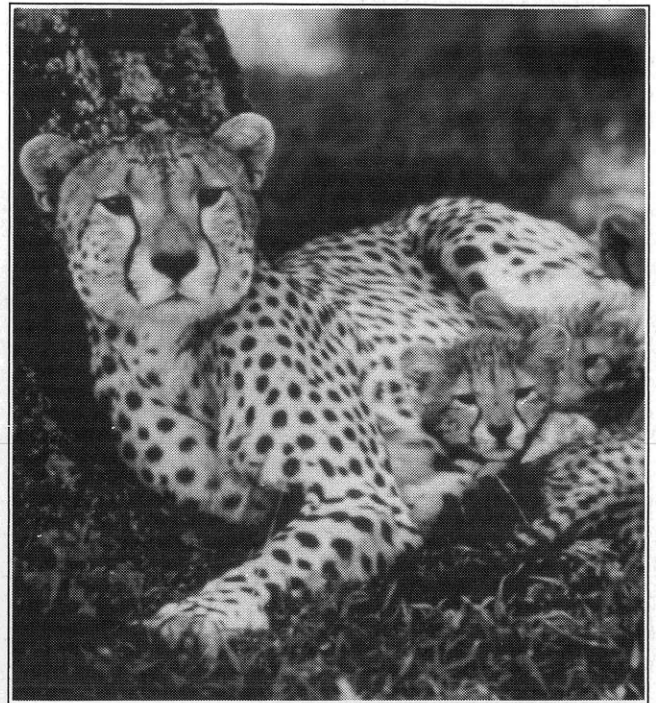
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Tree Articles Bring Back Memories

Thank you so much for the two excellent writeups by R. Bruce Allison MS'82 ("Of Oaks, Elms and Autumn Ash" and "In Search of the Muir Locust"—September/October 1989).

The two well written and well illustrated articles brought back pleasant memories of my 1940 summer session at the UW when I participated in a botany department offering called "Identification of Wisconsin Trees and Shrubs." Our professor took us on three campus field trips per week for the entire summer session, and we were amazed to learn that a marvelous tree laboratory exists right on campus.

Wisconsin is most fortunate to be able to claim such outstanding nature scientists as Increase Lapham, Aldo Leopold '36, and John Muir; as well as such horticulture professors as G. William Longenecker '59, Gene Smalley, Ray Guries, Emmett Goff, and Edward Hasselkus '54, MS'58, PhD'62.

**Howard S. Doepke MS'47
Wauwatosa, WI**

I Know That Driver

The driver of the Ford convertible on the back page of the March/April 1990 *Wisconsin Alumni* magazine is my longtime friend John M. Ellegard '56, LLB'59, an attorney in Milwaukee, who died several

years ago. I can remember many pleasant days in Jack's convertible, including more than one road trip!

**Thomas J. Drought '54, LLB'59
Bayside, WI**

Renew Your School Ties

WAA now has a new way for men to show off their Badger pride.

Due to popular demand, we now have 100% silk Bucky Badger ties available.

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Daily Cardinal Centennial Reunion

The *Daily Cardinal* has just celebrated its 98th birthday and is anticipating its centennial in 1992. In preparation for this grand affair, the *Cardinal* staff is trying to compile a list of alumni so that *Cardinal* staffers past and present can celebrate in style. If you would like to celebrate the upcoming centennial of the publication named the best student paper in the upper Midwest by the Society of Professional Journalists, send your name and year to

The Daily Cardinal, c/o *Wisconsin Alumni* magazine, 650 N. Lake Street, Madison, WI 53706 or call (608) 262-2551.

**Daniel J. Bender
Public Relations Director
Daily Cardinal**

Did You Know Mildred Fish Harnack?

I am writing a biography of Mildred Fish (Harnack) '25, and would appreciate hearing from anyone who might have known her or her husband Arvid, a German Rockefeller scholar, during the time they were at the university (1921-28). I would also appreciate any leads regarding any correspondence or photographic material relevant to the Harnacks. Mildred was a student of William Ellery Leonard's and was one of John R. Common's "Friday-Niters." Please send any information to: Shareen Blair Brysac, 50 West 96th Street, New York, NY 10025, (212) 663-0162.

**Shareen Blair Brysac
New York, NY**

Wanted: 1940 and '41 Badgers

The University Archives needs *Badger* yearbooks for the years 1940 and 1941. If you have a yearbook from those years that you would like to donate, please send it to the Archives, Room B134 Memorial Library, 728 State Street, Madison 53706. We will reimburse you for *library rate* postage.

Judy Johnson

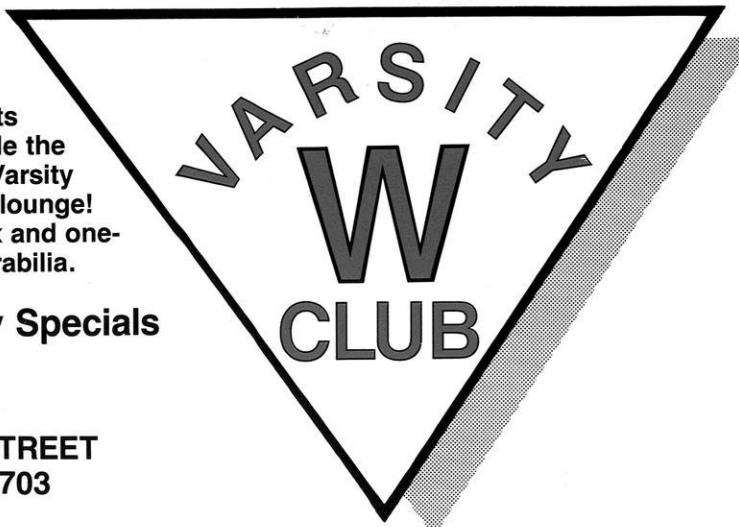
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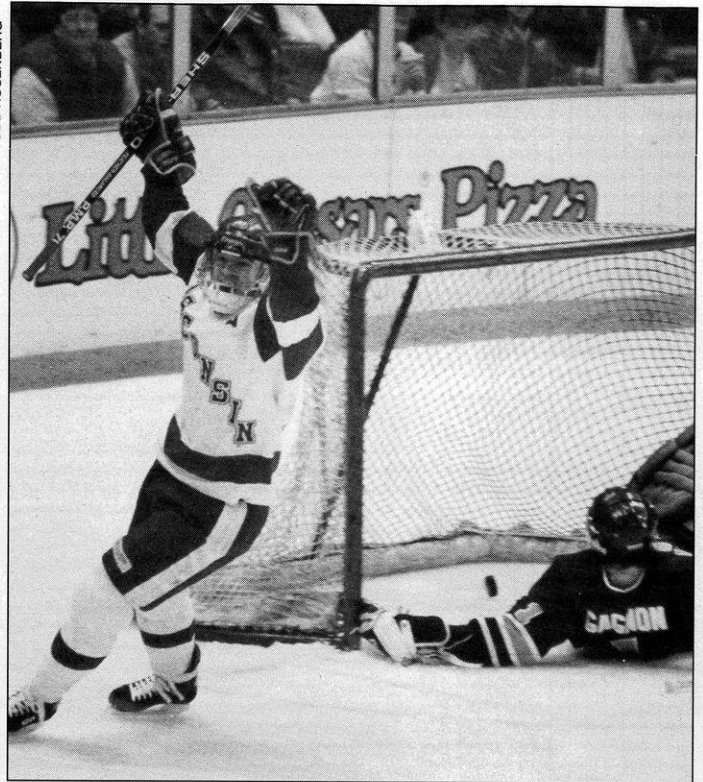
TODD ROSENBERG



Chancellor Shalala and sophomore Chris Nelson agree—we're Number 1!

NCAA CHAMPS!—After two near misses in as many years, the UW–Madison hockey team captured the National Collegiate Athletic Association Championship April 1 in Detroit when they defeated Colgate University 7–3. It marked our first NCAA title since 1983 and the fifth in school history. The combination of seven talented seniors, a team of unusually close friends, and 7,500 Wisconsin fans screaming in Joe Louis Arena contributed to the victory. The Badgers also won the Wisconsin Collegiate Hockey Association regular-season title for the first time in thirteen years and closed the season with a 36–9–1 record—the second best in school history.

TODD ROSENBERG



Senior John Byce scores his second all-important goal against Colgate. He scored again in the last period for a championship “hat trick.”

ON CAMPUS

On A Roll

The UW Foundation has done it again, registering its twenty-second consecutive record year with more than \$50 million in contributions. The number of gifts and dollars raised in 1989 increased 24 percent over 1988 figures, resulting in 67,618 donations totaling \$52,791,980.

Among the major gifts was a \$4-million contribution from **Arthur J. Nielsen, Jr. '41** and his mother Gertrude to fund a new center for marketing research in the business school. The center will be named after the late **Arthur C. Nielsen, Sr. '18**, the originator of the Nielsen rating system who also donated funds for the Nielsen Tennis Stadium.

Other contributions to the Foundation came through the Annual Fund program, deferred gifts, corporate matching gifts, major donors in The Bascom Hill Society, special constituency campaigns, and the phonathon program, which raised \$2.1 million.



UW OK On Title IX

The university has been found in compliance with federal Title IX regulations on providing athletic opportunities for women. In March, the Office for Civil Rights of the U.S. Department of Education (OCR) reported that we met guidelines during the 1988–89 year in twelve of fourteen areas investigated.

The UW was judged in compliance in the remaining two categories because it had already identified the problems and initiated corrective measures. The areas were meeting the “interests and abilities” of female students to the same extent as those of males, and ensuring that the recruiting budgets for men’s and women’s sports are equitable.

The Athletic Board had already appointed a Task Force on Sex Equity, which recommended in May 1989 that the department add \$310,000 and fourteen scholarships to the women’s program over the next two years. The board unanimously approved those recommendations last October, and recently agreed to give a progress report to the OCR in 1991.

Bucky License Plates

Now here’s the ultimate in personalized license plates. For \$55, Wisconsinites can have the words “University” and “Wisconsin” on their tags with a logo of Bucky to boot. It’s all part of an effort to raise money for the UW. Motorists can designate the \$20 charge over and above the annual plate fees as a tax-deductible contribution to any of the UW System’s four-year institutions.

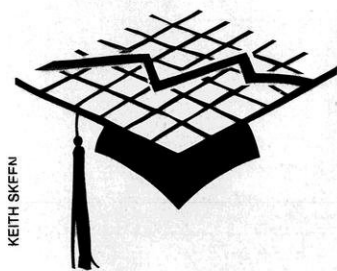
Fees designated for UW–Madison will help defray the athletic department budget



deficit, and revenues directed to the other system schools will finance scholarships. Alums in the Badger state can get their new Bucky plates from any Wisconsin Department of Transportation office. Application forms are also available at the UW Athletic Department, (608) 262-1866. Drive on, Wisconsin!

Shalala, School of Education Ranked Tops

Chancellor Donna E. Shalala was named one of the nation's five best managers in education by *Business Week* magazine. As the only non-Ivy League administrator in the ranking, she was in good company. Others in the top five included educators from Harvard, Brown, Cornell, and Princeton. Shalala manages a budget of \$1 billion, largest in the group, followed by Harvard's \$952 million.



The chancellor's selection was part of a March 26 cover story on superior non-profit executives that included rankings in five fields: education, culture, foundations, health, and social services. The publication identified the leaders by polling twenty foundations and twenty executive-search firms geared toward the public sector. The weekly's conclusion? "Some of America's best-run organizations are non-profits."

KEITH SKIFFEN

The UW-Madison has the nation's best school of education, according to a recent national survey. The assessment was conducted by Charles West, a professor of educational psychology at the University of Illinois at Urbana-Champaign. He asked 232 experts to rank the top ten university departments in their areas of specialization. He then combined the results in an overall rating.

School of Education Dean John Palmer says he's not surprised by his school's evaluation. "For two decades we've consistently been ranked in the top half-dozen schools of education nationally," he says, "and often we've been number one among public institutions."

Recycling Mugs Are Hot

The Wisconsin Union started selling red-and-white plastic tumblers last November to encourage recycling. Over 6,000 have been sold at \$2 each, and the buyers receive in return a 20 percent discount on coffee, tea, or hot chocolate. Coffee addicts are no doubt pleased with the cost savings, since the mug also holds two more ounces than the traditional carry-out cups.

So far, the no-polystyrene stein is a big success. Union personnel say they continue to sell at the rate of fifty to seventy per day, and at 8,000 uses per week, the mugs account for half of all Union hot beverage sales. Ultimately, that means 8,000 fewer non-biodegradable cups to stuff into area landfills each week, or 416,000 fewer per year. We'll drink to that!

FACULTY

DeLuca and Schnoes Cleared

After a lengthy investigation that spanned a changeover in chancellors and graduate school deans, UW-Madison biochemists Hector DeLuca MS'53, PhD'55 and Heinrich Schnoes have been cleared of scientific misconduct charges. Chancellor Donna E. Shalala made a decision in March exonerating the scientists based on the results of two independent inquiries. She recommended that the National Institutes of Health, the federal agency that sponsored the research in question, do the same.

Charges against the biochemists arose in a lawsuit filed by a Massachusetts company, the Research Institute for Medicine and Chemistry (RIMAC) against the Wisconsin Alumni Research Foundation (WARF). The suit revolved around patents on the synthesis of two Vitamin D compounds implicated in the treatment of bone diseases such as osteoporosis. WARF holds the patents on both substances and the processes to make them, which were

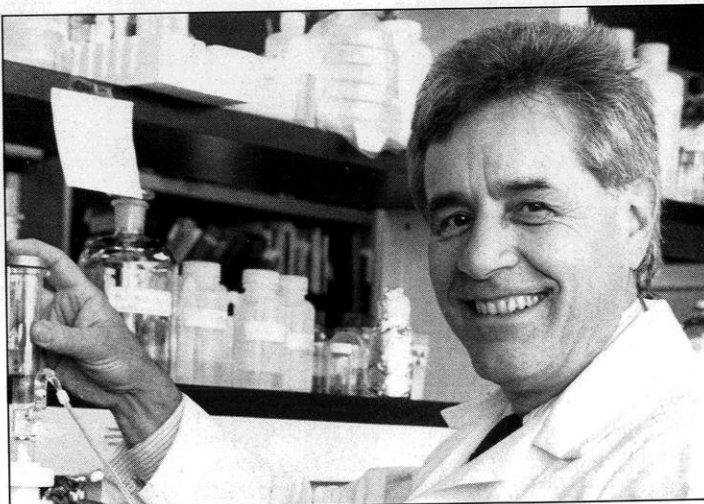
discovered by Schnoes and DeLuca. The lawsuit was settled out of court in July 1987.

