



Compiled by Paula Wagner  
Apfelbach '83

## early years

We enjoyed hearing from **Edwin Rothman MA'39** of Elkins Park, Pennsylvania, who summed up his post-UW life this way: "Civil affairs and military government officer, ETO, World War II. PhD, Johns Hopkins, 1950. When I retired in 1983 as director of the eastern division of the Pennsylvania Economy League, I was cited by the national Governmental Research Association as a 'consummate researcher in his independence, integrity, and professionalism.' "

## 40s-50s

Inspired by the Winter 2004 *On Wisconsin* piece about the UW's French House, **Dorothy Wirtz MA'40, PhD'44** shared remembrances of her own experiences there. "When I finished my PhD," she writes, "I was equipped to teach French to military police in WWII and was kept on for civilian courses at three different universities, teaching every course in the catalog at the third one." Wirtz, of Phoenix, is now a professor emerita at Arizona State University and has published a book of poems titled *Evolution*.

To commemorate the one-hundredth birthday of Rotary International on February 23, the Kenosha, Wisconsin, Rotary Club saluted **Al De Simone '41**. A community-wide celebration hailed his many contributions as one of the city's leading citizens.

**Alvin (Bob) Kantor '42** has served on the Council of Philatelists for the Smithsonian Institution's National Postal Museum in Washington, D.C., since the council began. Now retired from that post, he's off to other pursuits in his home

community of Bellevue, Washington. "In keeping with a family tradition," Kantor notes, "one granddaughter was in the Class of '03, and the other is in the Class of '05 at the University of Wisconsin."

*Developing Power: How Women Transformed International Development* (The Feminist Press at CUNY) includes a memoir by **Martha Wells Lewis '45** about her contributions to the "women in development" movement. Other alumnae who provided memoirs were the late **Elsa Chaney MS'65, PhD'71** and **Kathleen Staudt MA'72, PhD'76**, a professor of political science at the University of Texas-El Paso. Lewis, of Washington, D.C., is married to **Robert Lewis '42**, a former editor of the *Daily Cardinal*, and notes that "four of our four children," plus a daughter-in-law, are Badger grads. Grandson **Adam Lasker '00** of Chicago served as the *Daily Cardinal's* editor fifty-seven years after his grandfather did.

The Instructional Resource Center in UW-Eau Claire's foreign language department was dedicated to **Roma Borst Hoff '48, MA'51, PhD'56** in October. Last July, the Concordia Language Villages' Spanish village in Bemidji, Minnesota, called El Lago del Bosque, was named for Hoff and her spouse, **Donald Hoff**, a resident at the University Hospital in the 1950s. The couple lives in Eau Claire, Wisconsin.

**George Kennedy MS'50**, a Hungarian native and Holocaust survivor, is commemorating the anniversary of the engineering and architectural consulting firm he began fifty years ago. Since then, the Chicago-based George A. Kennedy & Associates has provided services to the city of Chicago, the state of Illinois, the U.S. government, and a host of other clients. The firm is a pioneer in the practice of

inspecting architect/engineer services for lending institutions.

Thirty-six years of contributions by **Fred Patterson PhD'50** were fêted at Purdue University during a December ceremony and seminar that included endowing the Fred L. Patterson Chair in Agronomy. During his career, Patterson helped to develop more than fifty varieties of wheat, oats, and barley; experts have estimated that the wheat strains alone have increased U.S. farm income by \$3.4 billion. Despite his 1986 retirement, Patterson continued to arrive at his office at 6:30 a.m. to start the morning coffee, write, and mentor.

*Juanita: Daughter of the Middle West*, the self-published memoir of **Juanita Sumpter Sorenson '50, MS'52, PhD'71**, completes the trilogy about the life and times of Sorenson and her spouse, the late **Douglas Sorenson '51, MS'52, MS'56**. Travel was the couple's passion, and it led them to more than thirty countries. Juanita Sorenson now divides her time between Madison and Longboat Key, Florida.

The American Institute of Chemical Engineers has honored **J.D. (Junior De Vere) Seader PhD'52** and his contributions to chemical-engineering education by naming him a co-recipient of the 2004 Warren K. Lewis Award. He also received the 2004 CACHE Award for Excellence in Computing in Chemical Engineering Education. Seader has been a professor of chemical engineering at the University of Utah in Salt Lake City since 1966.

The black cover and stark, white type of *Near Occasions of Sin* (dOom-AH Books) certainly caught our eye. It's a collection of poetry by **Stuart Frieber MA'53, PhD'58**, who's written other poetry books, as well as prose, reviews, essays, translations, and anthologies. He's also taught German at Mount Holyoke, Harvard, and Oberlin.

## Don't Forget to Write!

*Please let us know about your recent accomplishments, transitions, and other significant life happenings. We're ready to intercept the (brief, please) details by e-mail at [apfelbach@uwalumni.com](mailto:apfelbach@uwalumni.com); by fax at (608) 265-8771; or by post at Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476. Even though we can't print everything we receive, we still love hearing from you.*

*Please e-mail death notices and all address, name, telephone, and e-mail changes to [alumnicchanges@uwalumni.com](mailto:alumnicchanges@uwalumni.com); fax them to (608) 262-3532; mail them to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or call them in to (608) 262-9648 or toll-free to (888) 947-2586. Most obituary listings of WAA members and friends appear in the Insider, WAA's publication for its members.*

Friebert, retired in Oberlin, Ohio, since 1997, has recently finished a memoir and a novel.

