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Amplatz Children's Hospital



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Cover photograph by Sara Rubinstein



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Chief Executive Officer and Publisher
Margaret Sughrue Carlson

Communications Director
Julie Shortridge

Editor
Shelly Fling

Managing Editor
Cynthia Scott

Copy Editor
Susan Maas

Contributing Writers
Tim Brady, Greg Breining,
Rich Broderick,
Erin Peterson, Jennifer Vogel

Design
Barbara Koster Design

Editorial Advisory Board Members
John Adams, Jim du Bois,
Deb Hopp, John Foley,
Mary Koppel, Cathy Madison,
Dennis McGrath, Jean Ward

For advertising rates and information
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200 Oak Street SE, Suite 200
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612-624-9658, 800-UM-ALUMS (862-5867)
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www.MinnesotaAlumni.org

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Editor's Note

The Interview

Coffman Memorial Union was eerily quiet the morning I walked in. Sleeping bodies were everywhere—slumped against walls, stretched out on the floor, and slung over chairs. But it was early yet, 7:15 a.m., and these were simply commuter students who had arrived by bus and were getting in a few more winks before class. I tiptoed among the student body to the elevator. I would soon discover that upstairs—where the University of Minnesota Alumni Association was then located—a higher level of energy awaited me.



Shelly Fling

Whenever possible I say no to predawn meetings. Not a morning person myself, and as tempted as I was to snuggle in with the slumberers on the first floor of Coffman, I was interviewing for a job and knew I had to clear this last hurdle in order to work on the esteemed *Minnesota* magazine. I had been through two rounds of interviews already, and this final examination was to be a formality, to get the nod of the Alumni Association's executive director.

I heard her before I saw her. "Hello! Come in! I'm so excited to meet you!" Margaret Sughrue Carlson exclaimed as she came out of her office and ushered me in to sit down. I had assumed a campus leader would be laid back and wear tweed or an M sweater. But she was decked out in a smart gold suit and crackled with life. She sat in front of me with an appointment book on her lap, scribbling notes as she spoke about her love of magazines and of the University and the importance of telling its story. And didn't I agree that the University was the most important institution in the state?

I would not have disagreed but could barely reply. I felt slow and dull and unable to assemble smart answers. She smiled and waited for me to catch up with her before moving on to the next topic. This went on for almost 30 minutes, then it was time for me to go and for her to rush to her next meeting.

I got in my car feeling inspired but also unsure of what had just happened. My head swam with questions. Did it go well? (Hard to say.) Did I make a good impression? (My leaning toward introversion probably didn't help.) Did I get the job? (That's anyone's guess.)

But the call with the job offer came later that day. Now, as Margaret prepares to leave the Alumni Association, I decided to review a few of the things I've learned from working with her for nearly 12 years. I was surprised by how many lessons there were—and how difficult they are to apply—but how important they've proven to be. Here are just a few:

- Show up early and alert and with a positive outlook.
- Stick with a task until you complete it and then move on to the next thing.
- Say yes to as many opportunities as you can and then deliver on them.
- Attend to details.
- Take on what seem like impossible tasks and don't be dissuaded by their size.
- Remember names and faces.
- Hold the bar high for others and yourself.
- Give people credit when due, including yourself.
- Rich or poor, everyone has the same amount of time. Make the most of it.
- The best time in life is what's going to happen next. Embrace it.

I can't imagine that Margaret would be able to come up with such a lengthy list of what she's learned from me over the years. But if there is one item on her list, I know it's that introverts aren't so bad. ■

Shelly Fling may be reached at fling003@umn.edu.



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Letters

AN INCOMPLETE HISTORY

The article by Tim Brady ["A Different Way of Knowing"] in the May-June 2009 issue was read both with great anticipation and great disappointment. As a journalism school graduate who minored in Indian Studies 40 years ago and continues to learn, I hoped for more from my alumni magazine. But this is sometimes the way history gets properly told, one step at a time.

I think Brady should be given an assignment for "American Indian Studies Turns 40, Part II."

What was missing was a description of the evolution of course material and staff. In my classes with Miziinokamigok (an Ojibwe from Nett Lake), we not only learned history, language, culture, social understanding, but we spent time on the reservation and were honored at a powwow. And the education continues today.