But three months earlier, the researchers had asked then-Graduate School Dean Robert Bock '49, PhD'52 to launch an investigation to resolve the allegations of fraud against them, which included misappropriating others' research on the two compounds and wrongly applying for patents.

An initial committee cleared the researchers of two of five allegations against them in December 1988. A follow-up probe that began last February found no evidence of scientific misconduct on the remaining three charges.

Chancellor Shalala says she was "pleased that we found no evidence of misconduct on the part of DeLuca and Schnoes, two of our most respected scientists." She added, however, that "the timeline of the entire matter was unacceptable. These researchers should not have had to endure such a long wait for resolution of such serious charges." She says the university is finalizing a new, more timely procedure to evaluate scientific misconduct, and the Faculty Senate is scheduled to review that procedure in May.

MICHAEL KIENITZ



Professor Hector DeLuca MS'53, PhD'55.

UW Economist Advises Soviets

To aid their country's ailing economy, the Soviet Union may implement drastic economic reforms this summer. Some of these reflect the recommendations of UW-Madison economist **Edgar Feige** (pronounced "Fy-ga"), who says Soviet leaders seem to have recognized that their cautious step-by-step reform has simply exacerbated shortages, inflation, and public dissatisfaction.

During recent high-level international meetings in Moscow, Feige outlined two steps to redistribute the USSR's wealth in his paper, "Perestroika and Socialist Privatization: What is to Be Done, and How?" First, the Soviets should institute a constitutional change allowing private ownership of property. Second, they should designate all state enterprises as stock-issuing corporations.

Once asset redistributions stabilize the economy, other free-market initiatives would be taken, such as creating a nationwide branch banking system and a stock exchange.

Some radical Soviet economists had suggested similar ideas, Feige says, but Soviet leaders were afraid to adopt them because they were frightened by inflation and unemployment, which free markets have brought to Poland.

"The Polish experiment is deeply flawed," Feige explains, "partly because the Polish government did not initially redistribute the wealth." They "plunged the economy into a game of free enterprise and let the chips fall where they may," whereas "socialist privatization levels the playing field before unleashing a free market."

Feige added that socialist privatization could also serve as a model for Eastern Europe, especially East Germany.

Privacy Lawsuits Pending

The UW-Madison has recently been the target of two lawsuits charging violation of the Open Records Act. One was filed by the *Milwaukee Journal* last December when the university refused to release a list of applicants for the jobs of athletic director and head football coach. The courts initially ruled against the UW in that one, and the university is appealing.

The other suit, still pending, was filed by the *Wisconsin State Journal* when the university denied reporters a list of employees in the Office of International Studies and Pro-

grams, whose dean resigned following accusations of sexual harassment.

The cases prompted Steve Hannah, managing editor of the *Milwaukee Journal*, to write a letter charging that the university is becoming too secretive in closing off records and meetings to the public. UW System President **Kenneth Shaw** and Board of Regents President **Paul Schilling '69** responded that the university withheld its records only on the advice of an attorney and when exceptions were allowed by law.

In both of the above instances, their letter indicated, legal counsel had advised them that they could make exceptions to the Open Records and Meetings law. In the first case, the university was respecting the confidentiality of job applicants and in the second, it was honoring

a pledge of confidentiality to employees of the Office of International Students and Programs.

Schilling and Shaw affirmed that "the Board of Regents and the UW System administration are committed firmly to the letter and spirit of the state's Open Records and Open Meetings law," and stated that the university has exercised exceptions to openness only in rare circumstances.

ALUMNI

New Slant On Hiring

Deborah Berk '77 spends her days sizing up job applicants. On a recent evaluation she wrote that the applicant showed a great deal of spontaneity, flexibility, and pizzazz, and had outstanding social interaction skills and artistic talent. But Berk, a former

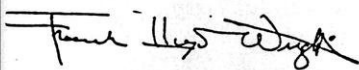


The School of Music's Pro Arte Quartet has finalized its schedule for its 50th Anniversary Tour this fall. The group, which began in 1912 as the Court Quartet to Queen Elizabeth of Belgium, was stranded in the United States in 1940 by the outbreak of World War II. They accepted a residency at the UW-Madison, the first such residency at a major American university, and subsequent members of the group have continued to reside here.

For more information on the group's tour to Philadelphia (October 24), Boston (October 26), Washington, D.C. (October 28), New York City (October 30), and Chicago, contact: Ken Chraca, Arts Outreach, 5542 Humanities Building, 455 N. Park Street, Madison, WI 53706, (608) 263-4086. The Pro Arte Quartet is, from left, Norman Paulu (first violin), Richard Blum (violin), Jae Kim (violin), and Parry Karp (cello).

personnel manager, didn't base her evaluation on a job interview. Instead, she'd just analyzed the potential employee's handwriting.

Berk owns Signature Dynamics, a graphology business she started in Morristown, New Jersey, in 1987. It's one of about six such firms nationwide that specialize in analyzing people's handwriting to help employers make hiring decisions. In the last year alone, the UW psychology grad says her business has doubled. A certified Master Handwriting Analyst, she claims her evaluations are 90 percent accurate. In fact, Berk says the individual critiqued above went on to become the top salesperson in a Fortune 500 company in what had previously been considered its worst territory.



As another example, Berk cites the linear nature of Frank Lloyd Wright's signature. It has strong verticals, diagonals, and horizontals, and reflects the nature of his architectural style, she says. The autograph's angularity also suggests goal-directedness, clarity of thought, firmness and determination, as well as a certain lack of flexibility. The simplification of forms in the "F" in Frank and the two "l's" in Lloyd is a sign of originality and creativity, Berk says, but it also indicates high intelligence because reducing something to its basic elements is a sign of intellectual ability.

Did Berk use handwriting analysis to hire the five part-time graphologists in her employ? Of course, she replies, adding that she looked for handwriting that revealed reliable, bright individuals with good analytical and communications skills.



The solar box cooker will allow sun-rich but fuel-poor countries to take advantage of a free energy source and help prevent deforestation.

Cooking With Sunlight

When they were classmates here in the bacteriology department, the two graduate students had no idea that fate would throw them together twenty years later in the highlands of Bolivia, where they would show Indian women how to cook potatoes. But thanks to their Wisconsin tie, **Robert Metcalf MS'68, PhD'70** and **William Sperber '64, MS'67, PhD'69** are doing just that. They're working to introduce Third World women to a solar cooker that will free them from the time-consuming search for firewood.

Metcalf, a microbiologist at California State University-Sacramento, has been an advocate of the solar box cooker (SBC) since 1979. Sperber, a microbiologist at the Pillsbury Company in Minneapolis, contacted Metcalf four years ago to learn more about the cooker, and now Pillsbury is introducing the solar boxes in Africa and South and Central America.

The SBC is a simple cardboard, foil, and glass box that can cook food strictly by the sun's energy. Although it takes longer, the device still saves time because families in many countries spend hours and even days gathering firewood in an increasingly desperate search for fuel. Deforestation has left an estimated 1.5 billion people with a fuel-wood shortage, and that number is expected to jump to 2.4 billion by the year 2000. In urban areas where people can't gather firewood, many families spend 30 percent of their income—money they can little afford—on cooking charcoal or kerosene.

Metcalf says the SBCs are simple to use and build, and they could promote better health by providing a convenient way to sterilize drinking water and alleviate the hazards of breathing wood smoke. The cookers allow sun-rich but fuel-poor nations to take advantage of a free energy source, he says. And worldwide use could also help prevent deforestation and reduce air pollution.

RESEARCH

Treating Depression By Computer

Imagine this: you're suffering from depression, so you attend weekly counseling sessions with a computer, and within six weeks, you're feeling better.

According to psychiatry professor **John Griest**, that's not such a far-out possibility. His research here indicates that computers could someday provide a low-cost alternative to psychotherapy for up to one-third of depression patients.

Griest and co-workers divided depression patients into two groups, giving half of them counseling sessions with a human therapist while the other half received therapy from an "interactive" computer program designed to be as close to a human therapist as possible.

The patients received cognitive-behavioral treatment, which presupposes that depression is caused by inappropriate, learned responses to the environment, and tries to substitute positive ones instead. Both the computer and the therapist may have suggested, for instance, that a patient who felt rejected or worthless was misinterpreting someone else's rudeness. Results showed that the patients did equally well in both groups.

Griest qualified his findings by saying that the computer therapy worked best for patients with mild to moderate depression, and that human therapists would still be necessary to screen patients for the treatment and to intervene if it was ineffective.

News items edited by Niki Denison from campus sources.

Are You Left-Faced Or Right-Faced?

You've heard of left-brain and right-brain theories. But have you given any thought to which side of your face is dominant? Professor Emeritus **Karl Smith** has noticed that people who are "left-faced" often have a great aptitude for music. You can tell if you're among the 12 percent of Americans who are so endowed by determining which side of your face is more flexible, more muscular, and larger, with a deeper dimple and higher eyebrow.



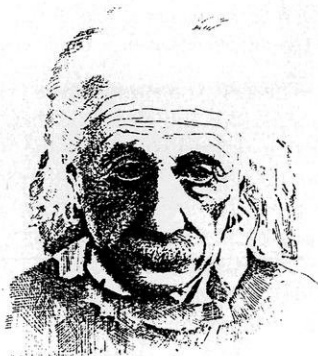
Mozart

Smith says that many great composers, such as Beethoven, Brahms, and Stravinsky, were left-faced. The faces of Dvorak and Wagner, he says, bore such marked differences that their visages were almost distorted. The professor found that 99 percent of the singers in the Metropolitan Opera during the last fifty years have been left-faced. Ditto for most talented contemporary musicians, ranging from jazz artists to pop stars.

What's the connection? Smith speculates that left-facedness may reflect a link to the right side of the brain, which is reported to specialize in musical performance. By the same token, because

the left brain hemisphere is related to cognitive processes and language, Smith says most mathematicians and scientists are right-faced. Einstein, for instance, was noticeably right-faced, with his countenance registering the most marked quantitative difference of any Smith has measured. Right-facers also have a better handle on speech, he says, and that's why most great orators, and every American president except Bush, have been right-faced.

One celebrity who turned out to be left-faced, however, was not such an obvious case.



Einstein

A reporter from *People* magazine, following up on Smith's findings about the Princess Diana, placed a call to Her Highness's music instructor. The palace piano teacher confirmed that if Diana had taken up that instrument or some other as a young child, she would indeed be a highly accomplished musician today.

Cancer Advances

A cancer treatment that combines surgery and radiation is now available at UW Hospital. Called intraoperative radiation therapy, or IORT, the procedure involves treating a tumor with X-ray beams while the surgical incision is still

open. It allows physicians to treat inoperable tumors and to better focus radiation exclusively on affected areas. The technique is especially useful for cancers of the pancreas, colon, and stomach, which cannot be treated by surgery alone. Dr. **Timothy Kinsella**, chairman of our human oncology department, helped develop the treatment here. He became an expert on IORT while on the staff of the National Cancer Institute.

Last May, we reported that food scientists have found a natural compound of meat and dairy products known as CLA (conjugated linoleic acid) that inhibits cancer. Now we know why—it's an anti-oxidant. Anti-oxidants neutralize molecules known as oxygen radicals, implicated in activating cancer and other diseases.

The new studies show that CLA may be produced naturally by the body, and according to **Michael Pariza '67**, the director of our Food Research Institute, the compound may be part of a natural cancer defense mechanism in animals and people. He says the new findings could also have significance for the food industry, which uses artificial anti-oxidants such as BHT and BHA to prolong the shelf life of food.

A rare heart-lung transplant was performed at University Hospital by **Drs. Barry Fields** and **John Pellett**. Because transplanting three organs and finding a suitable donor involves many more complications than a conventional heart transplant, only 275 of the operations have been performed since the first one in 1981. Wisconsin's first patient, Steven Eckel of Cottage Grove, Wisconsin, is reported in good condition.

New Life Members

The Wisconsin Alumni Association would like to thank the following friends and alumni, who have become Life Members of the Association in the last six months. We appreciate your support!

Borgwardt, Pastor Robert; Madison.
 Chojnacki, Richard '51; Milwaukee.
 Daniels, Helen Daniels '52; Cedar Rapids, Iowa.
 Gavre, Vincent '39, MS'47; Waukesha, Wisconsin.
 Goggin, Daniel R. II '86; Neenah, Wisconsin.
 Hall, Marion Z. '75; Des Moines, Iowa.
 Hanson, Diane L.; Indianapolis, Indiana.
 Hauge, Olaf '47; Westport, Connecticut.
 Hefter, Dr. Steven B. '79; Lewisburg, West Virginia.
 Hernandez, Jesus MS'77; MBA'78; San Pedro Garza Garcia NL, Mexico.
 Ikai, Dr. Mieko PhD'89; Tokyo, Japan.
 Kearl, Bryant MS'42; Madison.
 Kearney, Elaine; Lodi, Wisconsin.
 Lasater, John R. '88; St. Louis, Missouri.
 MacDonald, James W. '76; Edmonton, Canada.
 Monroy, Ernesto H. MS'88; Toluca, Mexico.
 Peterson, Barbara '69; Easthampton, Massachusetts.
 Richardson-Flack, Jean MS'67, PhD'70; North Ferrisburg, Vermont.
 Smith, Clark R. LLB'65; Wenham, Massachusetts.
 Stebbins, Byron H. '54; Evanston, Illinois.
 Thralls, Rodney MA'68; Naples, Florida.
 Tipple, Edith '73; Madison.
 Trayford, Cyril '30, MS'31; Chicago.
 Trevino-Salinas, Jose Rodolfo '74, MBA'77, MS'77; Garza Garcia NL, Mexico.
 Whiffen, Dr. James '52, MD'55; Madison.
 Whitnall, Julie A.; Racine, Wisconsin.
 Whitnall, William D. '64, JD'68; Racine, Wisconsin.
 Wilcox, Nancy '73, MA'89; Madison.
 Wittenstrom, John T. '89; Saint Charles, Illinois.
 Ziegenhagen, Mady; Walnut Creek, California.

**Workaholics,
Take Note**

If it seems you've been working more than you used to, you're not alone. The number of hours professionals spend on the job has been steadily growing since 1972, says **David Zonderman**, an assistant professor of history here. It's become a status symbol to impress peers with the colossal amount of time you put in at the office, and you can score extra points by making sure they know that you're still working even when you're away—aided by your cellular phone, laptop computer, personal FAX machine, and portable copier. It's this sudden surfeit of technology that has fueled the trend toward getting more

done, according to Zonderman. We even take our leisure time at a faster pace than fifty years ago, and we use technology more in enjoying ourselves. "Pastimes such as reading, visiting, and writing letters all have fallen by the wayside," he says.