Early-1900s farm life, boyhood near a water-powered mill, university studies, and far-flung sea and jungle adventures ... Such is the stuff of *Old Mill Stream* (Trafford Publishing), the third book by **Earl Wobeck '53** of Roswell, Georgia. The author was an editor of *Popular Mechanics* and then spent many years in corporate communications for the space and nucleonics industries.

Since 1971, **Mark Silber '54** of Poway, California, has been the CEO and president of Mark Silber Associates, an international management-psychology firm that specializes in leadership education and performance growth. For the last ten years, he's also been a faculty member on the San Diego campus of the University

of Phoenix. Silber has recently co-written his third book, *Leader Champions: Success Secrets* (Authorhouse).

An exhibit of ivory sculptures is taking center stage until January at Milwaukee's Villa Terrace. Called *Chinese Myths, Legends, and Symbols: Oriental Ivory Sculpture from the Dr. and Mrs. Clifton Peterson Collection*, it was catalogued by **Janice Johnson Kuhn '58, MS'74**, an arts appraiser and president of both Chestnut Court Appraisal Associates and Milwaukee Auction Galleries. Retired UW Professor **Tse-Tsung Chow** and his spouse, Nancy Wu, greatly assisted Kuhn with her research on the pieces, and added stories about the figures from their childhoods in China.

UW grads were well represented on Academy Awards night in February: the executive

producer of Best Picture nominee *Ray* was **Bill Immerman '59** of Los Angeles; **Michael Mann '65** of Pacific Palisades, California, was a producer of another Best Picture nominee, *The Aviator*; and **Tom Rosenberg '68** co-produced *Million Dollar Baby*, which earned the Oscar as Best Picture.

## 60s

"Can you tell me how to get ... how to get to Sesame Street?" If you're now humming the *Sesame Street* theme song, imagine how attached **Joanne Baker Livesey '61** feels to it — she's the assistant VP of educational outreach for the Sesame Workshop in New York City. Livesey shared her work with the International Education Conference, held in March at the UW's Pyle Center, with a

presentation titled, "Paving the Way to Sesame Street: Using Material from International Productions to Educate Children about the World."

It's book number twenty-two for **Robert Murray Davis PhD'64**, a collection of informal essays and cultural commentary called *Ornamental Hermit: People and Places of the New West* (Texas Tech University Press). In Sun Lakes, Arizona, Davis also writes and reviews for *World Literature Today*, *Shade* magazine, *Southwest Book Views*, and *Western American Literature*, and is working on a book about the landscape and culture of New Mexico's Jemez Valley.

Hailed as a "safety pioneer, untiring advocate, and distinguished leader," **R. (Ronald) David Pittle MS'65, PhD'69** has retired. He's been the senior VP for technical policy at the Yonkers, New York-based Consumers Union (CU) — the nonprofit publisher of *Consumer Reports* — since 2001, but he joined CU in 1982 as its technical director. Pittle, who was also one of the original five commissioners of the U.S. Consumer Product Safety Commission, has been particularly praised for his efforts to reduce the deaths and injuries caused by vehicle rollovers.

"I've been teaching English and philosophy at St. Clair Community College in Port Huron, Michigan ... for thirty-eight years," began **Tom Obee MA'66**. In April 2004, he received the annual Phi Theta Kappa Board of Directors' Alumni Achievement Award for his forty-two years (wow!) of service to the organization, which is the international honor society for two-year colleges. Obee notes that his career has been enhanced by "the excellent professors I had and the excellent TA training I received ... at Wisconsin."

**Harry Morgan MS'67** had the pleasure of seeing a



**Says Carol Blank Polis x'58, "I call 'em like I see 'em."**

## The First Lady of Boxing

Picture this: You're a professional boxing judge who's ringside at a title fight. The boxers' punches are hard, the crowd's shouts are deafening, the fighters are covered in sweat and blood. As a judge, you have a lot to prove to those fighters, to that crowd, to the promoters, and to the sponsors through your keen eye, unbroken concentration, experience, objectivity, and judgment. On top of all that, you have to prove yourself as a one-of-a-kind: you're our nation's first female professional boxing judge.

Such has been the experience of Carol Blank Polis x'58 — a former UW philosophy major. The perky, five-foot-one-inch mother of four and grandmother of three has a pair of Joe Frazier's boxing gloves hanging on her wall at home, and she makes her judging remarks in purple — her favorite color. And one thing's for sure: she has a lot of stories to tell.

It all began in 1971, when Polis' spouse at the time, Bob, was a boxing referee in Philadelphia. Carol hated the sport, which she found boring, barbaric, and bloody, but she went along to be with Bob. One night, he taught her how to score the matches, and at the end of the evening, turned in her judgments to the state athletic commissioner, who liked what he saw. For the next year and a half, the commissioner's assignment for her was to keep it up: keep attending fights, keep learning, keep scoring, and keep turning in her scorecards.