The stories of these alums over the past 40 years would not only be most interesting to readers, but also could interest prospective students. So much of Brady's article was on educating Native Americans—what about the rest of us?

Roger A. Hammer (B.A. '73)
Golden Valley, Minnesota

THE VALUE OF UNVARNISHED HISTORY

I am writing to express my enjoyment and interest in the history of our fine university as presented by Tim Brady. The articles are entertaining and straightforward with none of what happened then dressed up to perhaps gloss over the views of the times. His efforts provide a valuable resource.

Tom Nordeen (B.A. '90)
St. Paul

A WELL-POLISHED MEMORY

The article "Historical Highlights" in your Fall 2009 issue brought back a memory that is worth sharing. It mentioned a talented back named Judge Dickson.

For Christmas 1958, my grandmother gave me a very beautiful bedspread she had made from strips of fluorescent material. In early 1959, it was on my bed in Territorial Hall when some students, including Dickson, came into my room. Judge was polishing his shoes and, nonchalantly, sat on my precious bed cover to finish the job. I feared for the safety of my bedspread but was reluctant to speak up. He was very large, and I was very small.

After a few minutes, the shoes were shined, the conversation ended, and the students drifted back to their rooms. Fifty

years later, I still have that bedspread. It is still beautiful, and there is not a spot of shoe polish on it.

Kenneth Weiss (B.S. '62)
Derwood, Maryland

A BLAST FROM THE PAST

What a wonderful issue your last one was! Great pictures of the football team, the stadium, and, most of all, the great surprise I received on page 53: a group of cheerleaders in the "old" uniforms! I thought they looked familiar, and, sure enough, I was one of them! [The photo can be seen in this issue on page 47.]

What a wonderful experience it was; away games, *really* cheerleading (no dancing!), practices, and the walking in with the band into the old Memorial Stadium. It truly was the most unforgettable experience I've ever had. Thanks for the picture (it is framed) and thanks to the Alumni Association for several duplicate copies so my grandchildren can see that grandma was awesome!

Rita Miller Parvey ('83)
Champlin, Minnesota

Thanks for a great issue on the new stadium. As a distant alum, I thoroughly enjoyed the

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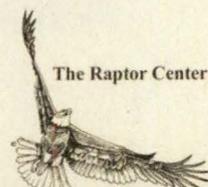
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photos and background on the new stadium as well as the "Historical Highlights." The issue brought back some great memories. Keep up the good work.

Joyce Kelly (B.A. '62)
Ellicott City, Maryland

MISSING ANGELS

In the "Stadium Angels" article [Fall 2009] in the Stadium Gift Highlights sidebar on page 33, you forgot to mention me and my fellow tuition-paying students, who also "gifted" towards the stadium.

Brian Seidlitz (B.S. '05)
Sunfish Lake, Minnesota

WORTH WRITING HOME ABOUT

What a heartwarming first-person essay, "The Rouser on 43rd Street" [Fall 2009]. Not only did it touch my own hometown of Worthington, Minnesota, but it was also written by an old friend of mine. It's nice to read these personal essays and see where people are at since leaving the U. I loved Kris Woll's story about running into Garrison Keillor in New York and how they were able to talk openly about Turkey Days in Worthington and life on the prairie. It has been about nine years since I was at Turkey Days but the memories of the friends and parade come back quickly and put a smile on my face. I'd like to thank you, Kris, for writing this story and sparking fond memories of our hometown.

Matthew McNiece (M.Ed. '06)
Campbell, California

Letters may be edited for style, length, and clarity. Please share your views with other Minnesota readers. Submit a letter at www.MinnesotaAlumni.org/opinion or write to Letter to the Editor, Minnesota Magazine, McNamara Alumni Center, 200 Oak St. SE, Suite 200, Minneapolis, MN 55455.

ANNUAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

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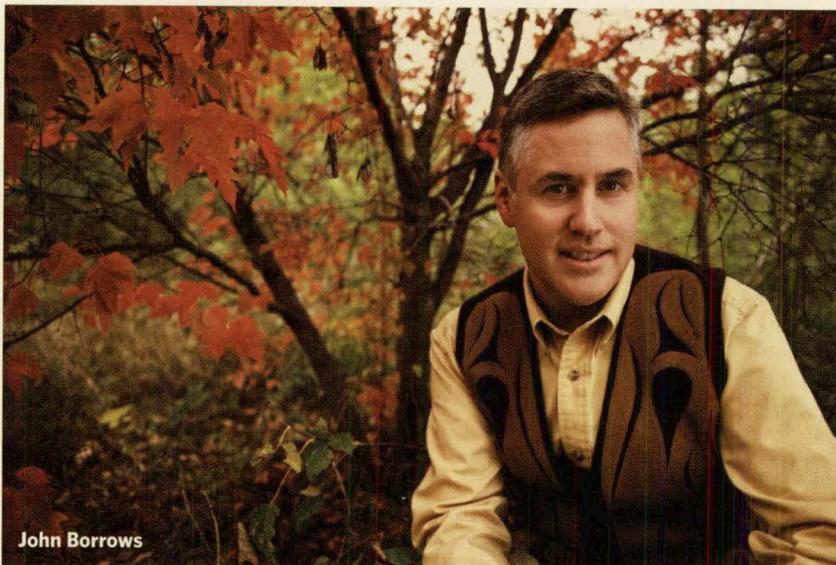
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Storied Scholar

John Borrows lays out his approach to the law by telling a story about running into his cousin Alan at the dump. It happened years ago when Borrows was visiting family back home on the Cape Croker Indian reserve in Ontario. Alan—schizophrenic, addicted to cocaine, and hungry after spending two days hiding from police—stumbled upon Borrows while Borrows was out walking with his mother and sister. “Captain,” said Alan when he saw the three of them, “have you seen the Klingons? I saw them land over by Uncle Bob’s place and was following them for a while.”

As the story unfolds, two things become apparent: Alan’s problems are almost overwhelming in their complexity, and storytelling is in Borrows’s blood. It’s also deeply ingrained in his legal scholarship. A member of Ontario’s Chippewas of Nawash First Nation and Anishinabe, Borrows joined the U of M Law School faculty last fall as the first Robina Chair in the new program in Law, Public Policy, and Society (LaPPS). Funded by a \$6.01 million gift from James Binger (J.D. ’41), LaPPS aims to teach students how to develop practical legal solutions to complex social problems—problems like Alan’s.

“Within indigenous storytelling, you find embedded the legal tradition. And indigenous legal traditions are becoming more a part of the fabric of U.S. law,” says Borrows. His work explores how legal traditions that have evolved in tribal communities, such as settling disputes by means of communal deliberation, overlap with mainstream Anglo law—to the benefit of both. For example, Alan was held to account for drug trafficking by a community sentencing circle that placed him in the care of the community rather than in jail. That process is similar to the restorative justice movement that has gained currency in the United States in recent years and is an example of what Borrows calls the “laboratory effect” that can happen when applications of justice from one system spill over into another. Restorative justice, like the community sentencing



John Borrows

circle, views crime as an offense against human relationships, rather than an offense against the state, and considers the offender to have a personal responsibility to victims and the community for his or her crime.

Borrows maintains that no single legal system offers a panacea for addressing thorny social problems. The time Alan spent in the care of the community did not, after all, prevent him from offending again. The point, Borrows says, is that diverse legal systems have much to contribute to the evolution of the law. “By exploring these issues from different viewpoints we can more fully understand what the law is and how to make it better,” he says.

Near the end of his story, Borrows struggles to understand why Alan made the choices he did. He reflects that others with challenging circumstances, such as his sister with dyslexia, made choices that enhanced their lives and communities. He wonders what factors made the difference. And he concludes that these questions are vitally important to understanding how legal systems can become more responsive to people’s lives.

But that’s another story for another day.

—Cynthia Scott

Radio K Goes 24/7

Devotees of Radio K, the U’s student-run radio station, can now tune in after dark. On October 1, the station added continuous broadcasting on two frequencies on the FM dial (104.5 in Minneapolis and 100.7 in St. Paul). It was previously available only at 770 AM and, due to Federal Communications Commission rules, only during daylight hours—a source of consternation for listeners, who have pleaded for a move to the FM dial for years. They can’t take credit for the switch-over, though, since it was made possible by a complicated policy change at the FCC. KUOM began broadcasting on 770 AM in 1922, likely making it Minnesota’s oldest radio station. It is also available at 106.5 FM from 4:30 p.m. to 8 a.m. in Minneapolis, and at www.radiok.org, which College Broadcasters, Inc., recently named the Best Student Media Web site in the nation.

