



# Get Connected

Online career services get a boost.



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UW grads now have an inside edge when it comes to job seeking, thanks to two WAA career initiatives. This April, Badgers across the country will be competing to see who can give more career advice on behalf of their alma mater. As part of WAA's National Month of Volunteer

Service, alumni club chapters are recruiting volunteers for WAA's online career program, SEARCH. Through the career resource, alumni can help students and fellow graduates navigate the working world. WAA will honor the alumni club with the most new SEARCH volunteers at the end of the competition.

Access isn't available to the general public, because employers who post to this job board are looking only for UW grads.

But Badger Access doesn't aid just job seekers — it helps those looking to hire, as well. "It's a great resource for employers," says **Amy Manecke '97**, WAA's career and outreach specialist. "Now they can easily find qualified UW alumni for job openings."

"In this job market, it's not just what you know, it's who you know," says **Paula Bonner MS'68**, WAA president and CEO. "The national SEARCH competition will really broaden the career network for Badgers nationwide."

Powered by monsterTRAK, an affiliate of monster.com, Badger Access is also available to UW students looking for internships or just seeking career advice for life after college. For those who've decided on a degree but not a career path, Badger Access offers a "major-to-career converter" tool that searches job opportunities by academic major.

And SEARCH isn't the only way for UW grads to make a red-and-white career connection — WAA recently launched Badger Access, an online career tool. Alumni can post resumes, search job listings, get advice from fellow job hunters on message boards, and even practice interview skills with online quizzes. The best part is, it's free. Unlike many job boards, Badger

For more details on SEARCH, Badger Access, and WAA's other online career resources, visit [uwalumni.com/career](http://uwalumni.com/career).

— Erin Hannan Hueffner '00

JEFF MILLER



Campus's Creek Lane is gone, and Easterday Lane has risen in its place. The name change honors **Barney Easterday** (second from right), dean emeritus of the School of Veterinary Medicine and recipient of a 2003 UW-Madison Distinguished Alumni Award. WAA President and CEO **Paula Bonner**, left, joined with **Daryl Buss**, current dean of the veterinary school, and Chancellor **John Wiley** for the raising of the new street sign last November.

### Please Forward!

To all alumni: don't forget to keep WAA updated on your temporary changes of address. While it used to be the case that ice and snow drove some of you south each winter, we now know that many alumni experience short-term changes in address for a variety of reasons. For all address changes, including seasonal ones, contact [AlumniChanges@uwalumni.com](mailto:AlumniChanges@uwalumni.com) or write Address c/o WAA, 650 North Lake Street, Madison, WI 53706.

## Switch Your Service, Support WAA

Supporting alumni programming is now as easy as pushing a button — or, rather, pushing several buttons, whenever you make a phone call. In January, WAA partnered with Arista Communications to offer a variety of residential local and long distance telephone services at competitive rates. Arista will donate a percentage of its proceeds to support alumni programming through WAA.

"The funding generated from Arista will benefit UW student scholarships, alumni lifelong learning, and career resources," says **Cheryl Porior-Mayhew '86**, WAA's vice president of marketing and communications. "Signing up for the Arista service is a simple, one-time decision that can provide long-term support for your alumni association."

Arista also offers phone services to Badger business owners. For details about both residential and business plans, visit [uwalumni.com/arista/](http://uwalumni.com/arista/). Or, to sign up immediately, call Arista Communications at (888) 349-7108 for residential service or (800) 509-0045 for business service.

— E.H.H.

## Kite Tale

WAA and Union open a window on Madison festival.

In February, Madison's Kites on Ice festival brought its endless strings of streamers to Lake Mendota for the first time in its six years. And WAA and the Wisconsin Union gave their members an exclusive window on this bit of history — literally.

During Kites on Ice, the Union and WAA offered a joint member-appreciation reception in the Alumni Lounge of the Pyle Center, overlooking the shore of Lake Mendota. Nearly 1,700

people attended the five-hour reception, which provided food and drinks, prizes, and a chance to watch the kites from a warm spot, sheltered from the twenty-mile-per-hour winds.

WAA and the Union found themselves in a particularly kite-friendly position this year. Since the festival began in 1999, it had been held across the isthmus on Lake Monona. But this year, the Monona Terrace convention center — formerly the

best spot for viewing — was undergoing renovations, so the festival's organizers decided to relocate Kites on Ice to Union Pier on Lake Mendota, directly in front of WAA's campus home.

"We wanted to host this reception to honor our members for the unwavering support and generous contributions they've offered both organizations over the years," says

**Adrienne Rotzoll '00**, WAA's membership and marketing specialist. "It was a terrific opportunity for us and the Union to combine resources and thank some of the UW's most loyal alumni."

WAA and the Union are also planning joint events to take place during Alumni Weekend, May 7 and 8.

— Maiyaz Al Islam x'05



BRENT NICASTRO '21

**Raphael Reiss (far right), son of Richard Adelman MS'84, gets a Bucky tattoo, while the furry Badger himself greets a couple of young guests at the Kites on Ice member appreciation reception. WAA and the Wisconsin Union jointly sponsored the February event.**

## Survey Says ...

You don't need a megaphone to get your voice heard on campus — not if you're a WAA member, at least. Last fall, UW-Madison and WAA conducted an alumni survey called U Review, polling association members about the UW's performance in such areas as education, research, and outreach. The data are now in, and Chancellor **John D. Wiley MS'65, PhD'68** will offer his response in the summer 2004 issue of the *Insider*, WAA's member magazine. U Review will be an annual benefit for WAA members. If you aren't already receiving the *Insider* and you'd like to join the dialogue, call (888) WIS-ALUM (947-2586) or visit [uwalumni.com](http://uwalumni.com) for membership information.



CYNTHIA WILLIAMS

**Chancellor John Wiley, right, meets with Pornchai Mongkhonvanit MBA'83, the president of Siam University, in Thailand. Last January, Wiley spent eleven days in Asia, where he met with alumni and helped inaugurate a new chapter, the Wisconsin Alumni Society of Singapore.**