On February 1, 1973, then-Pennsylvania Governor Milton Shapp appointed Polis to the state's athletic commission as its first female judge. Since then, Polis, who's also a public speaker and realtor in North Wales, Pennsylvania, has traveled to London, Paris, Italy, Denmark, Japan, and Argentina, judging title fights for the World Boxing Association.

She's judged "before twenty thousand people in soccer stadiums and before ten people in seedy corner joints," and not surprisingly, Polis has also found herself on such television shows as *To Tell the Truth* and *What's My Line?*, and even managed to be part of the film *Rocky V*.

"[Judging] is important to me," she says, "because it has opened doors. I've seen things and done things I never would have been able to do."

— *RA*.

building named after him this winter when the Harry Morgan Head Start Center opened in Carrollton, Georgia. A professor of early-childhood education at the State University of West Georgia, also in Carrollton, his latest book is *Real Learning: A Bridge to Cognitive Neuroscience* (Scarecrow Education).

At the *Margins of the Renaissance: Lazarillo de Tormes and the Picaresque Art of Survival* (Penn State University Press) has earned **Giancarlo Maiorino MA'68, MA'69, PhD'71, MA'71, PhD'73** the Modern Language Association of America's annual James Russell Lowell Prize. Maiorino is a professor of comparative literature and the director of the Center for Comparative Arts Studies at Indiana University in Bloomington.

**Susan McDaniel '68** has accomplished a lot since she began her career teaching English to immigrants at Milwaukee's Manpower Training Services in 1969 — and now that work has earned her the 2004 ELL [English Language Learner] Teacher of the Year award, secondary level, from the Massachusetts Association for Teachers of Students of Other Languages and the Massachusetts Association for Bilingual Education. McDaniel lives in the Bay State city of Winchester and teaches at Medford High School.

**Bill Messner MA'68, PhD'72** has moved east. After seven years as chancellor of the University of Wisconsin Colleges, he's left that position to become president of Holyoke [Massachusetts] Community College.

**Joyce Wilson MMusic'68, DMA'84** has earned the 2004 Caleb Mills Distinguished Teaching Award from Indiana State University in Terre Haute, where she teaches flute performance and music literature.

In recognition of the many contributions that **William**

**Evans '69** has made to understanding lanthanide elements, the American Chemical Society has given him the 2005 Award in Inorganic Chemistry, its top honor in the field. Lanthanides have long been considered the "forgotten elements of the periodic table" because they don't form compounds easily, but Evans's research has made them a "fertile subject for study." He's a professor of chemistry at the University of California at Irvine.

New Yorker **Rocco (Fredric) Landesman '69** made headlines in the *New York Times* in February when he purchased Broadway's third-largest theater chain — the five designated-landmark buildings that constitute the Jujamcyn Theaters. Landesman has long been the chain's president, and now his business partner, **Rick Steiner '68** of Cincinnati, will also have a stake in Jujamcyn. Landesman and Steiner have been some of the producers behind the enormously successful *The Producers* — the largest Broadway hit in history, and the winner of twelve Tony Awards. They've had other huge hits with *Big River*, *Into the Woods*, *The Secret Garden*, and *Smokey Joe's Café*. Oh — and Steiner's also a world-championship poker player.

New to the Heller School for Social Policy and Management at Brandeis University in Waltham, Massachusetts, is Professor **Thomas Shapiro '69**, whose latest book is *The Hidden Cost of Being African American: How Wealth Perpetuates Inequality* (Oxford University Press). He's also co-authored *Black Wealth/White Wealth: A New Perspective on Racial Inequality* (Routledge), which won the American Sociological Association's Distinguished Scholarly Publication Award and the C. Wright Mills Award from the Society for the Study of Social Problems.

**Fran Ulmer '69, JD'72** has served Alaska well. She was the mayor of Juneau in the 1980s, spent eight years in the state's House of Representatives, and further served as Alaska's lieutenant governor from 1994 until 2002. Now she's become the new director of the Institute of Social and Economic Research at the University of Alaska-Anchorage.

## 70s

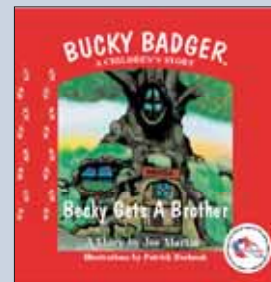
The Life Skills Foundation in St. Louis, Missouri, has a new board secretary in **Eileen Recht Schechter '70**, who's been on the board since 1978 and has also served as its president. Schechter is a co-owner and buyer for Lewis and London, a specialty juvenile-furniture company. The Life Skills Foundation helps those with developmental and other disabilities to work and live in the St. Louis area.

**Dennis Schroeder '70** is the 2005 chair of the Construction Industry Institute, a research consortium based in the University of Texas-Austin's College of Engineering. (The UW has been among its funds recipients.) Schroeder is also the president of BE&K Engineering in Birmingham, Alabama.