Dave Introwitz-Williams, 21, an undergraduate in English at the University, has been a Radio K deejay for about a year.



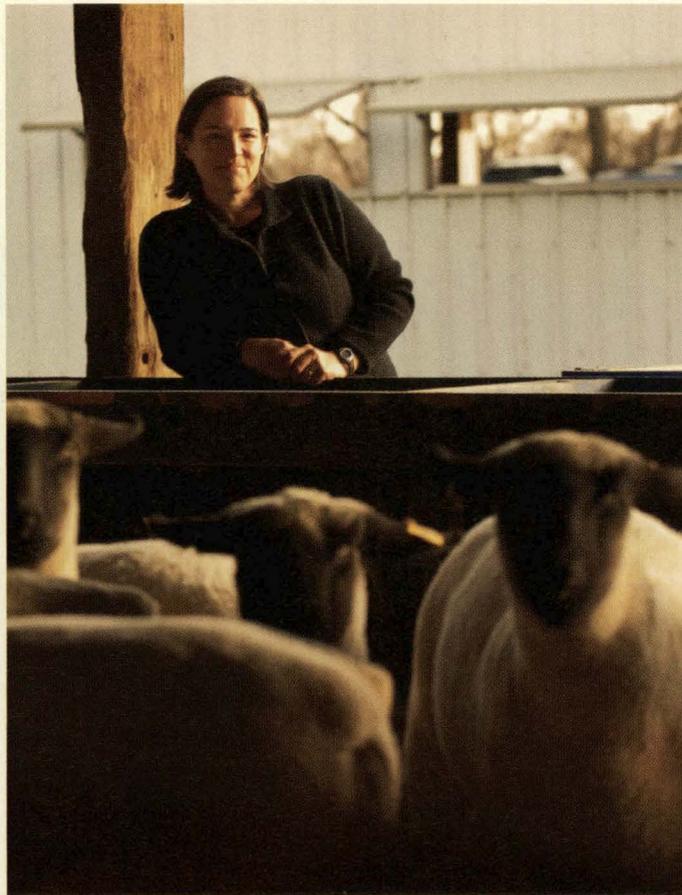
Snuffing Out the Next Pandemic

Most people are probably not familiar with the term zoonotic pandemic, but they're likely well-acquainted with what it means: the widespread outbreak of diseases such as H1N1 (swine) and bird flu that can spread between animals and humans.

Faculty experts from the University of Minnesota will soon be on the frontlines of emerging zoonotic pandemics in the developing world, thanks to a five-year, \$55 million federal grant to the School of Veterinary Medicine. The grant is one of the largest in the U's history and is part of a \$185 million United States Agency for International Development initiative. Tufts University and DAI, a private international development company, are also grant recipients.

"We are increasingly aware that our health depends on the health of livestock, wildlife, and the environment. Nowhere is this clearer than in the increasing number of diseases that are emerging from animal populations," says Katey Pelican, an assistant professor in the School of Veterinary Medicine. Environmental degradation, including habitat destruction, has forced more interaction between wildlife, livestock, and humans, resulting in an increasing number of diseases, Pelican says.

Over the next five years, faculty from the U, Tufts, and DAI will travel to hot spots in Southeast Asia, the



Katey Pelican, assistant professor of veterinary medicine, will study the increase in zoonotic pandemics worldwide.

Congo Basin, and the Amazon Basin to try to identify and respond to new epidemics. Their efforts will include working to improve the coordination among public and private interests involved in an outbreak, supporting in-country outbreak responses, and introducing new technologies to help improve a country's response in an outbreak. —C.S.

Overheard on Campus

"The legacy he'll leave for the wrestling team is that there's life after wrestling. The skills that you learn in wrestling are transferable to other things in life. Yeah, it's great to be an NCAA champion or an Olympic champion, but there are other things to come."

—Gopher wrestling coach J Robinson, about Nobel Laureate and former Gopher wrestler Norman Borlaug (B.S. '37, M.S. '39, Ph.D. '42), who died on September 12 at age 95. Borlaug was the recipient of the 1970 Nobel Peace Prize for developing high-yield varieties of wheat that have helped stave off hunger for an estimated 1 billion people. The memorial service for Borlaug was held at the McNamara Alumni Center on October 8.