When we do take time off, the trend is toward more planned recreation, says **Robert Ray**, chairman of UW-Madison's Recreation Resources Management Program. "We pay people nowadays to give us recreation in the form of health clubs, social clubs, and organized recreation in schools." Before the 1950s, he says, children used to initiate their own activities, including such diversions as pickup softball games in vacant lots. But present-day planned recreation can prevent

children from learning to deal with unstructured time—providing another incentive to fill the void by multiplying hours at the office.

**Best Problem-Solvers
Are Over 40**

Here's new evidence for the old adage that life begins at forty. One researcher here has found that people in their forties are better at solving practical problems than any other age group. Because actual brain function peaks at a much earlier age, she attributes their superior performance to experience.

Psychology Professor **Nancy Denney**, together with a colleague, presented ten hypothetical problems encountered in everyday life and found that people in their

forties came up with more solutions than any other group.

**Publishing a
Prizewinner**

Journey to the Alcarria, published in 1964 by the University of Wisconsin Press, has suddenly become a hot commodity since its author, Jose Camilo Cela, won the Nobel Prize for literature. The book describes a trip the author took in his native Spain, and now, after a quarter of a century, the Press has finally sold the last of its original 2,000-copy edition. It says it issued 2,000 more hardback copies, and has sold trade paperback rights to the Atlantic Monthly Press, one of five publishers that showed interest in the book.

The Pacific Hawaiian Odyssey
Aboard the Incomparable Crown Odyssey

Departing February 6 or February 12, 1991

Join Executive Director Emeritus, Arlie Mucks and wife Maryalice on the February 6, 1991 Pacific Hawaiian Odyssey cruise. Escape from winter to shining days and nights at sea, plus lush, vivid islands bright with orchids and turquoise lagoons. The islands of Hawaii, America's own tropical playground, welcome you with all their legendary charm and warmth. Your ports-of-call on this exciting 16-day cruise will be roundtrip from **Ensenada** to: **Kahului, Nawiliwili, Honolulu, Kona, Kahului** and **Lahaina**.

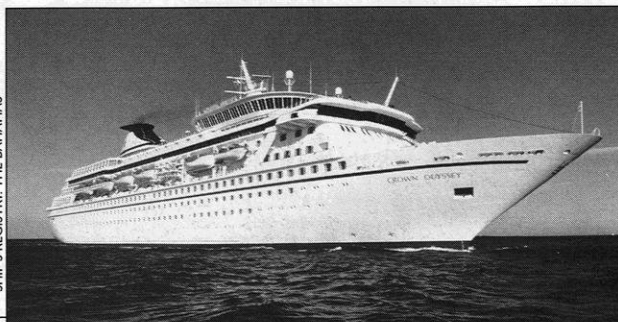
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GIB FORD



photos by Eudora Welty '29, Hon. '54

southern exposure

In 1927, Eudora Welty left her home in Jackson, Mississippi to attend the University of Wisconsin. She majored in English, studying literature under the likes of professors Helen C. White and Ricardo Quintana.

In *One Writer's Beginnings*, she fondly recalls her years here and the discovery she made that has "fed her life ever since." Namely, she learned the true meaning and import of the word *passion*. ►





*New Orleans
Street Scene/
1930s*

For five decades, Eudora Welty has pursued her passion, publishing dozens of works including short stories, novels, and essays. In 1972, *The Optimist's Daughter* won her the Pulitzer Prize for Literature. What most people don't know is that Welty's first published art comprised not words but photographs.

During the Depression, she returned to the Deep South from Columbia University Graduate School of Business and got a job as a junior publicity agent for the Works Progress Administration.

"I was sent about over the eighty-two counties of Mississippi," she explained, "visiting the newly opened farm-to-market roads or the new airfields hacked out of old cow pastures, riding along on a Bookmobile route and distributing books into open hands like the treasures they were. . . .

In no time, I was taking a camera with me."

She recalls that in both "writing and photography, you were trying to portray what you saw, and truthfully. . . . A camera could catch that fleeting moment, which is what a short story, in all its depth, tries to do."

A hundred of Welty's some 3,000 photographs were published in *One Time, One Place* in the 1970s.

But this winter the University Press of Mississippi came out with a more complete record of her visual art: *Photographs*.

The editors of the book, Hunter Cole and Seetha Srinivasan, visited Welty in her home in Jackson, Mississippi and asked her to reflect on this little-known period in her life.

The following are excerpts from that interview.—SP

COURTESY MISS. DEPT. OF HISTORY & ARCHIVES



Window shopping / Grenada / 1930s



The Store / Madison County / 1930s



Delegate / Jackson / 1938

You have said that a camera is a shy person's protection and that you came from a sheltered life, but you've had the spirit of daring required of an artist. Would you comment on how a shy person such as you took some of these daring photographs?

Well, the daring I meant was referring to my writing instead of photography, but also I think my particular time and place contributed to the frankness, openness of the way the pictures came about. This refers to both the photographer and the subjects of the photographs. I was never questioned, or avoided. There was no self-consciousness on either side. I just spoke to persons on the street and said, "Do you mind if I take this picture?" And they didn't care. There was no sense of violation of anything on either side. I don't think it existed; I know it didn't in my attitude, or in theirs. All of that unself-consciousness is gone now. There is no such relationship between a photographer and a subject possible any longer.

Why is that?

Everybody is just so media-conscious. Maybe it's television. Everybody thinks of pictures as publicity or—I don't know. I wouldn't be interested in doing such a book today, even if it were possible. Because it would assume a different motive and produce a different effect.

You studied studio art, you painted, you sketched. In these, do you suppose, as perhaps with photography, that you were searching for a way to reach your calling as a writer of fiction?

I don't think so. My way to learn writing was through writing, from the start, and I did write in strict concentration. It may have occurred without my knowing it that the two interests cooperated in their own way, but I wasn't thinking about either writing or photography except through the doing. Technique springs out of the doing; there's something in the heart of a given story that tells me how to do it and do that only. It's *after* the fact of writing a story that I realize what it has taught me.

Retrace your steps when you were traveling as a publicity agent for the WPA. Where did you go and where did you stay and were you traveling alone?

There was more variety than pattern. It depended on where I was to be sent that day. In Jackson we had an office up in the Tower Building of five people. I worked directly under another publicity agent who knew a lot more than I did. He was a professional newsman, named Louis Johnson. He's dead now. He was senior publicity agent. I was junior publicity agent—which also indicated I was a *girl*. We sometimes traveled together, and he did the news work and I did feature stories, interviews, and took some pictures.

What you would do depended on the project. If it were a juvenile court being set up, you would interview the judge on it. We visited a project for the blind of teaching people braille. We'd visit the construction of a farm-to-market road. Mississippi had so few roads then and very little was paved. There were a lot of people who couldn't get to town, farmers who were mired down in bad weather. The WPA went about putting in roads—they'd be tarred sometimes or graveled. We interviewed people living along the road, and the road workers, about the difference it made in their lives.

Did you travel by bus or car?

I mostly went by bus. If it was just going and coming on the same day, I used the family car. I couldn't use it always, since I had brothers in school and my mother needed it.

Did you stay in hotels?

Stayed in hotels. The hotel in my story "The Hitchhiker" was a perfect portrait of some of the hotels I stayed in. Not particular ones, sort of an amalgamation. The good ones had electric fans in summer. That was the only way you could cool off, before air conditioning. No telephone in the room. You had to go to a landing or downstairs to the desk. Very nice people ran them, and kind people.

You were a young, white, southern woman in black neighborhoods. How were you received when you went to the black districts?

Politely. And I was polite, too. It was

COURTESY MISS. DEPT. OF HISTORY & ARCHIVES



Bird pageant costumes/Jackson/1930s

before self-consciousness had come into the relationship or suspicion. That's why I say it couldn't be repeated today, anywhere.

Were they curious about you and why you were there?

Perhaps casually. There was usually something to talk about that we both knew, about either what they were doing or about the place. I would say, "I grew up near where you are living now" or ask a question. There were connections.

How did you entice them sometimes to let you take their photograph?

I didn't "entice." My pictures were made in sympathy, not exploitation. If I had felt that way, I would not have taken the pictures.

Have you any idea of what ever happened to some of the anonymous people whose photographs you took?

I hear from people who recognize themselves or family members. Some of them write and tell me. I don't think of them, of any people, as "anonymous."

In the case of the black people who had the Pageant of Birds down on Farish Street

—we got to be further acquainted because of Maude Thompson, who invited me to take the pictures. This came about when walking along Farish Street in Jackson I saw these girls with big paper wings, carrying them over their arms along the street. I asked about them, and they said they were going to have a bird pageant at their church, Farish Street Baptist, and would be glad for me to attend. And when I did, of course I wouldn't have taken a camera into the place. I wouldn't have misused my invitation by disrupting the program by taking a picture. Even so, they made us sit on the front row, which already called attention to us. It was a marvelous pageant, original and dramatic. Then Maude Thompson asked me if I would come back and take some pictures of it. She got the birds to come back, and she posed them.

As in a story, your photographs have a trace of mystery. In your essay on Chekhov you said that "the very greatest mystery is in unsheathed reality itself." Is this "unsheathed reality" what your photographs were exposing?

That's too abstract for me. No technique was set forth in my mind. I just wanted to capture a moment and use the right light and take advantage of what I saw.

The young girl in your story "A Memory" composes the intractable world by looking at life through a frame she makes with her fingers. In your essay "Place in Fiction" you say, "Place to the writer at work is seen in a frame . . ."

It is.

". . . not an empty one, a brimming one." Do you recognize the close alliance of photography and fiction writing in your use of a frame?

A frame is fundamental to both, for me. I was conscious of that when I was getting my pictures, at least when I was printing the results. I knew I needed a frame. Well, when I took art from Mrs. Hull [Marie Hull, Jackson painter and teacher], she taught us that device: framing with your fingers. Studying drawing and painting made me aware in writing a story of framing your *vision*, as a way toward capturing it.

When taking a picture, what was your own personal technique in framing an image? Do you recall any?

Using the viewfinder. That's why I liked the Rolleiflex. You see exactly what you are taking, and in the same size.

Have you ever relied upon any of your photographs for a scene or an element in a story you've written?

No. The memory is far better. Personal experience casts its essential light upon it.

And you didn't publish a story until 1936?

1936 is right. That was the first story I submitted to a magazine, "Death of a Traveling Salesman." A so-called "little magazine" accepted it, called *Manuscript*, published in Athens, Ohio.

It seemed that your taking photographs stopped or seemed considerably slowed down as you began publishing stories. The collection of photographs in the Archives indicates that by about the mid-1940s you had set aside your camera. What happened?

I guess I was still taking pictures. They were for my own pleasure, of my family and friends. The new jobs I had all had to do with journalism, not pictures. And fiction writing was my real work all along. That never let up.

I think the latest photos were in the 1950s.

That's when I lost my camera.

Will you tell about that?

I was on my first trip to Europe, and I carried my Rolleiflex and took pictures all the way through. As I was getting ready to go home, it was May Day and I was in Paris, and I had friends there and had spent the day with them in Meudon, near Versailles I think that is. It was the home of the Mians. He was a sculptor, Aristide Mian. His wife was the American writer Mary Mian. They had three growing daughters. All were on hand, and all kinds of people they knew. So I took pictures of everybody and everything. A record of happiness. Then I left on the train, got off at Gare Montparnasse to take the Metro to my hotel off Boulevard St. Germaine. They'd given me a bunch



Saturday trip to town/Hinds County/1939

of lilacs, party food, presents, everything, saying goodbye, and I sat down on the bench in the station holding it all, with my camera beside me. And got up without the camera. I missed it as soon as I got on the subway and took the first train back. Of course it was gone. I never saw it again. Of course what I grieved for most was that that roll of film was still in it, the pictures that I had taken. If I could have just got that back, the May Day party, I would have almost given them the camera.

And those people would never be assembled that way again.

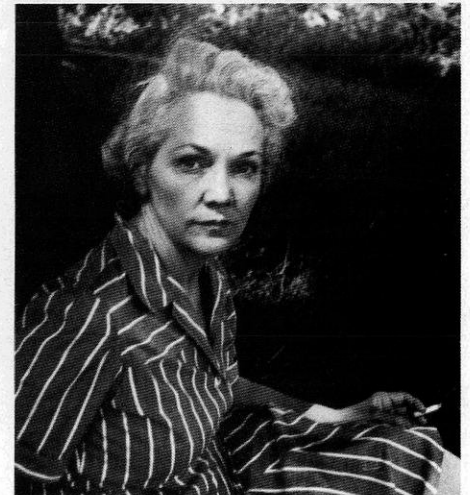
Never assembled. Never again.

So that slowed you down in your picture-taking.

I punished myself. I didn't deserve a camera after that. I was so crushed, and by then cameras were much more expensive and of course now they are out of sight.

What do you recall about photographing Katherine Anne Porter?