With his eyes firmly fixed on the emerging markets of Eastern Europe, Russia, China, and India — but based at the Dallas headquarters — **Steve Watson '70** has become the chair of Stanton Chase International, a global executive-search firm. Watson previously spent twenty-four years with technology companies.

For his outstanding technical support of U.S. efforts to reconstruct the Iraqi health sector, **William Jansen II MA'72, PhD'75** has received the 2004 Superior Health Service to the Field Award from the U.S. Agency for International Development (USAID).

## Bookmark



Life is about to change for little Becky Badger as she acquires a baby sibling and gives him the nickname we all know and love in *Becky Gets a Brother* (Badgerland Books). It's a new children's book by **Joe Martino '92** of McFarland, Wisconsin, who's following Bucky Badger's childhood through three more books: *Treasure, Yard Sale*, and *The Storm*.

The series will include lessons in values, and 10 percent of the proceeds will go to the UW Children's Hospital Child Life program — a diverse set of resources for hospitalized children and their families.

"I'm looking to help kids because that's what Bucky would do," Martino says, and he should know: he "put on the fur" as a Bucky Badger mascot from 1988 until 1992 and is now compiling a list of former mascots — "to give them the recognition that they deserve."

Martino's also a design engineer with Refrigeration Systems in Madison, and he's created Badgerland Books to publish his stories. His brother-in-law, Patrick Bochnak, illustrates them.

Look for the books this summer through the University Book Store's Web site ([www.uwbookstore.com](http://www.uwbookstore.com)), or reserve copies online at [www.badgerlandbooks.com](http://www.badgerlandbooks.com).

Currently USAID's senior health adviser to the Office of Iraq Reconstruction, Jansen has worked all over the world. He's also a research professor at the University of North Carolina in Chapel Hill and a senior research fellow at Duke University in Durham. Jansen's spouse is **Kathy Allen Jansen MS'73, PhD'75**.

"Carolyn of many names" is how **Carolyn Lieberg Black-ann** (and now Lieberg again) '72 signed off when she wrote with news of her fourth book, a young-adult novel called *West with Hopeless* (Dutton Books). Two previous works are *Calling the Midwest Home: A Lively Look at the Origins, Attitudes, Quirks, and Curiosities of America's Heartlanders* and *Little Sisters: The Last but Not the Least*. "Just to complicate things further," Lieberg added, she once edited books for the Pleasant Company's American Girls Collection as Carolyn Hardesty. Lieberg lives in Portland, Oregon.

The Judson Center in Royal Oak, Michigan, provides "help, healing, and home" for abused and neglected children, disadvantaged adults, and families in crisis. At the helm is **Marn Myers MS'72**, who's been promoted from chief operating officer to president of the non-profit agency.

Madisonian **Rosalie Migas '73, MS'75**, a supervisor at the Children's Service Society of Wisconsin, recently finished her two-year term as president of the National Association of Social Workers' Wisconsin chapter.

**Patrick Moore MD'74** ([www.mooreongs.com](http://www.mooreongs.com)) has shared this good news: he's been issued a copyright for 120 DVDs of his original songs and music videos, plus he's simultaneously released 121 one-hour DVDs of these works — "probably the largest release of music ever," he notes. Moore's talk show, *Louisville Latenite*, also

garnered a 2004 Reader's Choice Award from the *Louisville Eccentric Observer* for the best local cable-access TV show. Moore rocks and rolls in "Kentuckiana" — specifically, in New Albany, Indiana.

Two UW alumnae are putting their values where their feet are. On July 16 and 17, **Kathy Rust '74, MS'85** will be participating in Chicago's Out of the Darkness Walk ([www.theovernight.org](http://www.theovernight.org)) — a twenty-mile journey, from sunset to sunrise, to raise both funds and awareness for the American Foundation for Suicide Prevention. After fifteen years as a UW academic staff lecturer in occupational and physical therapy, Rush now commutes from Madison to her "dream job" as a research coordinator of UW-Milwaukee's Rehabilitation Research Design and Disability Center. **Laura Kummer '93** will be walking this summer as well — nearly forty miles on June 25 and 26 — in the Avon Walk for Breast Cancer ([www.avonwalk.org](http://www.avonwalk.org)) in Denver.

Congratulations and best wishes to **Mary Evans Sias MS'74, PhD'80**, who was inaugurated as the fifteenth president of Kentucky State University in Frankfort on April 9.

The International Association of Insurance Supervisors (IAIS) had an honor in store for **David Walsh JD'74** at its November conference in Amman, Jordan: as a co-founder and the first chair of the association, he was among the first class of IAIS distinguished fellows. Walsh, of Carmel, New York, is executive vice president and general counsel at SBLI USA Mutual Life Insurance Company.

A horse lover and owner who started riding with Hoofers while at the UW, **Gloria Kaun Allaire '76, MA'86, PhD'93** "now finds the grass to be greener" in Lexington,

Kentucky, where she directs the Italian program at the University of Kentucky and specializes in medieval Italian works.