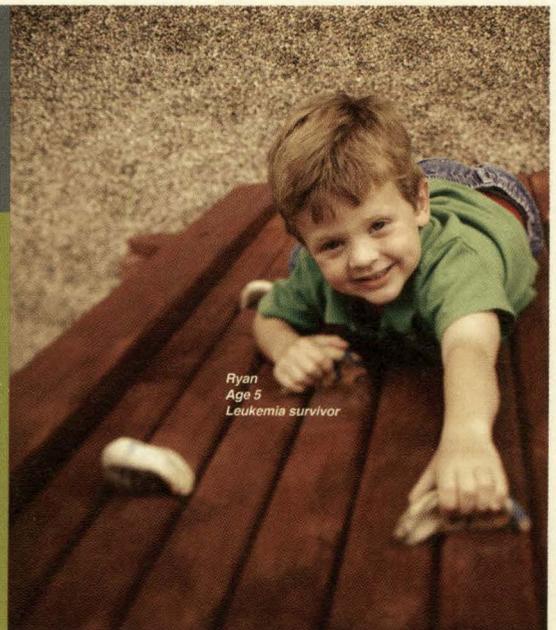
"I'm lucky. I get two cakes every year. One for my birthday, and one for the day my cancer went away."

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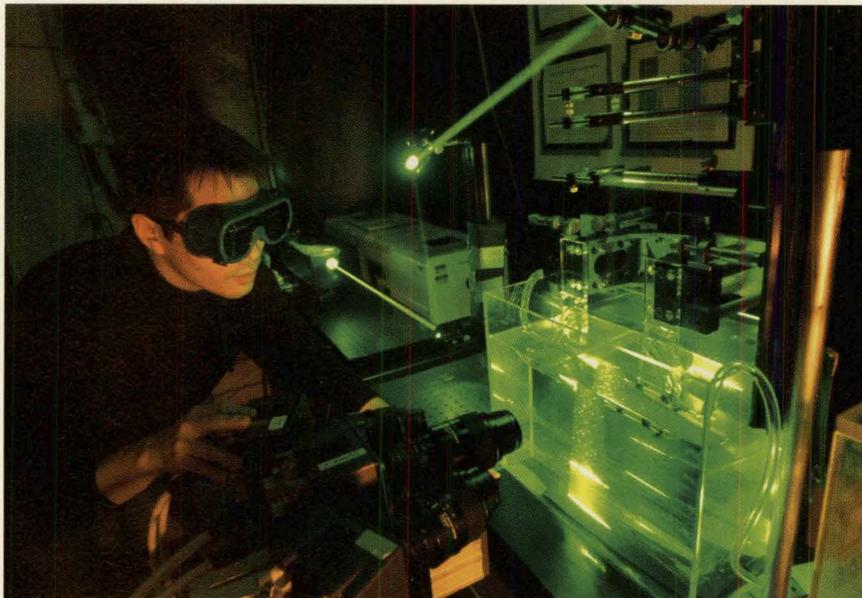
September is Childhood Cancer Awareness Month



Ryan
Age 5
Leukemia survivor

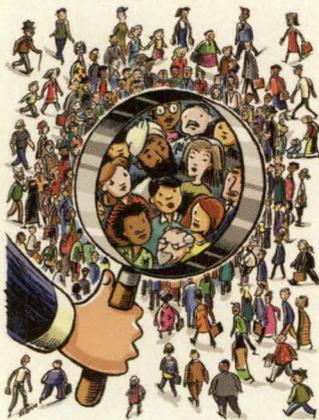
Bad Vibes on Washington Avenue

Construction and operation of the light rail line scheduled to run through campus along Washington Avenue poses a distinct threat to sensitive research facilities located there, according to a lawsuit filed by the University in September. The lawsuit alleges that the Metropolitan Council, the body that oversees transit, has not adequately provided for protection from vibrations and electromagnetic interference during construction and operation of the nearly \$1 billion project, which will connect downtown Minneapolis and downtown St. Paul. Eighty laboratory facilities reside in 17 buildings along or near the proposed Washington Avenue route, some as close as 30 feet from the proposed tracks. The Federal Transit Administration has encouraged the U and the Metropolitan Council to settle their differences soon so the project can advance to the final round of planning. Construction is scheduled to begin in 2010, with operation slated for 2014. For updates, visit www.MinnesotaAlumni.org or www.lightrail.umn.edu.