I did it every minute. A summer at Yaddo. I went to Yaddo, I'm sure, at her instigation, which you know is in Saratoga Springs, New York. A retreat for artists. She had been there a number of times as a resident. I was reading proofs of my first book. Katherine Anne was supposed to be writing the preface to my



Katherine Anne Porter at Yaddo Saratoga Springs, NY

book. And my editor used to write me and say jokingly, you're supposed to make her do it. Which, of course, I never mentioned! She was busy writing what was then called *No Safe Harbor*. It was eventually *Ship of Fools*. She had also bought an old run-down clapboard farmhouse, perfectly beautiful, sitting in a meadow outside Saratoga Springs. It was heavenly, in the real country, and she was restoring it. We went out there every day. She bought a car, a Buick, first time she had ever had one, and had just learned to drive. I helped her drive some of the time, if I remember. I would rather help her drive. Anyway, we went forth. So, of

Continued on page 38

TREES FOR





TOMORROW

by Dave Tenenbaum, MA '87

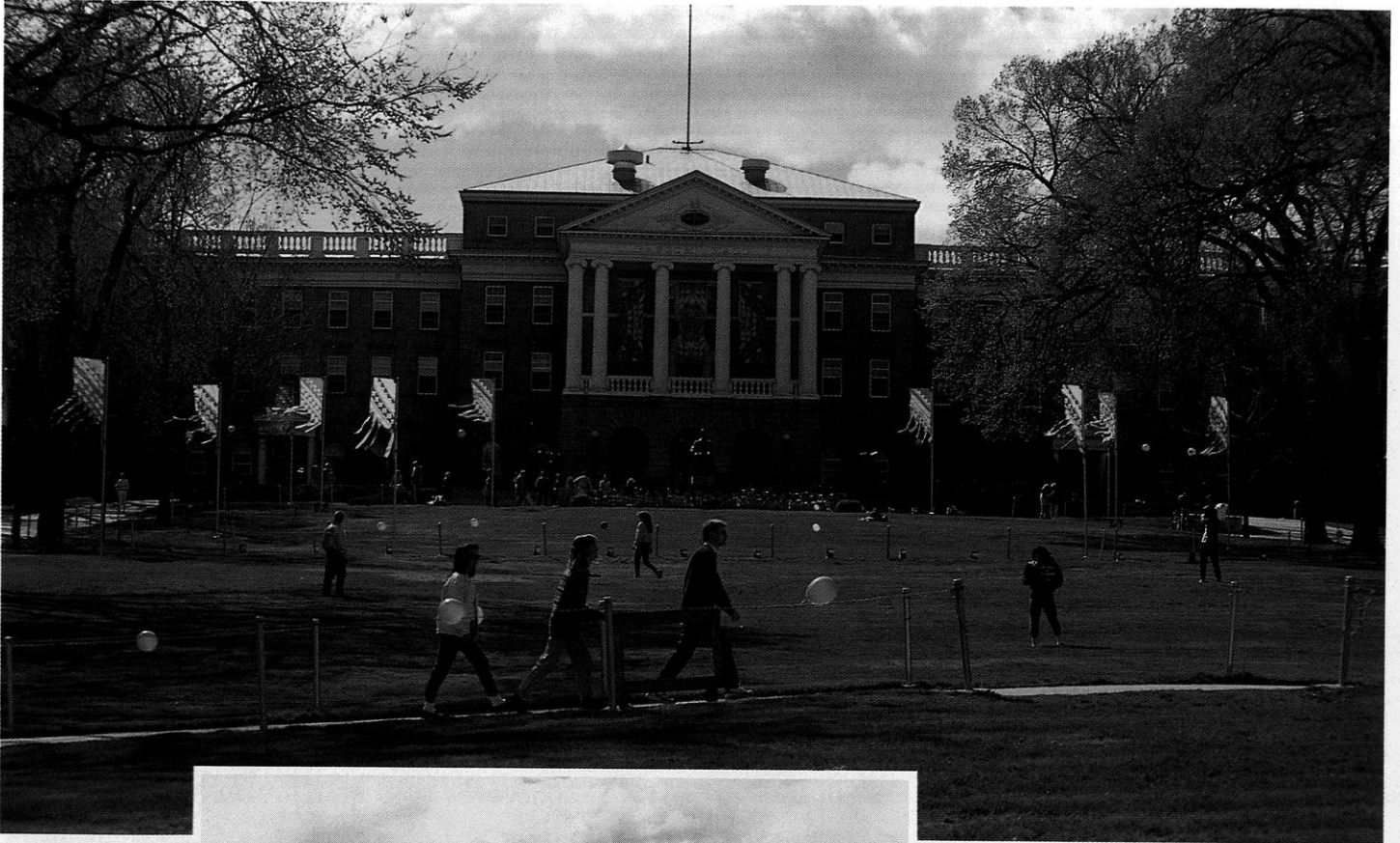
It's been twenty years since the towering elms of State Street, Langdon Street, and the ag campus fell victim to the deadly Dutch elm disease. Only a few have been saved, including some that still arch their way up Bascom Hill. But now, thanks to Professor Eugene Smalley, the first plant breeder in the U.S. to produce a disease-resistant shade tree, a new generation of elms may thrive on campus and around the country on into the twenty-first century.

Meanwhile, horticulturist Brent McCown is using a "gene gun" to produce varieties of poplar trees that are herbicide- and insect-resistant. Such genetically engineered trees promise to provide more reliable harvests of pulpwood, and are of particular interest to paper and lumber companies. ►

At his Walnut Street greenhouse, Professor Eugene Smalley inspects the next generation of disease-resistant elms. Left: in 1948, a stunning canopy once led the way to the ag campus.



BRENT NICASTRO



STATE HISTORICAL SOCIETY OF WISCONSIN



Forty years ago, elm trees flanked both sides of Bascom Hill all the way to the Lincoln terrace. Only a few remain today, but their arching branches are as graceful as ever.

Plant breeders have given little attention to trees in the past. For one thing, a project that would take a few years with smaller plants might instead require a lifetime of work. And tree studies are difficult to initiate at research farms because they tie up precious acreage indefinitely.

Smalley began working with elms in 1957, when UW-Madison received funding and a mandate to fight Dutch elm disease from the Wisconsin state legislature. He and Professor D.T. Lester patented and released *Sapporo Autumn Gold*, the first disease-resistant tree from Wisconsin, in 1973. This cultivar combines the resistance of the Siberian elm with the ornamental character of the Japanese elm. Today, the professor has a total of three patented cultivars on the market.

McCown, who began trying to insert new genes into poplars five years ago, now has trees ready for field-testing, although funding and permits are still uncertain.

Each of these scientists is a pioneer. Each has designed trees with commercial appeal while providing new insights into the field of tree genetics and pathology.



REINTRODUCING ELMS

How to foil a deadly fungus

When Eugene Smalley launched his counter-attack on Dutch elm disease in the '50s, the epidemic had just swept in from Europe via the East Coast on the back of a bark beetle. Streets once shaded by the majestic, vase-shaped American elm, the most prominent of the victims, were soon lined with skeletal casualties. Eventually, Dutch elm disease afflicted all seven of the species native to North America.

In his pursuit of a resistant strain, Smalley has worked extensively with several Asian species as well as with the American elm. His successes can be seen at several locations on campus, near the front of the Enzyme Institute and just west of the vet school. At first, he investigated chemicals that could control the fungus. But he decided that searching for trees with natural resistance to the disease was the more promising technique. Since 1958, he has assembled what may be the world's largest collection of elm species and varieties on a fifty-acre tract at our research station in Arlington, Wisconsin.

When Smalley began his work, the structure of DNA—the chemical that carries genetic information—had not yet been discovered. So he used the only breeding technique available. He screened trees from seed collections, and bred those that survived with those whose genes carried other desirable qualities, such as shape and vigor. He then repeated the process with the best progeny. Thousands of trees are now growing in the professor's Walnut Street greenhouse, and he continues to select the most vigorous, attractive individuals for planting.

The moment of truth arrives after three or four years in the field, when Smalley or his associates inoculate the trees with spores of the deadly Dutch elm fungus. When the work is going well, high per-

centages survive and are bred with each other. The process is repeated until the most promising trees are planted in the field for long-term evaluation.

Because he works with the resistant genes found in wild trees, Smalley believes he is simply accelerating evolution. "What we do in one hundred or one thousand years, nature would probably do anyway," he says.

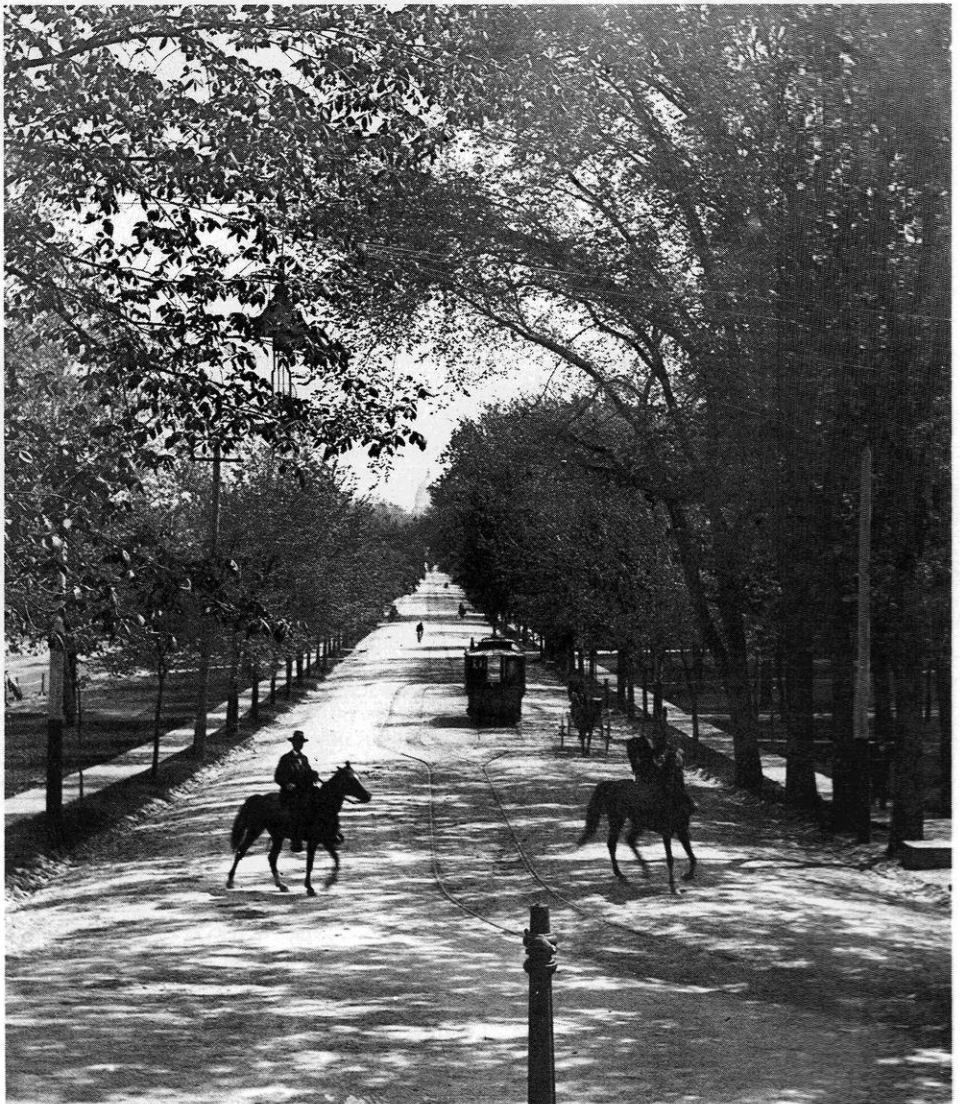
In the course of his work, he's also gained insight into a tree's natural defense mechanisms. "The elm project has been quite a good model for research on this kind of vascular disease," he says. After a tree recognizes fungal spores, cells located near the fluid-conducting xylem produce a "first line of defense"—a chemical called a phytoalexin. The cells may die in the process, Smalley says, but by doing so they

help to isolate the disease and retard further damage.

Smalley has introduced two more cultivars since 1973. *American Liberty*, a hybrid American elm, is licensed to the Elm Research Institute of New Hampshire. *Regal* is a columnar tree suitable for planting near buildings. Both *Sapporo Autumn Gold* and *Regal* are licensed by the Wisconsin Alumni Research Foundation and propagated by McKay Nursery Company in Waterloo, Wisconsin, and other nurseries.

With these successes now on the market, Smalley still cautions that understanding and improving each genus of shade tree is still a lifetime job. Perhaps the people who will most appreciate his work will be the great-grandchildren of those alumni who once walked beneath the campus's elegant green canopy.

STATE HISTORICAL SOCIETY OF WISCONSIN



State Street was lined with dozens of America's favorite shade tree in the 1890s. But all were destroyed by the 1970s by the deadly Dutch elm disease.



DESIGNER GENES

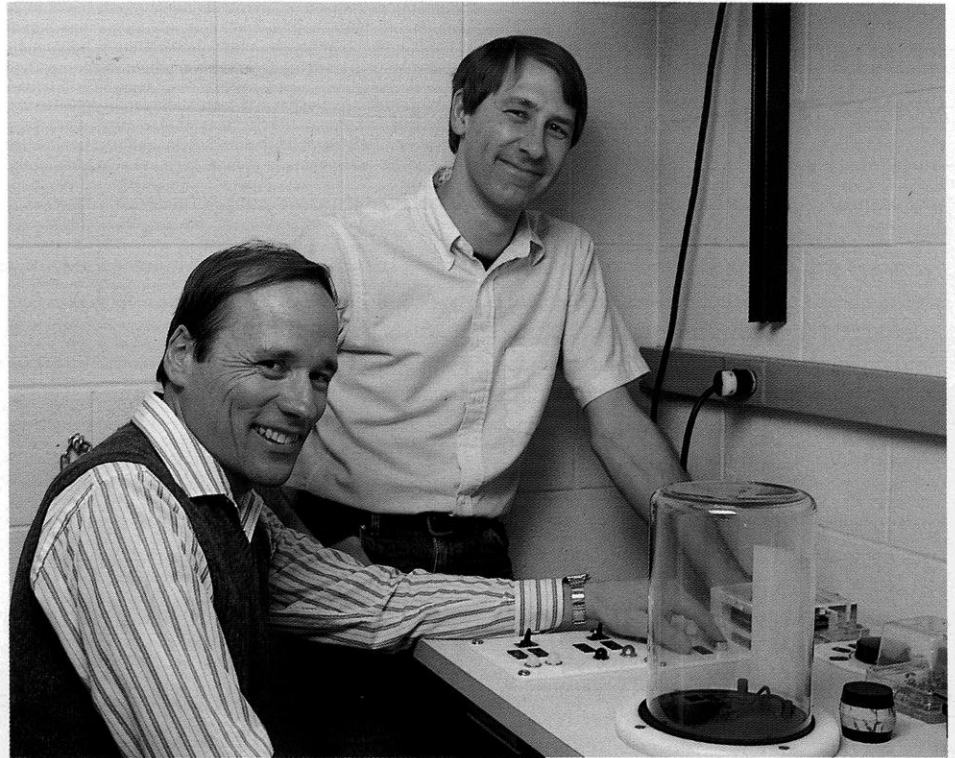
The key to fast-growing poplars

Brent McCown is on the verge of revolutionizing tree breeding. He's found a way to "shoot" genetic material into cell nuclei, creating new varieties of the fast-growing poplar that resist insects and a popular herbicide. Insect resistance would allow growers to prevent caterpillar infestations without the use of pesticides. Herbicide resistance would allow more effective chemical control of weeds that retard tree growth.

McCown had several motivations to choose poplars for his experiments. "It's one of the easiest trees to grow," he says, "and its genetics are better understood than most trees." Poplar is already a major source of pulpwood, and it has potential as a fast-growing source of fuelwood as well.

In earlier experiments, McCown tried transporting DNA to poplar chromosomes with a vector, an organism that carries transplanted DNA inside another cell's nuclear membrane. Although he proved that the inserted genes "expressed themselves," the vector technique was unpredictable. He then tried the gene gun, a device developed by Dennis McCabe at Agracetus, a Middleton, Wisconsin genetic engineering firm. It accelerates bits of DNA so fast that they can pierce nuclear membranes. The first "gene shot" was a success, and for the past eighteen months McCown has been turning out genetically engineered poplars, collaborating with UW horticulturist Dave Ellis.

The relationship with Agracetus demonstrates the promise of technology transfer between the university and industry. In this case, our researchers have gained access to state-of-the-art machinery. Agracetus has been shown in turn that their tech-



BRENT NICAstro

It hardly looks high tech, but the gene gun that "shoots" genetic material into cell nuclei will change the way we grow and breed trees. The "gunslingers" are Professor Brent McCown, left, and Dennis McCabe of Agracetus.