Allaire has translated and published a lengthy Tristan manuscript, *Il Tristano Panciatichiano* (Brewer); edited *The Italian Novella* (Routledge); and was the abridgement editor for Schaum's "Easy Outlines" *Italian* (McGraw-Hill).

**Thomas Berner '76** has returned to the States after a year as the senior legal adviser to the Afghanistan Reconstruction Group. He advised the U.S. ambassador on legal matters and coordinated U.S. efforts to re-establish the Rule of Law in Afghanistan. Berner lives in Yonkers, New York.

The board of governors of the Wisconsin State Bar Association has elected attorney **Edward Hannan JD'76** to the American Bar Association's House of Delegates, its policy-making body. He heads the Hannan & Associates law firm in Brookfield, Wisconsin.

Stepping into the newly created position of executive VP at American Farmland Trust (AFT)'s national headquarters recently was **William Kuckuck '76**. He was previously with Marine Harvest Europe in the Netherlands, Agribuys.com, and Ralston Purina. AFT, a Washington, D.C.-based non-profit, advocates for farm and ranchland conservation, "planning for growth with agriculture in mind."

**John Paul MA'76, PhD'81** is the new director of the Lilly Fellows Program in Humanities and the Arts — a network of seventy-seven church-oriented colleges and universities based at Valparaiso [Indiana] University. The program provides postdoc fellowships for teacher-scholars who wish to enrich their intellectual and spiritual lives while preparing for leadership roles in higher education. Paul has been on Valparaiso's theater faculty

since 1979 and its department chair since 1991. He's also a playwright and the founder of the Young Actors Shakespeare Workshop and the liturgical drama troupe Soul Purpose.

With World War II veteran Stanley Edwards, Jr., **Julie Oldenburg Phend MS'76** of Naperville, Illinois, has written *D-Day & Beyond: A True Story of Escape and POW Survival* (Burd Street Press). It's the story of Edwards's capture, escape, recapture, and internment in a German prison camp after his plane was shot down on D-Day. This is Phend's first book.

Forensic archaeology is a field we're hearing more about lately courtesy of the *CSI: Crime Scene Investigation* TV series, and **Melissa Connor '77, MA'79** is a national expert. This fall, she was the senior forensic archaeologist investigating war-crimes and genocide allegations against Saddam Hussein's regime near the Iraqi village of Hatra, and she's assisted other exhumation teams in Nigeria, Cyprus, Bosnia, Sri Lanka, Herzegovina, and Rwanda. The work of Connor and her spouse at the Custer battlefield has been featured on *History's Mysteries* and the History Channel, and she teaches forensic archaeology at Nebraska Wesleyan University in Lincoln. Thanks to proud brother **Jeff Connor '81** — senior vice president at Aramark Healthcare Management Services in Downers Grove, Illinois — for this scoop.

U.S. Secretary of Energy Spencer Abraham has named **Richard Saykally PhD'77** one of seven winners of the 2004 E.O. Lawrence Award — the U.S. Department of Energy's highest honor — in the chemistry category, honoring his pioneering work in the field of spectroscopy. Saykally is a professor of chemistry at the University of California at Berkeley and is on the staff

of the U.S. Department of Energy's Lawrence Berkeley National Laboratory.

Chicago attorney and CPA **Jack Siegel '77, JD'81** created a resource for those who sought to determine which relief organizations would allow them to earmark donations specifically for victims of the Indian Ocean tsunami in December. He studied the list of organizations published in the *New York Times* and posted his findings at <http://charitygovernance.blogs.com>.

The chief U.N. election organizer in Iraq is **Carlos Valenzuela '77, MA'78**. To read his BBC News interview with Sir David Frost in January, visit [http://news.bbc.co.uk/1/hi/programmes/breakfast\\_with\\_frost/4220277.stm](http://news.bbc.co.uk/1/hi/programmes/breakfast_with_frost/4220277.stm).

As an international agricultural-development consultant and project director for the U.S. Agency for International Development in Bethesda, Maryland, **John Bowman MA'78, MS'80** specializes in the transfer of agricultural technology to poor farmers in remote, challenging environments. Part of his work is with an "alternative-development" project in Bolivia — "trying to convert coca farmers into legitimate growers of tropical fruits and vegetables."

"Exactly twenty years after graduating from the UW Law School, I received another law degree from the UW Law School. What?!" writes **Mike Weisman '78, MA'81, JD'84** of Seattle. He explains that in June 2004, he earned the Outstanding Student Award and a master of laws degree from the *other* UW — the University of Washington — in technology and intellectual property law and policy. "So now I have a matched set of UW law degrees, from schools 1,800 miles apart," he says.

Which Badger grad was the 2004 winner of France's silver Medal of Tourism, given to those who've contributed

significantly to the development of tourism? It was **Nancy Anderson '79**, the Midwest marketing and promotion representative for the French Government Tourist Office (Maison de la France) in Chicago. In commending her, France's director of the Americas said, "Everyone agrees that Nancy Anderson is the smile of Maison de la France."