This aeronautical engineering fluids lab is among the research facilities that could be adversely affected by construction and operation of the light rail line as it is currently planned.

Close that Gap



Health disparities—persistent gaps in health status between minority and non-minority populations—have dogged health care in the United States for decades, despite improvements in Americans' overall health. Examples abound: African Americans are twice as likely as whites to have diabetes, and American Indian women are almost twice as likely as white women to die of cervical cancer.

The pattern holds true with alarming consistency with other cancers, heart disease, and infant mortality.

The new Center for Excellence in Health Disparities Research, Engagement, and Training (CeHDRET) at the University of Minnesota Medical School, funded by a \$6.24 million grant from the National Institutes of Health, takes aim at the problem through several key partnerships. One of them, a collaboration with the nation's historically black colleges and universities, will bring students to the U for workshops and seminars in minority health. Another will work with three established community organizations to improve the overall health status of its citizens.

The center also will launch a clinical trial aimed at eliminating smoking at home among African Americans in the Twin Cities. "The vision is to become a national leader in health disparities and minority health research, serving as a resource for research training, community engagement, and research," says Jas Ahluwalia, director of CeHDRET.

A Cloudy Financial Outlook

Is state-supported higher education a thing of the past? In large part yes, according to a report by the University of Minnesota Board of Regents' Future Financial Resources Task Force, which asserts that the U faces a "dramatic and permanent shift" in revenue sources and must devise new ways to meet its funding needs. The report was presented to the Board of Regents at its October meeting.

Task force co-chairs Richard Pfitzenreuter and Steven Rosenstone, University CFO and University vice president of scholarly/cultural affairs, respectively, noted that the share of the U's budget provided by the state dropped from 43 percent in 1978 to 21 percent

in 2010. In 2009, for the first time in history, the U received more revenue from tuition than from the state appropriation. Pointing to a potential \$7.3 billion state budget shortfall in the next biennium, the task force concluded that the level of state support is not likely to increase.

The task force outlined several recommendations, including increasing tuition while ensuring financial access for qualified students; developing revenue streams from private giving, intellectual property, and real estate; increasing academic and administrative effectiveness while reducing costs; narrowing the scope of the U's mission to advance areas of excellence; and developing and implementing long-term financial plans.

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Swell News

Breast cancer survivors who are plagued by lymphedema, a progressive, chronic, and often disabling swelling of the arms and legs following treatment for the disease, can benefit from a structured program of weight training, according to a new study co-authored at the University of Minnesota Medical School.



The finding is significant because, previous to the study, health care professionals believed that weight lifting caused the condition.

Not all lymphedema sufferers are breast cancer patients, but it is a common complication of treatment for the disease. Lymph node removal, along with the effects of chemotherapy and radiation, can inhibit the body's ability to drain fluid from the limbs, causing swelling. Injuries to the muscle can trigger or exacerbate lymphedema, which is why cancer patients are discouraged from lifting anything heavier than five pounds. But the study found that, when done carefully, weight lifting can actually help by stimulating the body to add muscle and new blood vessels that improve drainage. Researchers cautioned that training should be done under supervision. The study was published in *The New England Journal of Medicine*.

Cultivating Dope-Free Marijuana

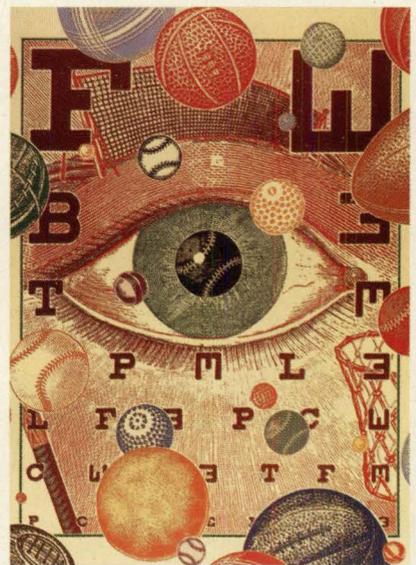
Research led by a University of Minnesota plant biology professor has identified the genes that produce tetrahydrocannabinol (THC), the psychoactive substance in marijuana. Identifying the genes offers the possibility that scientists can also find a way to silence them, thus engineering a drug-free plant for hemp fiber and oil. Studying the genes could also lead to new and better drugs for pain, nausea, and other conditions. The research is published in the September issue of the *Journal of Experimental Botany*.