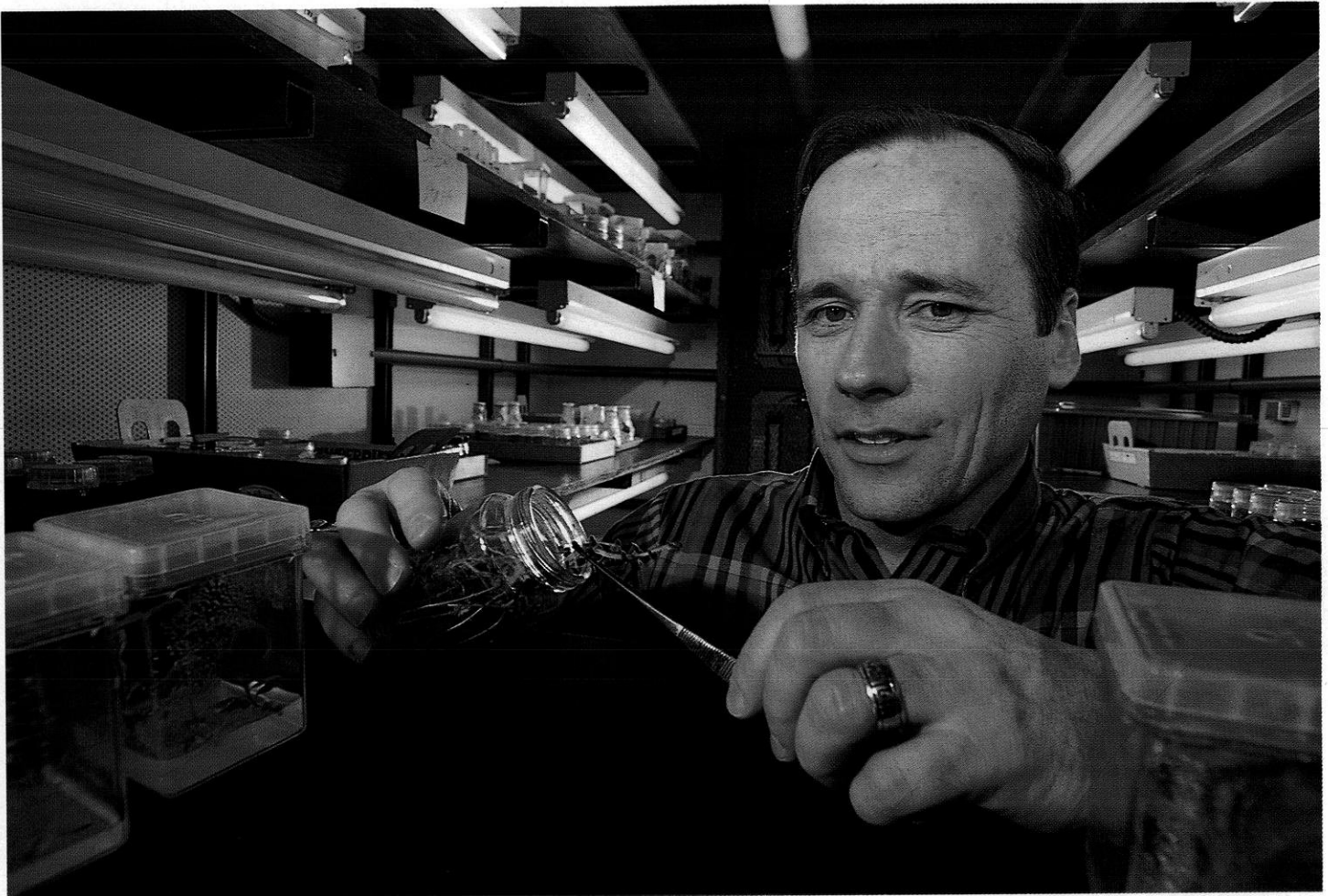
nology can be applied on a wider basis. The third player in the research is the U.S. Forest Service, which funds the effort and grows experimental trees at its station in Rhinelander, Wisconsin. William Heckrodt '42, president of Menasha's Biodyne Corporation, has provided funding as well.

McCown has also used the gene gun to produce poplars that resist caterpillars by implanting genes from a bacteria called *bacillus thuringiensis*. BT is one of the most common natural insect controls because it contains a protein that paralyzes a caterpillar's gut and prevents the insect from feeding. New Jersey recently announced plans for widespread spraying of the bacteria to fight the voracious gypsy moth, which has infested the region. But unfortunately, the spray must be applied

If McCown can find a way to make white spruce trees resistant to the spruce budworm, hundreds of thousands of acres of trees could be saved.

repeatedly because rain washes it away. Incorporating BT genes into trees overcomes this problem. The BT work is being done in collaboration with associate professor of entomology Kenneth Raffa.

Although this sounds like the ultimate defense against insects, McCown acknowledges that planting genetically engineered



Once McCown has his genetically engineered poplar cells back in the lab, he carefully monitors the results. After five years of experiments, he now has trees ready for field testing pending funding and permits.

trees in the field raises "all sorts of environmental and ecological questions." He doubts that the new traits could be transferred to wild trees, since plantation poplars are harvested before they flower, meaning they will not release chromosome-carrying pollen.

But plant breeders must still take into account the ability of insects to evolve and overcome any such defense. McCown points out that insects feeding exclusively on poplars would adapt quickly because of "incredible selective pressure." However, breeders can devise "all kinds of strategies" to beat the insects to the punch, he adds. They could, for example, implant several types of resistance, shrinking the chance that a bug immune to all types of resistance could evolve.

The project raises other problems. If

plantations of poplar become widespread, they, like most monocultures, would be susceptible to disease and insects. And the herbicides used to kill weeds and advance the trees' growth could contribute to groundwater pollution. Therefore, McCown says that herbicide application should be restricted: "You don't have to kill all the weeds," he says. "You just want to give poplars an advantage when they're getting established."

Until a decision is made on introducing the new poplars to the environment, McCown will tackle another biological challenge—inserting genes that render white spruce trees resistant to the spruce budworm. At present, he says, nobody has inserted working genes into a conifer's DNA and recovered a plant. Success would offer dramatic hope to foresters in

The poplar project demonstrates the promise of technology transfer between the university and industry.

the eastern United States and Canada, where the spruce budworm has destroyed hundreds of thousands of acres of the tree.

Another effort will focus on insect-resistant varieties of cranberries, which would help growers decrease their use of pesticides. Ultimately, it is McCown's hope that his genetically engineered plants will lead to a cleaner, more ecologically sound environment. □

RURAL ROOTS

The J. Charles Phillips family of Reedsburg, Wisconsin, is one of the UW's most spirited grassroots advocacy groups. Charlie, now national president of the Wisconsin Alumni Association, graduated in 1965 with a degree in sociology. He joined the Vacationland Alumni Club in 1970, served as its director, and received the Association's Sparkplug Award in 1981, the same year he was elected to our Board of Directors. In 1985 he was nominated to the Executive Committee, and he will follow Chuck LaBahn as Chairman of the Board in July. Charlie is CEO of Phillips Do-It Center in Reedsburg and serves on the Board of Directors of Hardware Wholesalers, a \$1-billion buyers-owned wholesaler based in Fort Wayne, Indiana.

Thanks to the Phillips family of Reedsburg, the road to UW-Madison is now a lot easier to follow.

by Susan Pigorsch

Reedsburg, Wisconsin is a farming community not far from the Dells. It's only an hour's drive away from Madison in miles, yet it was once light-years away from the UW in spirit. That is, until the J. Charles Phillips family launched their personal PR campaign.

For the last two decades, both Charlie '65 and Ginny [Gullick] '65 have been working on an alumni version of the Wisconsin Idea. They've helped raise over \$40,000 in scholarship monies for local students, and their leadership has attracted over 400 percent more UW grads to area alumni activities. In addition, Ginny chairs one of WAA's continuing education programs, daughter Joan volunteers as a Wisconsin Alumni Student Board ambassador while majoring here in journalism, and Charlie serves as president of the national Wisconsin Alumni Association. Even college-bound student Saul is spreading the word about the UW's world-class status.



Ginny [Gullick] Phillips received her degree in 1965 in communicative disorders. She is partner in the Phillips Management Corporation in charge of real estate. She's also General Chair of WAA's annual Fall Day on Campus and serves on our Student Awards Committee. Active in community activities as well, she was on the UW-Center Baraboo's Deans Advisory Council for nine years, serving as its treasurer.

Joan Phillips is a junior in journalism at UW-Madison and one of this year's WAA student scholarship recipients. As a freshman, she sang and danced her way around the state with the Wisconsin Singers. Currently, she's a member of our Wisconsin Alumni Student Board and represents the university as a student ambassador. Upon graduation, she plans to pursue a degree in law.

Saul is a junior in high school and one of Reedsburg's star athletes. He has had several excellent seasons on the football team, but this year he really showed his stuff on the basketball court. He was a first-string, all-conference guard, and this summer he'll be one of just ten Wisconsin athletes who will play basketball in Europe with the Team Wisconsin USA All-Star Team.

"We realized just how strong our attachment to the university was right after we returned to Reedsburg, our hometown, with our degrees," recalls Charlie. "People didn't share our enthusiasm for the UW, farmers in particular. To them, Madison was a big city. Then during the Vietnam War years they started thinking that their kids would become radicals if they sent them here."

Being a sociology major, Charlie knew that he couldn't improve the UW's reputation by standing on a soapbox. He and his father are also businessmen in the community, brokering commodities and lumber to farmers through their seventy-seven-year-old hardware store. So the Phillipses did what seemed most logical: they brought the good things about the UW-Madison to Reedsburg. Beginning in the 1970s, they invited their favorite student ambassadors—the Wisconsin Singers—to stage their dazzling performances and to prove that not all college kids were hippies. Then they booked Professor Mike Leckrone's marching band for a show, put Bucky Badger and the pom pon squad in the Butterfest Parade, and helped the Reedsburg-area alumni club grow to include grads from Spring Green, Lake Delton, and Baraboo. Finally, they changed the way they brought in spokespersons from the UW's administration.

"We realized pretty quick that if we were too formal, we'd scare the young grads off," says Charlie. "So to get more attendance we decided to make our annual Founder's Day event into a tailgate." And that they did, with a few handy materials from the Phillips Do-It Center. Astro turf was stretched out across a banquet hall floor, a goal post was constructed out of cardboard tubes, and brats and potato salad were served up around a keg of beer. For true authenticity, an alumni band simulated the sounds of the famous 5th quarter, and polka dancing was de rigueur.

But from the Phillipses' point of view, the awareness of the university created by Chancellor Donna E. Shalala has made the best impression of all.

"She's the first chancellor I've worked with who really touches people at a grass-roots level," Charlie explains. "To the farmers, she says she does what's best for the UW, and they believe in her for that. Another thing that touches them is her sincerity for people and impoverished people in particular." Many in the Reedsburg area have a net cash flow of just \$8,000 a year, he says, and the farmers who pay high property taxes want to know how their money sent to the university benefits them. "Here's an audience that really cares about the fate of the football team, because many of them will never get to experience the university in any other way," Charlie says. "The chancellor's empathy for their concerns comes through loud and clear."

There's another person who's helping the Phillips' PR campaign—Rick DaLuge, assistant dean of the College of Agriculture. "He's hands-on, out in the area, promoting the Wisconsin Idea that the boundaries of the university are the boundaries of the state," the family explains. "He comes out and talks about milk parity, and assures people that their kids aren't going to come out as dope addicts or satanic worshippers if they go to school in Madison."

Ginny was the first in her family to attend college, and she did so by working at numerous odd jobs. Charlie gave up a full football scholarship at Dartmouth to come to the UW. Still, the couple's wish to support higher education does not presuppose that Madison is the *only* option. These tried-and-true Badgers are still most concerned with the needs of individuals.

"We tell our area high school students

that the UW has a tradition of excellence, an international reputation, that it's close to Reedsburg, and that all these factors make it an excellent educational opportunity," they say. "But the UW System schools are also very good schools. And after two years at UW-Center Baraboo, a small-town kid who decides to be an engineer can still transfer to Madison."

Daughter Joan, now a junior here, and Saul, a junior at Webb High School in Reedsburg, made up their minds about the UW long ago. Their parents made sure the family took advantage of the cultural resources on campus from the get-go, driving in for the Wisconsin Singers On-Campus Concert, Union Theater performances, and athletic events. "When our kids were nine or ten," Charlie says, "we could've dropped them off on campus anywhere and they would have found their way around."

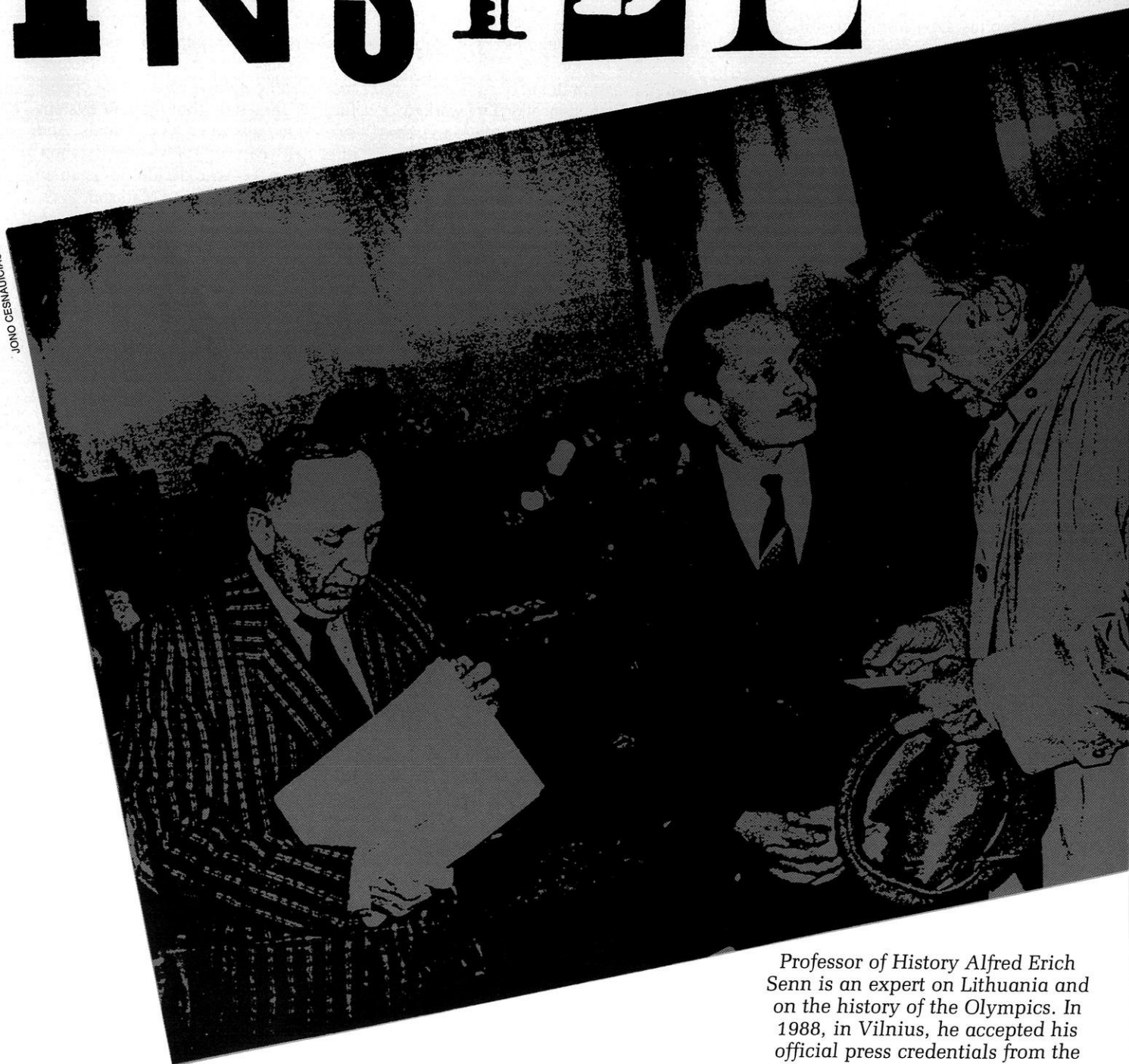
In the meantime, the Phillipses have continued to help other promising students make the dream of attending UW-Madison a reality. Ginny serves on WAA's Student Awards Committee, reviewing hundreds of applications and conducting interviews to honor outstanding juniors and seniors. She is also chair of Fall Day on Campus, WAA's continuing education event open to all alumni and friends of the university.