"Winter has an almost mystical quality to it at Sundara," says **Carla Minsky '79** about the Wisconsin Dells, Wisconsin, inn and spa that **Kelli Trumble '79** envisioned, built, and has led as its CEO since it opened in March 2003. Sundara Inn & Spa

is set on twenty-six wooded acres and offers contemporary architecture, feng-shui-inspired suites, organic cuisine and spa treatments, a salon, retail shop, and recreation facility with hiking trails. Trumble was previously the executive director of the Convention and Visitor Bureau in the Dells.

## 80s

The Lansing Melbourne Group is the new planning, engineering, investment finance, and development company created by **Peter Flotz '80** of Melbourne Beach, Florida, and

**Christian Luz '81** of East Lansing, Michigan. With offices in both cities — thus the firm's name — they're providing transportation and parking consulting services to the Petronas Twin Towers development in Kuala Lumpur, Malaysia, as well as to that nation's federal-government administrative capital, Perbadanan Putrajaya.

Even before you read the title of the first novel by **Michael Kujawski '80** (pseudonym: Michael Parker), the intense stare of the gent on the cover tells you there's some wickedness afoot. The title — *Unequivocal Malice* (iUniverse)

## Noodle On!

How's life for a guy with noodles on his mind in the wake of America's low-carb craze? *Great*, if your name is **Aaron Kennedy MBA'89**. As founder of Noodles & Company, a popular restaurant chain that brings international pasta dishes to the masses, Kennedy has a passion for food. It was a flash of inspiration, the financial support of his friends and family, and an entrepreneurial spirit that led him to leave his job as brand manager with Pepsi and open his first restaurant.

"I was living in [New York's] Greenwich Village, and one day, I passed a little Asian noodle shop while walking near my apartment," says Kennedy. "I knew that people all over the world grew up eating pasta, and why not bring all those wonderful flavors together on one menu? Make it fast, convenient, fresh, and flavorful, and people might like that. And by golly, people liked it."

In 1993, Kennedy opened Noodles & Company just outside of Denver. After that restaurant proved a success, he brought Noodles to Madison, where he found a State Street location in 1996 with the help of a friend he'd met in graduate school at the UW. It turned out to be one of the most challenging professional moments of Kennedy's life: torrential rains lashed Madison for a month after the restaurant opening, sending sales and hope down the drain. "We were literally and figuratively at the bottom of the barrel, bailing water out of the basement of [the] State Street [location]," he says.

But Kennedy rallied his team and eventually brought sales up to a rapid boil at the restaurant. Today, the State Street location alone averages more than \$100,000 in sales monthly. Nearly a decade later, Noodles & Company employs more than three thousand people at 141 restaurants nationwide and offers a more extensive menu, including some "noodle-less dishes for carnivores." The idea stemmed not from the recent low-carb diet fad, but from market research and casual discussions with diners — he found that some folks simply wanted fewer noodles and more meat.

Even so, nothing beats a "noodlicious classic." Wisconsin Mac & Cheese was a comfort-food favorite on the menu when Noodles & Company first opened, and it's still the restaurant's most-ordered dish.

These days, Kennedy is still a Badger at heart. In 2003, he was the first inductee into the UW-Madison School of Business Entrepreneur Hall of Fame, and the trophy — a signed UW football — has a place of honor on his desk. Looking back, Kennedy attributes much of his success to his years as a marketing graduate student at UW-Madison, and says he never would have made it this far without his alma mater.

— Erin Hueffner '00



## Bookmark



*"A Gateway to Sindarin: A Grammar of an Elvish Language from J.R.R. Tolkien's Lord of the Rings"* (University of Utah Press) came about in part because of *On Wisconsin*, began a letter from **Jeffrey Grathwohl '81**. "Perusing an issue several years ago, I noted a small article about UW grad student **David Salo MA'02** and his involvement as linguistic consultant with the *Lord of the Rings* movie series," Grathwohl continued. "He ... had a complete grammar for one of Tolkien's elvish languages and was thinking about looking for a publisher."

That's where Grathwohl, director and senior editor at the University of Utah Press in Salt Lake City, stepped in to ask Salo for his manuscript — a "rigorous treatment that would have made J.R.R. Tolkien the philologist proud." In *A Gateway to Sindarin*, Salo covers the language's grammar, morphology, and history, and adds vocabulary, a glossary, and more.

Salo, now a UW doctoral candidate in linguistics, is not the only Badger connection to Middle Earth — UW zoology department illustrator **William Feeny MA'78** created the book's cover art.

— then confirms that this tale involving a lust for revenge, a murderous madman, and a corpse is, as the author says, a "fresh combination of thrilling horror, crime detection, and insight into the news media." Kujawski is a former editor of several daily newspapers who lives in Fox Point, Wisconsin.

Here's a toast to **Thordur Aegir Oskarsson MA'80**, the newly appointed ambassador of the Republic of Iceland to Japan. His diplomatic career, since 1988, has included service at the Icelandic Ministry for Foreign Affairs, in the Icelandic delegation to NATO, as head of the NATO Affairs and Security Policy Division, as the permanent representative to the Organization for Security and Cooperation in Europe, and most recently, as Iceland's permanent representative to the United Nations office in Vienna.