Marijuana and hemp are different breeds of the species *Cannabis sativa*. The study found that the genes for THC are active in the tiny hairs that cover the flowers of *Cannabis*; in marijuana the hairs accumulate high amounts of THC, whereas in hemp the hairs have little.

Hemp is an ancient crop valued for its fiber, which is similar to cotton but more durable. It was once a popular crop in the upper Midwest because it tolerates a cool climate and marginal soils that won't support other crops. Legislation outlawed the cultivation of all *Cannabis* plants more than 50 years ago because they contain THC.

Delaying Diabetic Blindness

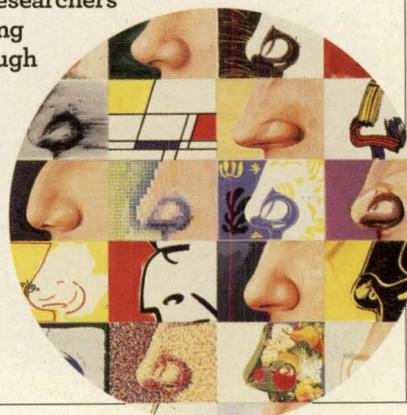
A University of Minnesota Medical School researcher studying kidney injury in diabetics has unexpectedly discovered that medications commonly used to treat high blood pressure significantly slow the progression of diabetic eye injury. The study set out to test the effectiveness of two different high blood pressure medications for slowing the progression of kidney injury in people with type 1 diabetes. Results showed that neither drug protected from kidney damage, but both significantly slowed progression of eye injury by close to 70 percent. Diabetes is the primary cause of acquired blindness in adults, and accounts for nearly half of all new cases of chronic kidney failure. The study, along with an editorial, was published in the July 2, 2009, issue of *The New England Journal of Medicine*.



From the Schnoz to the Brain

It is possible to deliver stem cells to the brain by sniffing them up through the nose, according to a study coauthored by a researcher at the University of Minnesota School of Pharmacy and his colleagues in Germany. Working in the laboratory with rodents, the researchers discovered that fluid containing stem cells, when snorted through

the nose, travels to the brain in about an hour and arrives with the stem cells intact. Such a method of stem cell transplantation could replace the need for brain surgery and may someday be used to treat a variety of brain disorders such as Parkinson's disease and Alzheimer's disease, as well as head injury. The researchers are now testing to determine how long snorted stem cells remain in the brain. Their research appeared in the *European Journal of Cell Biology*.



Wastewater Harmful to Fish

For more than a decade scientists have been grappling with the problem of widespread reproductive mutations in fish. Sometimes referred to as the feminization of fish, the phenomenon is characterized by male fish developing female sex organs, a problem that has been linked to the collapse of some fish populations. Now, a groundbreaking study by researchers in the civil engineering department at the University of Minnesota Institute of Technology has discovered that certain industries may be a significant source of chemicals that contribute to the problem.

The study found that wastewater from eight industrial sites in Minnesota and Iowa—including biodiesel plants, a soy milk factory, a dairy, and a barbecue meat processing plant—contain very high levels of plant-based estrogens, called phytoestrogens, which are known to alter endocrine development in wildlife. Many scientists have looked at human-related chemicals, such as those in birth control pills, as the primary source of estrogens in the water supply, but this is the first study to document industrial sources of plant-based estrogens.

The study also found that more than 90 percent of phytoestrogens can be removed from water as it goes through standard treatment. Unfortunately, higher levels of removal are necessary to reach levels considered harmless to fish. Researchers said the findings point to the need for careful planning as plant processing industries are expanded.

The research findings appeared in the journal *Environmental Toxicology and Chemistry* published by the Society of Environmental Toxicology and Chemistry.