This coming July, Charlie will succeed Chuck La Bahn as WAA's national Chairman of the Board. He'll continue to serve on WAA's committees for External Affairs, Long Range Planning, and Recognition and Awards, and to inspire leadership among his hometown alumni.

"We're steeped in the Wisconsin tradition," admits Charlie. "Imagine how great it's been to be president of the Association with so many excellent changes on campus. We're going to see a leaner, meaner, and better university because of them."

The **Man** on the **INSIDE**

JONO CESNAVICIAUS



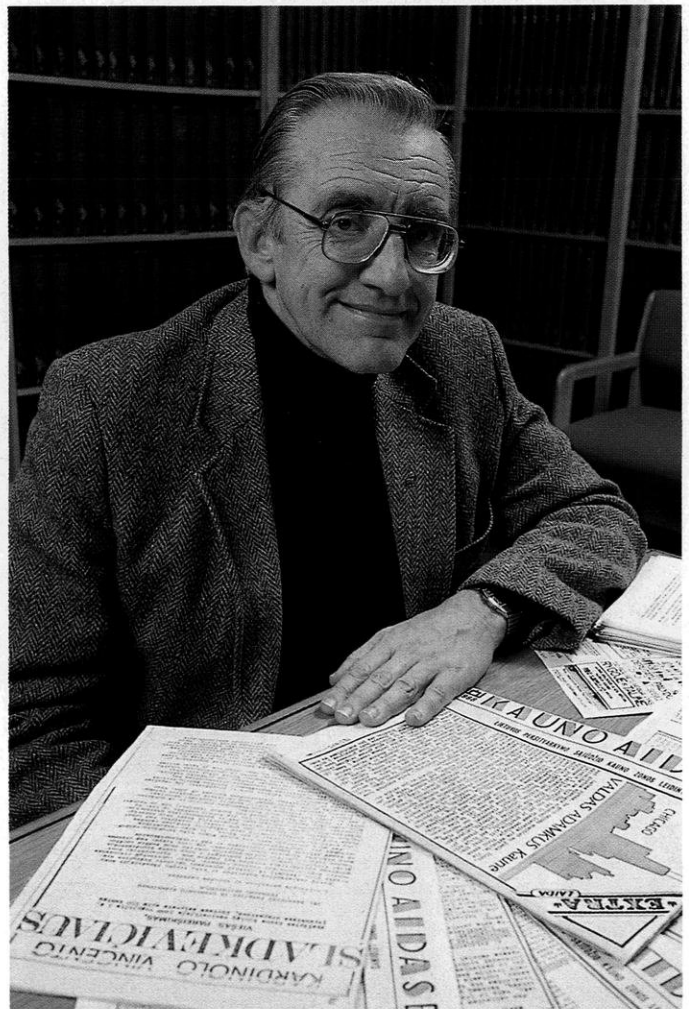
Professor of History Alfred Erich Senn is an expert on Lithuania and on the history of the Olympics. In 1988, in Vilnius, he accepted his official press credentials from the Initiative Group of the Sajudis.

At the beginning of 1988, Lithuania appeared to be one of the relatively conservative republics in the Soviet Union. Neighboring Estonia had been leading the drive for independence. But by 1990 there was only one country pushing Mikhail Gorbachev's perestroika policy to its limits. Professor Alfred Erich Senn, who was present during most of this history-in-the-making, is writing a book to document the dramatic events in Lithuania. This Madison native is perhaps the only non-Lithuanian historian to fluently speak the language: his Swiss-born father, who once taught German here at the UW, and Lithuanian-born mother spoke it at home. So with the perspective of a scholar and the immediacy of a participant, Senn attended every sort

of meeting and demonstration in the country in 1988 and again last January. He spoke personally with nearly all major political figures and was able to report on events from the inside, as the Lithuanians themselves experienced and debated them.

His resulting history-memoir, *Lithuania Awakening—1988*, will be published this fall by the University of California Press. Senn is also the author of *The Emergence of Modern Lithuania*, as well as three other books and almost one hundred articles on Lithuanian history and culture. ▶

“I LEFT THE COUNTRY WITH A STACK OF DOCUMENTS FOUR INCHES THICK, WHICH I’VE NOW DEPOSITED IN THE DEPARTMENT OF SPECIAL COLLECTIONS AT MEMORIAL LIBRARY.”



BRENT MICAUSTRO



When I was a kid, I dreamed of being a foreign correspondent. As a graduate student, I thought it would be fascinating to play a role in Lithuanian affairs (I grew up speaking the language and wrote my doctoral dissertation on Lithuanian history). Reality intervened, and I became a professor of history. In the last two years, however, in the grand style of Walter Mitty, I have also been an accredited journalist in Lithuania, observing a revolution.

My new role began when the Lithuanian Academy of Sciences invited me to spend three months in Vilnius in the fall of 1988—on the premise that I was to write about Lithuanian social consciousness in the nineteenth century. Although this meant taking a leave of absence without pay from the university, I went and I have no regrets. Lithuania was just entering a period of turmoil resulting from Mikhail Gorbachev's experiments in perestroika, and I saw the Lithuanians rediscover their own history and identity.

I was both an insider and an outsider. Since I spoke Lithuanian, I was accepted almost everywhere. The Initiative Group of the reform movement Sajudis, for example, welcomed me at their meetings, and they eventually named me a foreign correspondent to their organizational congress in October 1988, a gathering that hit the front page of *The New York Times*. At the same time, as an outsider, a foreigner, I was not required to take sides, and therefore I enjoyed access to all parts of the evolving political spectrum.

It was a time of demonstrations, rallies, and police action. Having seen something of the sort in Poland in 1957, when the Poles were reclaiming their history after a decade of Stalinist oppression, I resolved to write about these events. I attended every demonstration and major confrontation I could. People began to offer me documents and photographs, and in my best "mittyesque" style I accepted and pocketed them. I felt as if I were living a novel, and I eagerly awaited new twists in the plot.

Of course, gathering information on the Lithuanian independence movement

wasn't always so easy. For example, I had arranged to meet a man one evening at a public square to receive documents. He was late, twilight was setting in, and I grew suspicious. I remembered that a professor from Yale University was arrested in Moscow in 1963 just when *he* received documents in a public place.

When my contact finally arrived, he took me to the restaurant across the street and led me to a stage where performers sometimes played. He went to a back room. There were 200 people in the audience, and I decided that if they came out to arrest me I'd scream and hope that those 200 people would be on my side.

But nothing happened. The man came out and handed me three mimeographed sheets, and that was it! There was no intrigue: the man, at best, just happened to be disorganized. In fact, the country had become so open that I left it three months later with a stack of documents four inches thick, which I've now deposited in the Department of Special Collections at Memorial Library.

"I FELT AS IF I WERE LIVING A NOVEL, AND I EAGERLY AWAITED NEW TWISTS IN THE PLOT."

I visited Lithuania again in January 1990, this time with a business delegation. Our appearance coincided with Gorbachev's celebrated fact-finding mission, and I was again back at work as a correspondent. When I walked into the offices of the journalists' union in Vilnius, an old friend looked up and said, "We should have expected you at such a moment."

Lithuania found its way back to the front page of *The New York Times*, where it has tended to remain. Instead of trembling and confessing the errors of their ways, as the republics in the USSR used to do whenever Moscow became angry, the Lithu-

anians have stood firm and vigorously showed that they want to control their own lives. In this new era, Moscow has lost its old control of the agenda.

Although some observers decry the separatist tendencies that have emerged in the USSR, the Lithuanians are almost unanimous in wanting independence. They differ widely, however, on the question of timetable and the degree of conflict expected with Moscow. The conservatives favor a slow approach and hope for a minimum of friction; the radicals want independence tomorrow, if not yesterday, and declare that since conflict with the Soviets is inevitable, let it be now. My guess is that most Lithuanians fall in the middle of the spectrum, wanting independence as soon as possible but hoping to avoid conflict. Recent public opinion polls indicate a mixture of hope and great uncertainty among the people, even as they forge ahead in their challenge.

Whatever comes of this particular crisis, the Lithuanians will not return to their docile status before 1988; they have uncovered an internal strength that both friend and foe must recognize. In particular I recall how, in January, a friend, a prominent Lithuanian intellectual, explained his decision not to run for a seat in the Lithuanian Supreme Soviet. "The parliament will declare Lithuanian independence," he told me. "If it is then suppressed, new elections will be called, and I will run for office and help do the job in more orderly fashion."

Observing and participating in recent events has been an exhilarating experience, and I plan to return to the country again this summer. My profession is Soviet history, my hobby has been the history of the Olympics, but Lithuania has become a commitment—some friends call it an obsession. In November 1988 a veteran Lithuanian Communist looked at me and sighed, "God has favored you by putting you here at this time." Then again, maybe it's in my genes. The 1938 *Badger* carried a little feature on my father, who was then a professor of German here, noting that he "... was once a Lithuanian newspaper man." Whatever the unseen force, Walter Mitty *can* happen. □

**TWENTIES
THIRTIES**

In Madison, **Robert B.L. Murphy '29, MA'30, LLB'32** has stepped down after three decades as president of the Wisconsin History Foundation. It's a non-profit entity established to benefit the Wisconsin State Historical Society. **Robert S. Zigman x'43**, founder of Zigman-Joseph-Skeen public relations in Milwaukee, is the Foundation's new president.

Don Ameche x'31 has come full circle since his early movie days in the '40s. His career took a thirty-five-year hiatus while he returned to the stage, but the 81-year-old actor's face is familiar once again thanks to roles in *Trading Places*, *Cocoon*, its sequel, and *Things Change*. Ameche, who won an Oscar in 1985 for his role in *Cocoon*, first discovered acting when he became involved in theater as a law student here.

Four alumni had a mini-reunion last February in Majorca, an island off the east coast of Spain. They were: **Lorraine Hubbard Orchard '38, MS'61** and **Kenneth Orchard '35, JD'37** of Madison, **Barbara Amundson '44** of Birmingham, Michigan, and **Jean Knocke Pierce '46** of Madison Heights, Michigan. For any alumni who may have the good fortune to be in the area next year, Lorraine Orchard writes us that another get-together is scheduled for February 23, 1991, at 1 p.m. in *Ciro's Restaurant* in Palma Nova, Majorca.

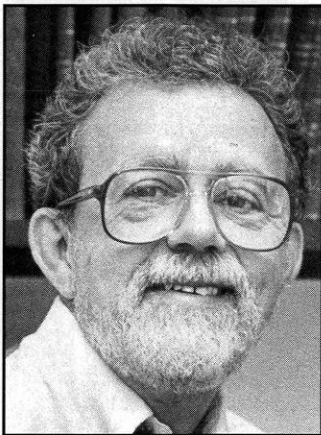
FORTIES-FIFTIES

In Las Vegas, **Helen Case Cannon '40** was featured in *The Las Vegas Review-Journal* for her long public service career, which included twenty years on the Clark County (Nevada) School Board.

The new chairman of the board of the Radiological Society of North America is **Robert G. Parker '46, MD'48** of Encino, California. He's a professor of radiation oncology at UCLA who has previously held appointments at the University of Michigan and the University of Washington School of Medicine.

Bernard Schechterman '48, a political science professor at the University of Miami in Coral Gables, Florida, writes that his most recent book is *Violence and Terrorism* (Dushkin & Associates, 1989). He's also published other works on terrorism and is the chief editor of *The Political Chronicle*, the journal of the Florida Political Science Association.

J.K. Leidiger '49 tells us that he has retired after more than forty years with the Wisconsin Department of Revenue. He lives in Madison and is the father of Lynda Leidiger '75 (see below).



After twenty-two years of writing, editing, and communications consulting, **Thomas Murphy '49** has retired from the Wisconsin Alumni Association. He joined our staff as editor of the *Wisconsin Alumnus* magazine in February of 1968, and had the difficult task of reporting on UW events during the protest years of the Vietnam War. Throughout his career he earned many awards of excellence for WAA and for the magazine, including the prestigious Harper's Award for his feature story on Gertrude Stein's visit to Madison in 1934. Thank you, Tom! We'll miss you.

Otto Klieve '53 is the executive vice president and chief operating officer of Milwaukee's Oilgear Company, a machine parts manufacturer. He's been with the firm since graduation, and now lives in Greendale, Wisconsin.

At Carleton College in Northfield, Minnesota, **William Child PhD'55**, an associate dean and professor of chemistry, is retiring after thirty-four years at the school.

The executive vice president of the Florists' Transworld Delivery (FTD) Association in Southfield, Michigan, is **John A. Borden '59**. Borden, who lives in Birmingham, was previously a vice president at the J.I. Case Co. in Racine, Wisconsin.

**SIXTIES
SEVENTIES**

Carol Hoppenfeld Hillman '61 is the national director of public relations and communications for Deloitte & Touche accounting firm in Wilton, Connecticut. She was formerly a vice president at the Norton Company in Worcester, Massachusetts.