The new chief economist at the Investment Company Institute — a national association of U.S. investment companies based in Washington, D.C. — is **Brian Reid '83**. Previously the institute's assistant VP and deputy chief economist, he'll now head the research department, overseeing all statistical collection for, and analyses of, the mutual-fund industry.

**Roxanne Miller Breunig Kunkel '81** has been selected to go to Indonesia aboard the USNS *Mercy* with Project HOPE to provide medical care to the victims of the Indian Ocean tsunami. She resides in St. Thomas, Virgin Islands.

Scientists **H. (Harry) Craig Dees II PhD'84**, **Timothy Scott PhD'85**, and **Eric Wachter PhD'88** have formed Provectus Pharmaceuticals ([www.pvct.com](http://www.pvct.com)) in Knoxville, Tennessee. The trio is working to develop therapies that will destroy the most lethal forms of cancer with minimal side effects, generate biotechnologies to detect viruses and increase vaccine production,

create skin-care products, and license technologies for therapeutic medical devices.

The contemporary, mixed-media sculptures of **Ingrid Goldbloom Bloch '85** have appeared in *500 Beaded Objects* (Lark Publishing), *FiberArts* magazine's January/February 2005 issue, and the Fuller Craft Museum's touring show in January, called *Trashformations*. Bloch will also exhibit at Boca Gallery during the International Surface Design Conference in Kansas City in June. She lives in Needham, Massachusetts.

**Bill Patek '86, '95** has been promoted from associate to principal to studio director at the Madison office of JJR, a landscape architecture, civil engineering, and urban design firm. Patek is involved with projects on the Madison, La Crosse, and Parkside campuses, as well as in the University Research Park.

When **John (Jeff) Varick III '86** isn't working as the director of marketing strategy for Johnson Controls Automotive Group in Plymouth, Michigan, he serves on the board of WaterPartners International ([www.water.org](http://www.water.org)) and has traveled to Honduras as one of its ambassadors. The nonprofit group has supported water projects in forty-five Honduran communities and operates in many other developing nations.

The National Center for Research Resources, part of the National Institutes of Health, has chosen **Franziska Grieder MS'87, PhD'89** of Bethesda, Maryland, as its new associate director of comparative medicine. The holder of a DVM degree and an expert in the Venezuelan equine encephalitis virus, she's managed the center's Laboratory Animal Sciences Program since 2000 and created the Mutant Mouse Regional Resource Centers Program. In her new role, Grieder will oversee grantmaking to animal-research projects.

**Elizabeth Reninger MS'88** of Boulder, Colorado, has been a baker, bookseller, teacher of feminist theory, and research assistant — and now she's a yoga and qigong instructor. She's also published her first collection of poems, *And Now the Story Lives inside You* (Woven Word Press), about which one reviewer said, "To read her is like discovering some hidden, ancient grove where holy mysteries are celebrated."

In order to reduce maternal and child mortality in western Afghanistan, the child-relief organization World Vision is training midwives at the Institute of Health Sciences in Herat. Upon completion of the two-year program, they will work in rural, at-risk communities. **Gene Teofilo '88** has been doing communications work for World Vision in Afghanistan but was rerouted to Sri Lanka in January.

With a name like Tom, Dick & Harry, they've got to be good, right? That's perhaps what **Michael Herlehy '89** was counting on when he co-founded a Chicago advertising agency with this unlikely moniker. Herlehy says that another Badger founder, **Robert Volkman '82**, "had also endured the chaos of trying to get a science class as a freshman during Registration Week. I was comforted by the fact that he can deal with real, heart-pounding stress and knows how to succeed, despite very long odds."

## 90s

After his UW graduation, **Lorin Bradbury MS'90** first ventured south — to earn a PhD in educational psychology in 1992 from the University of Mississippi — and then far north, to Alaska, in 1993. He's now a clinical psychologist at the Yukon-Kuskokwim Health Corporation

and leads the United Pentecostal Church in Bethel. In 2003, Alaska Governor Frank Murkowski appointed Bradbury to the state's Psychologist/Psychological Examiners Board.

Best wishes to **Gretchen Koch '90**, who began Transitions Counseling — a solo practice specializing in grief, loss, and life changes — in November in Oshkosh, Wisconsin. She's also an adjunct professor in counselor education at UW-Oshkosh.

Can you name the creator and organizer of World Music Festival: Chicago — the multi-day event that presents traditional and contemporary music from around the globe in a variety of Windy City venues? The man behind the music is **Mike Orlove '92**, program director of Chicago's Department of Cultural Affairs. Together with world-music fests in Madison and Bloomington, Indiana, the Chicago event is forming a "Midwestern Triangle" of world music. Orlove has also created Chicago Summer Dance, an eleven-week outdoor dance and concert series.

**Josh Bycel '93** of L.A. went to Chad in April to assist the refugees — more than half of whom are children — who have arrived there after fleeing civil war and genocide in Sudan's Darfur region. Bycel, a TV writer and producer, says, "There's a reason that Sitcom Writers without Borders hasn't been created, but I'm going to raise money for — and awareness of — the true heroes: the doctors, nurses, and aid workers of the International Medical Corps (IMC)." Bycel committed to raising at least \$50,000 for the IMC, and worked with the group while in Chad.