Jay Swardenski '61 writes that he's left his position as labor counsel for *The New York Times* and returned to the Midwest to become a partner in the Chicago law firm Matkov, Salzman, Madoff & Gunn.

Progressive Farmer magazine has named **Satish "Sam" Anand PhD'62** its Man of the Year in Service to Missouri Agriculture. Anand, who is being recognized for developing better soybean varieties, heads the soybean breeding program at the University of Missouri Delta Center in Portageville.

Media Hoaxes (Iowa State University Press) is the third book published by **Fred Fedler '63**. The journalism professor at the University of Central Florida in Orlando has also written several journalism textbooks. One of them, *Reporting for the Print Media*, is now in its fourth edition.

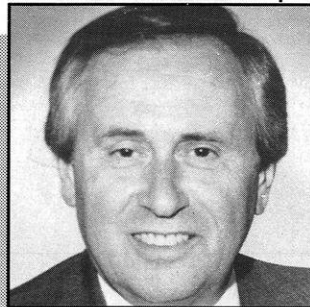
As the "Nutrition Magician," **Donna Matthias Weihofen BS'63, MS'67** travels to elementary schools around the country, making glasses of milk disappear into children's ears and turning raw eggs into Cheerios. Her program to teach healthy eating habits has gotten an enthusiastic response from both students and teachers and generated attention from the local media. Weihofen, who lives in Verona, Wisconsin, is also a dietitian at UW Hospitals and a lecturer in the UW School of Nursing.

Marcie Harrison '64 has been appointed to the marketing and business assistance committee of the City of Chicago's Economic Development Commission. She's president of The Harrison Group, a Chicago marketing firm.

SIDELINES

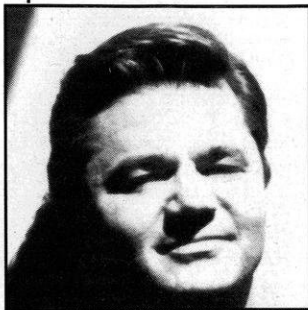


After working at Chicago's WBBM radio and television channels 2, 32, and 5, **Mary Laney '65** has left broadcasting to become director of the Chicago Department of Tourism.



Richard Peck MS'62, PhD'65 is the new president of the University of New Mexico in Albuquerque. He was previously interim president of Arizona State University.

SIDELINES



Musician **Steve Miller '67** is gearing up to go on tour again this summer. Known for '70s hits such as "Fly Like an Eagle" and "Jet Airliner," Miller started his first band here on campus with fellow English student **Ben Sidran '67**.



Joan Lappin '64 has attracted national attention since starting Gramercy Capital Management in New York City in 1986. She's doubled her asset base three times by concentrating on a few select stocks.

Following the political bent of her great-uncle, former Wisconsin Governor Robert LaFollette, **Judy Siebecker Curreri '64** has become the first mayor of Dana Point, California. It's a new seaside city incorporated last January.

Barbara Gregorich MA'65 has published a guide called *Writing for the Educational Market* (J. Weston Walch, Portland, Maine) which explains how to write for an audience of elementary and secondary-school students. She currently lives in Chicago.

Bonnie Warshauer Sumner '65 writes that she's been trying to persuade lawmakers to ban all-terrain vehicles since her son Noah was severely injured in an ATV in 1984. Sumner, who lives in Shorewood, Wisconsin, traveled to Washington, D.C. to testify in 1988 and appeared before Wisconsin legislators last February. She says the balloon-tired vehicles are dangerous to children and frequently cause death or accidents such as Noah's, which cost the family \$60,000 in medical bills.

Roman Hiebing '65, MA'68 and **Scott Cooper '77** have published *How To Write A Successful Marketing Plan: A Disciplined and Comprehensive Approach* (NTC Business Books). Hiebing and Cooper are partners of The Hiebing Group, a Madison advertising agency.

In Boston, **Wayne Ayers '68** has been named chief economist at the Bank of Boston Corporation. He's also been an adjunct professor of economics at Boston University's Graduate School of Management.

She was designing costumes for theater when she caught the eye of Chicago's commercial moguls. Now **Carolyn O'Neal "Cookie" Gluck '68, MA'71** has a full-time business in Evanston, Illinois, constructing such things as talking tubs of margarine for Parkay and a winking cow for Kellogg's. She's also renovating Benny, the Chicago Bulls' mascot, designing him a whole new wardrobe complete with accessories.

Dennis Senft '69 won second place for best written news release of 1989 from the National Association of Government Communicators. His entry, "World's Smallest Bar Code Reveals Secrets of Bee Behavior," explained how scientists put tiny bar code labels on the backs of bees to track their travel habits. Senft is an Albany, California-based

reporter for the U.S. Department of Agriculture.

Gary Bjorge '69, MA'71, PhD'77, MA'79 is a co-editor along with Tani Barlow of *I Myself Am a Woman, Selected Writings of Ding Ling*. It's a collection of twelve stories by the twentieth century's most important Chinese woman writer, translated into English for the first time. Bjorge is a professor of Military History at the U.S. Army Command and General Staff College at Fort Leavenworth, Kansas.

The head librarian of the Allegheny County Law Library in Pittsburgh, Pennsylvania, is **Joel Fishman MA'69, PhD'77**. He's just set up a rare book room in the 152-year-old library.

David Ayers '70 writes that he is operating a marina on Lake of the Ozarks in Missouri, where he has been selling and servicing boats for the last year. He lives in Sunrise Beach, Missouri.

The Executive Educator magazine has named **Gwen Gerlund Gross '70** one of the 100 best school executives in North America. The former UW Homecoming Queen (1969) is the principal of El Morro Elementary School in Laguna Beach, California.

Mike Montemurro '71 has been promoted to senior vice-president and Chief Financial Officer and Treasurer of Snap-on Tools in Kenosha, Wisconsin. Montemurro, who's been with the firm since graduation, has also been on the Kenosha Alumni Club's board of directors for seven years.

In an effort to help update the techniques of Third World surgeons, **Malcolm Marks MD'71** has made several trips abroad to share his knowledge. He's a professor of plastic and reconstructive surgery at the Bowman Gray School of Medicine in Winston-Salem, North Carolina. He most recently spent three weeks at a hospital in Harare, Zimbabwe, and he's also made trips to Bolivia and Malaysia.

Madhav Phadke MS'72, PhD'73 has published a book called *Quality Engineering Using Robust Design* (Prentice Hall). He's an engineer with AT&T Bell Labs in Holmdel, New Jersey, and resides in nearby Tinton Falls.

Bruce McLeod '73 has been promoted to Consultant-Environmental Regulatory Affairs for the Monsanto Company in Pensacola, Florida. The plant manufactures nylon and specialty chemicals.

The National Endowment for the Arts has awarded **Lynda Leidiger '75** a \$20,000 fellowship. She's a freelance writer and an employee of American College Testing in Iowa City, Iowa. Leidiger, who applied for the grant by sending the NEA 75 pages of a novel she's working on, is the daughter of J.K. Leidiger '49 (see above).

Dale Altshul '76 has moved to Colorado to join UNC Geotech in Grand Junction, where he's a technical projects manager in the hazardous waste division. He was previously a hydrogeologist for the state of Arizona in Phoenix.

Lynn Friedman '76 of KGO-TV in San Francisco has been awarded a Fulbright grant to teach Documentary Television Production for three months in Lisbon, Portugal. A studio/field engineer, she's operated the studio news camera for KGO since 1982.

Another Fulbright went to **Robert Howe MS'77, PhD'82**, a biology professor at the University of Wisconsin-Green Bay who specializes in conservation and ornithology. He'll teach and conduct research at the University of New England in New South Wales, Australia.

Joseph Frederick '77 writes that he co-authored an article in the February, 1990 issue of the American Bankers Association's *ABA Banking Journal*. He works in the Milwaukee office of Financial Management Consulting Group.

Wing Wong MS'77, PhD'80, MS'82 is a statistics professor at the University of Chicago. He's currently collaborating with a geneticist to study the hereditary factors underlying adult-onset diabetes.

The Western Society of Engineers awarded **Kevin Richardson '78** its Charles Ellet Award for outstanding WSE member aged 35 years or younger. He's a project engineer for Alvord, Burdick & Howson in Chicago.

In Minneapolis, Minnesota, **Jeffery Holmes '79** has departed Kidder Peabody & Company to join Dain Bosworth, an investment banking firm, as a vice president.

Ted Feierstein '79 graduated from the Harvard Business School last May with an MBA, and now he's an investment manager with Wind Point Partners, a venture capital firm in Racine, Wisconsin. His wife, **Christine Van Eerden Feierstein '79**, gave birth to twins in 1989.

The law firm Gray, Cary, Ames & Frye in San Diego, California, has named **Mark Zebrowski '79** and **Michael Breslauer '78** as partners. Zebrowski lives in Pacific Beach, California, and Breslauer is a resident of Hillcrest, California.

EIGHTIES

Barry Fields MD'80 completed his residency, internship, and a fellowship here and he's headed the UW Hospital's heart-lung transplant program since 1988. He led the team that gave former UW football coach John Jardine a new heart last June and Steven Eckel of Cottage Grove, Wisconsin, a new heart and lungs last December.

Debra Ann Anken-Dyer MS'84, JD'88 has joined the Madison law firm Stolper, Koritzinsky, Brewster & Neider. Her undergraduate degree is in biology and her masters is in educational psychology and special education; she plans to specialize in family law.

A recent *New York Times* article featured **Ronald Myers MD'85**, a doctor who overcame great odds to set up a clinic in the impoverished Mississippi Delta town of Tchula. Now he must meet the challenge of maintaining his practice despite a lack of federal funding and a clientele largely dependent on public assistance. Myers is also an accomplished jazz musician and a Baptist minister. While in school here, he founded the campus chapter of the NAACP and the African American Alumni Association.

Jeff Kramer MFA'86 has begun his second season in the acting company at the Oregon Shakespeare Festival in Ashland, Oregon. He'll play Rugby in *The Merry Wives of Windsor*.

In San Francisco, **John Howard Brown '86** has been appointed vice president in the Merus Capital Management Division of the Bank of California. He lives in Mill Valley, California.

Jay Gusick '86 has joined Group Health Cooperative of Puget Sound in Seattle, Washington, as a media specialist in the public relations office. He's been an account executive at Seattle's Fearey Group for the last three years.

Despite diabetes-induced blindness, **John Offerdahl '87, JD'89** has completed his law degree and opened a private practice in Verona, Wisconsin. A police officer until he lost his eyesight nine years ago, Offerdahl decided to go to law school because he enjoyed the courtroom aspect of police work. Quoted in an Associated Press-syndicated article, Offerdahl said he was aware of the challenges he'll face, but he's prepared to "meet the world on its terms."

James Kofler, Jr. '87, MS'89 has joined the department of Diagnostic Radiology at Mayo Clinic in Rochester, Minnesota.

In Madison, **Jeffrey Christian '87** writes, co-directs, produces, and acts for the ARK Comedy Collective, part of the ARK Repertory Theatre.

Another comedian to note was student body co-president in 1986-87, and during his five years here he gained notoriety as a prankster and leader of the "Bob Kasten School of Driving" party. **Steve Marmel '88** is still catching laughs as a stand-up comic, and he was back in Madison to deliver his routine in March. In case you missed him on the comedy circuit, you can also catch him in the pages of *USA Today*, where the former *Badger Herald* staffer writes a weekly column of liberal opinion.

James Conroy '88 is the new spirits market supervisor for Brown-Forman Beverage Company, a Louisville, Kentucky firm that markets brands such as Southern Comfort and Jack Daniels Whiskey. Conroy is based in Atlanta and will cover the Atlanta and northern Florida sales territory.

Recent grads joining the Peace Corps include: **Elisabeth Brackett '89** (she'll work in Morocco); **Stephen Lindholm '88** and **Jolene Kubisiak '89** (Dominican Republic); **Lori Harms '85, MS'89** (Ecuador); and **Mark Nesslar '88** (Pakistan).

Nancy K. Byers '89, who graduated last December, joins a whole family of alumni, including father **John M. Byers '51, LLB'57**; brother **Jeffrey Byers '78**; brother **Christopher Byers '82, JD'86**; sister **Ann Byers '82**; sister **Susan Byers '84, JD'87**; sister-in-law **Susan Kripke Byers '78**; and sister-in-law **Katharine Vila '83, MS'86**. She says she's looking forward to celebrating the graduation of her nephew, Alexander Byers, in 2009.

After attending night classes for eighteen years, **Eileen Bolland '89**, a sixty-seven-year-old mother of six, has finally completed her BA in French and history. The Stoughton, Wisconsin resident had wanted to attend college when she was younger, but her father could afford to educate only her two brothers. It wasn't until a friend talked Bolland into enrolling in her first class here at age fifty that she once again embraced her dream. Taking only three or four credits per semester, she plugged away until last December when she finally donned her cap and gown along with 2,790 other students at the Field House.

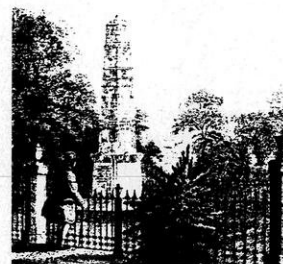
FACULTY & FRIENDS

The new director of the UW-Madison Sea Grant Institute is **Anders Andren**, a professor of water chemistry in the department of civil and environmental engineering here. He'll succeed Robert Ragotzkie, who has directed the institute since its inception in 1968. A native of Finland, Andren has been on the faculty here since 1975, specializing in the study of air-borne transport of toxic substances and their impact on the Great Lakes. The Sea Grant Institute provides a statewide program of education, recommendations and research in areas such as water quality, seafood technology, and policy studies.

R. Byron Bird PhD'50, Vilas Professor of Chemical Engineering, has been awarded a 1989 Founders Award by the American Institute of Chemical Engineers (AIChE). The award honors Bird for achievements throughout his nearly forty-year academic career.

Daniel Bromley, a professor of agricultural and natural resources policy here, has been named the acting director of the Institute for Environmental Studies. He's an authority on the legal and economic aspects of environmental policy, as well as on the natural resource problems of developing nations. Bromley plans to strengthen the Institute's emphasis on the relationship between public policy and the environment. He succeeds **Arthur Sacks MA'68, PhD'75**, a fourteen-year veteran of IES who will become a special assistant to Graduate School Dean John Wiley.

BOOKMARK



Woodlawn Remembers

Edward Bergman '68
North Country Books,
Utica, New York

Edward Bergman takes us on a stroll through the Woodlawn Cemetery in the Bronx, New York, resting place of dozens of historic notables. Bergman's color photos of mausoleums—themselves designed by famous architects—are complemented by portraits and bios of the likes of Duke Ellington, Joseph Pulitzer, E.W. Woolworth, Elizabeth Cady Stanton, and Herman Melville. Bergman is chairman of the Department of Geology and Geography at Herbert H. Lehman College in the Bronx.

Chancellor Donna E. Shalala is one of nineteen people serving on the Knight Foundation's commission on intercollegiate athletics reforms. She's also on the Board of Trustees of the prestigious Brookings Institution, a Washington, D.C.-based organization devoted to research and education on major domestic and foreign policy issues.

Governor Tommy Thompson '63, JD'66 has received the Executive of the Year Award from the Sales & Marketing Executives of Madison for his leadership in marketing the state of Wisconsin.

Kerry Vandell, who replaced the late James Graaskamp in 1989 as chairman of the business school's real estate and urban land economics department, has a plan to continue Graaskamp's tradition of excellence. He'll focus on establishing a research center, adding faculty, raising revenues, and reviewing the curriculum. The department will also place a greater focus on international real estate in view of the increasing foreign investment in the United States.

In April, the School of Journalism and Mass Communication presented its annual awards to five alumni. They included: **James Burgess '58**, publisher of the *Wisconsin State Journal*; **Paul Counsell '58**, president of Milwaukee's Kramer-Krasselt advertising agency; **Susan Davis '68**, president of Susan Davis Companies, a Washington, D.C. consulting firm; **Heidi Kempf '84**, a reporter and anchor at WOR-TV in New York; and **Steven Chaffee**, a former director of the school.

A *Milwaukee Journal* article cited several Wisconsin faculty and one UW regent in a listing of people most likely to shape the next decade in Wisconsin. Listed as "People For the Nineties" were: **Barry Blackwell**, a psychiatrist at the UW Medical School's Milwaukee Clinical Campus; **Paul Carbone**, director of the UW's Clinical Cancer Center; **Erroll Davis, Jr.**, UW Regent and president of Wisconsin Power & Light; **Janet Hyde**, director of women's studies and known for her research on working mothers; **Munci Kalayoglu**,

director of the liver transplant program at the UW Hospital and Clinics; **Ayse Somersan MA'66, PhD'69**, dean of the UW Cooperative Extension Service; and **Paul Sondel '71, PhD'75**, professor in pediatrics, human oncology, and genetics at the UW Hospital and Clinics.

Ten years ago, the *Milwaukee Journal* ran a similar piece called "Eighty For the Eighties," and they went back at the end of the decade to see how accurate their predictions had been. Still making an impact were: **Hector DeLuca MS'53, PhD'55**, a biochemistry professor who has continued to do groundbreaking work in Vitamin D research; and **Freida Tesfagiorgis MFA'71**, an artist and professor of Afro-American studies who coined the term "afrofemcentrism." **Robert Sorensen PhD'74**, now associate director of our Vocational Studies Center, spent the eighties as state director of the Wisconsin Vocational, Technical and Adult Education Board; and **Lonnie Sprecher '74, MA'75**, who teaches at our LaFollette Insti-

tute of Public Affairs, served as assistant to the mayor of Madison and then as Wisconsin state budget director. He's now vice president for finance and information systems for the Central Life Assurance Company in Madison.

OBITUARIES

John Jardine, UW-Madison football coach from 1970 to 1977; in Madison, in March. Jardine, 54, died of congestive heart failure just nine months after receiving a heart transplant due to cardiomyopathy, a disease that weakens the heart muscle and enlarges it to two or three times its normal size. Because he did not reject his new heart, his physician, Barry Fields MD'80 (see above) says the failure may have been due to a respiratory infection that spread to the vital organ. The former coach became ill after returning from a vacation in Florida, where he attended the Wisconsin Alumni Association's Founders

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Day event in Naples. Jardine, who helped rebuild the football program after a string of losing seasons, remained active in UW athletics after his resignation as coach and served as president of the Mendota Gridiron Club. He was on the verge of being named an assistant to Athletic Director Pat Richter when he died.

Roger Bruce Andreae '72, in Sturgeon Bay, Wisconsin, in January; after a seven-year battle with Pick's Disease. He was an assistant professor of economics at the University of New Mexico in Albuquerque. His father, WAA Board of Directors member **Otto Andreae '38**, writes that contributions may be made to the UW Foundation and will be used for neurological research with an emphasis on Pick's Disease.

Norman O. Becker '40, MD'43, in Madison, in February; surgeon, clinical faculty member of the UW Medical School, and president of Associated Physicians of Fond du Lac, Wisconsin. He was formerly a

chairman of the UW Foundation and was president of the Wisconsin Alumni Association in 1961-62. In 1967 he received WAA's Distinguished Service Award.

Duane Bogie '47, in Dallas, Texas, in January. As an advertising representative in charge of the Hallmark account, Bogie orchestrated the Hallmark Hall of Fame television series for twenty-five years, working with many theater and TV greats on more than one hundred productions. The former UW Hares-footer later became an independent producer and taught courses in screenwriting and television at Southern Methodist University in Dallas.

George Franklin Gant PhD'34, in Delray Beach, Florida, in February. A political science professor here from 1971 to 1979, he also served on former President Kennedy's task force to develop U.S.A.I.D., which provides developing nations with economic aid.

John Goldgruber MS'43, PhD'57, in Clermont, Florida, in January;

became principal of University High School in Madison in 1948. He also served as a professor of education administration here from 1958 to 1970 and as a chairman of the Wisconsin North Central Association.

Clifford S. Liddle MA'39, PhD'42, in Key West, Florida, in January; former education professor and associate dean of the School of Education from 1946 to 1967. He was an Education Advisor with the U.S. State Department from 1954 to 1975.

Donald J. Newman '49, MS'52, PhD'54, in Albany, New York, in February. A national expert on plea bargaining, parole, and prison conditions, he taught law and social work here from 1960 to 1967, when he moved to the State University of New York at Albany to teach criminal justice. He served as dean of the School of Criminal Justice at SUNY from 1977 to 1984.

Walter S. Plaut MS'50, PhD'52, Madison, in February; professor of zoology who began teaching here in

1956. He collapsed in class shortly before an 11 a.m. lecture; efforts of students and paramedics to revive him were unsuccessful, and he died of cardiac arrest.

Open Position

Wisconsin Alumni Association
Application Deadline: June 22, 1990

Director of Marketing & Promotion
WAA is seeking an energetic, creative professional to increase alumni membership, awareness, and involvement throughout the world. Applicants should have at least three years of marketing experience and a portfolio of direct mail, advertising, and promotion campaigns. Exceptional writing and design skills required; familiarity with UW-Madison and non-profit, membership-funded organizations is helpful. For a complete job description, contact WAA, 650 N. Lake Street, Madison, WI 53706. (608) 262-2551.

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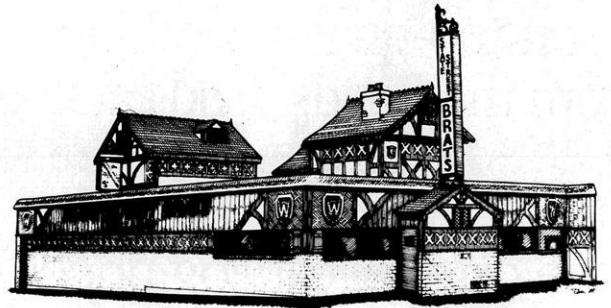
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CLUB EVENTS

Annette Weiss Beyer '36, in Madison, in March. Very active in the Episcopal Church, she was also a past president of the Philadelphia club of the Wisconsin Alumni Association and won a Sparkplug Award in 1969.

William Appleman Williams MS'48, PhD'50, in Newport, Oregon, in March; UW history professor and antiwar activist during the '60s. A self-described radical, he wrote a number of influential books critical of American foreign policy, recently publishing *History of the New Left, Madison, Wisconsin, 1950-70*. He moved to Oregon State University in 1969 and taught there for the rest of his career.

Edmond Zeisig '40, in Milwaukee, last June; an attorney and senior partner with Petrie Stocking Meixner & Zeisig in Milwaukee. He also had a distinguished career in fencing and was a member of the 1956 U.S. Olympic Fencing Squad.

May 1 Milwaukee. Speakers, UW Athletic Director Pat Richter and Head Football Coach Barry Alvarez. Contact: Ron Plietz, W (414) 354-8596.

May 2 Kenosha. Speaker, UW Athletic Director Pat Richter. Contact: Jerry Bakula, W (414) 656-5549.

May 6 Detroit. Speaker, Chancellor Donna E. Shalala. Contact: Doug Griese, H (313) 643-4630.

May 4 Kansas City. Speaker, Dean of Students Mary Rouse. Contact: Ellen Sommi, H (913) 341-2725.

May 4 Twin Cities. Speaker, UW Athletic Director Pat Richter. Contact: Lisa Winkler, H (612) 690-5602.

May 5 New York Alamo Alumni Run. Contact: Pete Leidel, H (212) 906-7104.

May 6 Detroit. Speaker, Chancellor Donna E. Shalala. Contact: Thomas Rowley, W (313) 540-3859.

May 7 La Crosse. Speaker, Defensive Line Coach Dan McCarney. Contact: Brent Smith, W (608) 326-2475.

May 9 Manitowoc. Speaker, UW Head Football Coach Barry Alvarez. Contact: Bill Kletzien, W (414) 683-5828.

May 10 Brown County (Green Bay). Speaker, UW Head Football Coach Barry Alvarez. Contact: Tom Gavic, W (414) 496-7232.

May 17 Fox Valley. Speaker, UW Hockey Coach Jeff Sauer. Contact: Terry Carroll, W (414) 735-8447.

May 17 New York. Speaker, Chancellor Donna E. Shalala. Contact: Michael Liebow, H (212) 247-4364.

May 22 Wausau. Speaker, Vice Chancellor for Legal and Administrative Affairs Melany Newby. Contact: Christine Freiberg, H (715) 845-5958.

May 22 Washington, D.C. Annual wine and cheese reception at the U.S. Botanic Garden with presentation of their 1990 Distinguished Alumni Award to Lynne Cheney PhD'70, Chairman, National Endowment for the Humanities. Contact: Roland Finken, W (202) 724-7492.

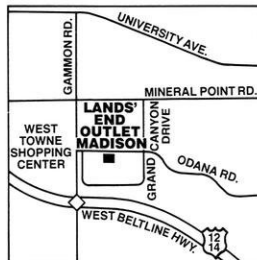
May 23 Rhinelander. The Gwen Hoel Memorial Scholarship will be awarded at Rhinelander High School. Contact: Jane Harvey, W (715) 369-2299.

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Southern Exposure

Continued from page 19

course, I took pictures of all the progress of the house and of the daily life of Katherine Anne. All of the good pictures I took of her in my life were out there. She found in the walls of this house honey bees' nests that must have been there since it was empty, and she found a whole lot of tiny ladies' slippers and men's shoes from, she thought, Colonial times. And some hoops to be worn with hoop skirts. I was at Yaddo for six weeks or something like that, Katherine Anne and I were already friends, but we became very good friends then. Katherine Anne was a cook. She made French onion soup, an all-day process. I was the grocery girl. I couldn't work in Yaddo. Everybody had a sign on their door saying, "Silence, writer at work." I read my proofs, but I couldn't write in there. Everything was so tense, even exalted. So I walked into Saratoga, and to the races, and took pictures in Saratoga. And I would bring home groceries for Katherine Anne to cook with, and so we had a good time.

Will you comment upon this wonderful photograph of Katherine Anne Porter?

Yes, I was pleased with it because I

thought it showed something of her inner spirit, which she didn't usually show in her photographs as a beauty or a performing artist, reading for the public on stage. Of course, those are all radiantly beautiful. But this quiet, unposed one was the inside story: the awareness of the writer I think came through. Its regard is introspective, deeply serious. And I think it's more beautiful. I don't know what she thought of this. I don't know what she thought of any of them. But this one has held up for me, all these years, as a sobering glimpse of this artist's inner life.

Of all a writer's attributes, you have said in "Place in Fiction," place is one of the lesser angels—that feeling wears the crown. These photographs we've talked about convey great feeling. Was this deep feeling the feeling that made you take the pictures?

Why, I'm sure it was. Human feeling for human beings was a response to what I saw.

I think we're talking about passion in the real definition of the word.

I think we are too.

This will be the last question.

You've had a long career. All your work is of great intensity and has from the very first been regarded as superlative. Looking back over the entire body of your artistic work—stories, novels, essays, and photographs—one is astonished by and is in great admiration of your range, your talent, your passion, and your compassion. But rising above all of these is your vision. What do you, that artist, discern as the vision Eudora Welty has expressed in this work?

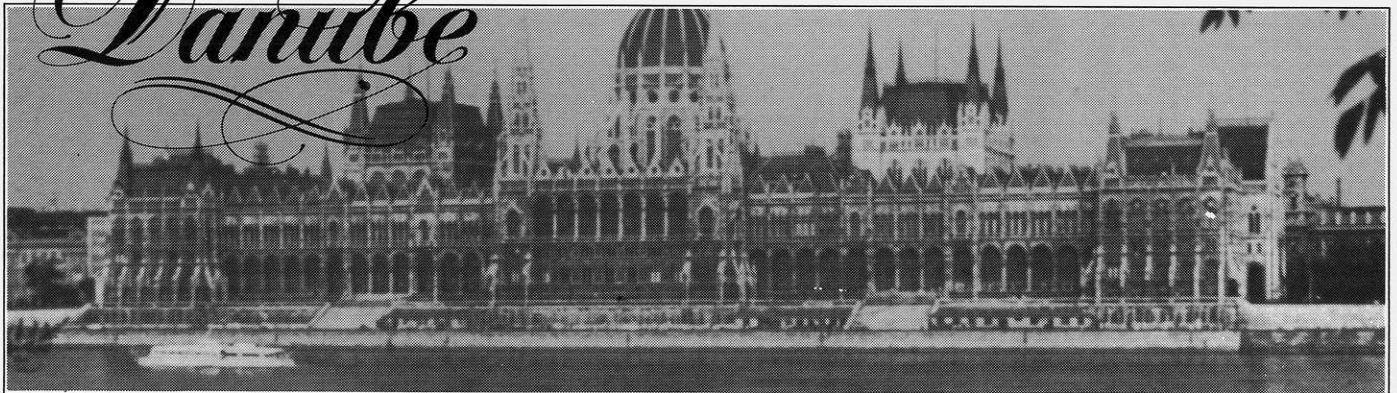
Well, I think it lies only in the work. It's not for me to say. I think it's what the work shows, comprises altogether. That was a very beautiful question, by the way, which I thank you for, for the form of it. But as in everything, I want the work to exist as the thing that answers every question about its doing. Not me saying what's in the work. In fact, I couldn't. Some time, if I have the time left to me, I would like to do more, but of course you could never make it full enough. You know, of what is out there and in here.

That's a good answer, too.

Well, it's the truth. I tried to tell the truth. □

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