Way to go, **Matthew Miller '93**! He's founded his own Chicago law firm, Miller & Sweeney, where he'll continue his practice in commercial and personal litigation. He's been a trial attorney since 1996.

A thesis titled "Large-Scale Expression Studies for the Developing *Rattus Norvegicus* Heart" was the last stop on the road to a University of Iowa PhD in genetics for **Jennifer Schreiber Laffin '96**. She's now a research fellow in ophthalmology and pathology at the University of Iowa Hospitals and Clinics in Iowa City, working toward board certification in human cytogenetics and molecular genetics.

**Brian Pope '98, MBA'02**, formerly the director of UW-Whitewater's Small Business Development Center, has launched Clear Advantage Research & Consulting in Janesville, Wisconsin. The firm provides marketing research and management consulting.

Thirty-four years old and already in his third school-superintendent's post? That's quite a career climb by **David Schuler MS'98, PhD'04**! In January, he was named to the top job in Illinois' Northwest Suburban High School District 214 — that state's second largest — and plans to kick off a "new and energetic dynamic in an already top-notch system." Schuler currently oversees the Stevens Point, Wisconsin, school district and will begin his new job in July.

Chicagoan **Nathan Rabin '99** buzzed in to report that in December, he became a regular on the AMC movie-review panel show called *Movie Club with John Ridley*. The head entertainment writer for the *Onion's* A.V. Club, Rabin noted that a mention here would be much appreciated: "We're on basic cable after all, so we can use all the publicity we can get." (For more on the *Onion*, see *On Wisconsin's* Spring 2005 issue.)

"Local boy makes good" — good music, that is. Madison musician **Leo Sidran '99** produced a song — right here in Madison — for *The Motorcycle Diaries*, a film about an epic motorcycle trip across South

America taken by two young men, one of whom would one day be known as the revolutionary Che Guevara. Sidran, the son of **Ben '67** and **Judy Lutrin '69 Sidran** of Madison, produced the last (and longest) song on the film's soundtrack using the talents of Madison musicians **Jeff Eckels MMusic'87** on bass, **Carina Voly MMusic'97** on cello, and his father on piano. Their hard work paid off on Academy Awards night when the Oscar for the Best Original Song went to Jorge Drexler for his music, lyrics, and performance of the tune, "Al Otro Lado del Rio." *Gracias to O. (Oscar) Marcelo Suarez MS'93, PhD'00*, an associate professor at the University of Puerto Rico-Mayaguez, for telling us about Voly's involvement. "She was born in Argentina," he says, "like me and like Che."

## 2000s

This year's Sundance Film Festival had a bit of Badger flavor to it: a 35mm work called *Eating* ([www.eatingthemovie.com](http://www.eatingthemovie.com)), produced by **Dave O'Brien '00** of L.A., was one of eighty-two short films selected from nearly four thousand submissions. O'Brien has worked in TV and film production in New York, was accepted into USC's cinema- and TV-production MFA program, and directs films. *Eating* compassionately chronicles one morbidly obese man's battles with his food addiction.

Attention, West Palm Beach, Florida, residents! Did you know that ESPN Radio 760's drive-time host, **Evan Cohen '02**, is a Badger? He also appears regularly on the local NBC affiliate, is a frequent guest on ESPN Radio's nationally syndicated *The Herd with Colin Cowherd*, and writes for the *Palm Beach Post*. Thanks to **Lindsey Cherner '02**,

ESPN Radio 760's promotions/public relations director, for tipping us off.

## obituary

The Wisconsin Alumni Association (WAA), the university, the city of Madison, and the state of Wisconsin all lost an unparalleled supporter when **Arlie Mucks, Jr. '47** died in Madison in March. Mucks began playing football as a UW freshman in 1939, but was called into military service in 1942 as a fighter pilot. After returning to complete his degree in agricultural economics in 1947, he continued serving in the Air National Guard, becoming one of its original pilots in the Wisconsin division. Mucks led the Madison Chamber of Commerce as its executive director from 1952 until 1962, and then became the executive director of WAA. Among his initiatives were alumni travel, BADGER HUD-DLES®, the Wisconsin Singers, international alumni clubs, an educational program for alumni directors, a new Alumni House, re-establishing Homecoming, and acquiring the Bucky Wagon — a cherished UW symbol. After Mucks retired from WAA in 1989, he served as a special assistant to then-Chancellor **Donna Shalala**, and as a special consultant to the UW athletic department, joining the W Club's Hall of Fame in 2003. Wisconsin Governor **James Doyle '67** and former U.S. Secretary of Health and Human Services **Tommy Thompson '63, JD'66** were among those who spoke at Mucks's memorial service, but his *Wisconsin State Journal* obituary may have summarized his boundless Badger spirit the best: "We will miss the man in red. On Wisconsin."

Compiled by Paula Wagner Apfelbach '83, who, frankly, doesn't care what x equals.