Edited by Cynthia Scott



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was an auspicious first date. At midnight, I arrived at a squat warehouse on the Mississippi River in northeast Minneapolis, the late November snow falling wet and heavy. I made my way through a propped-open door and a maze of artists' studios, karate dojos, and taxidermy and woodworking shops before ambling down to the river.

There I came upon a medieval-looking scene: On the beach, a small group of people bearing newspaper torches surrounded a six-foot-tall object with the intent of setting it on fire. The object, I discovered upon closer inspection, was a papier mâché phallus built by a sardonic graphic designer out of chicken wire and the newspaper sex ads she made for a living. Her kids had reached the age where they no longer believed the thing was a "rocket," so it had to go. I understood then why the celebration had been dubbed "Burning Manhood."

"Here, throw this on," suggested a gleeful river man named Mike, offering me a plastic cup full of gasoline. I did, and the flames exploded skyward. But the rocket had been built to last and refused to ignite. Mike and I, on the other hand, ignited fully and would be married less than a year later.

I can't think of another body of water in Minneapolis or St. Paul where such lawlessness could be so blatantly indulged on a beach at midnight. Only on the unwieldy Mississippi—our working industrial byway, transporter of coal and sand and salt, our communal sewer—does this sort of wildness go unchecked and unpunished.

I've lived a few steps up from the water for six years now, but before that night I was only vaguely aware that a person could actually approach the river—or that one might want to. The bulk of my river encounters had come while I was a crime reporter for the *Minnesota Daily* in the early 1990s. (In one of the more notorious cases I covered, a woman was raped on the bank behind Ferguson Hall; three months later her attacker was found dead on the same spot.) I was born in south Minneapolis and, when I'd lived in the city, I'd generally stuck to the south side. I was raised to walk around Lake Calhoun and Lake of the Isles. Around and around, enjoying the flowers and lawns and going nowhere.

It's easy to see Minneapolis—or anywhere where you were born—as lacking in adventure. It feels like all the corners have been explored, all the streets and parks strolled. I've left Minneapolis more than once looking for somewhere with an ocean or a subway. I moved to Seattle when I was 17, later to New York for a job, later still tried Seattle again, and then finally blew my entire 401(k) on a six-month walkabout in Oaxaca, Mexico.

I inherited this wanderlust from my dad, a counterfeiter and bank robber who couldn't stay put even when there wasn't somebody out to get him. No matter how many times I leave, though, I

eventually come back to Minneapolis. Dad used to say, "Maybe it's roots." And maybe it is. Yet for me, coming back has always begun the process that pushes me to leave again.

Now, here I was by the Mississippi, my future husband handing me cups brimming with gasoline. Enormous cranes stood on the far shore like alien grasshoppers. Scrap metal heaps gleamed in the lamplight. A long-legged neighbor dog named Mister Sippi sniffed around for fish carcasses. And when I closed my eyes, I could hear this low hum underlying everything, this electric buzz of people coming and going and doing, of traffic on and along the river, of industry and hydraulics.

It's true that both Minneapolis and St. Paul have gone a long way toward reclaiming and fancying up their urban riverfronts. Yet

much of it remains sparsely populated, rowdy, and uncontrolled—a holdover from the days when we had flour and lumber mills and a skid row. On an average summer afternoon, people fish for catfish, build forts, drink, sleep it off, and engage in the proverbial sex on the beach.

People have romanticized the Mississippi ever since we were able to see it on a map. Without fail, at some point each summer an amateur explorer endeavors to

paddle or motor from Minneapolis to the Gulf of Mexico. Mike sometimes will offer practical advice about motors or rudders that falls upon deafly optimistic ears.

A few years ago, a young fellow known as Vegan Hobo set off in a homemade houseboat and proceeded to drive away his entire crew with a mighty Captain Queeg impression before finally capsizing in St. Louis. A year later, a group of art punks, The Miss Rockaway Armada, spent several weeks nearby building a string of elaborate vessels that featured a bicycle-powered Ferris wheel. They also made it as far as St. Louis before succumbing to heavy currents. Others through the decades have included Mark Twain, photographer C.C. Lockwood, and author Jonathan Raban. Even Jacques Cousteau once came to take a look, bikini bottoms and all.

To my eye, the Mississippi is more rugged than romantic. It's ratty and wild. That goes double for those who live on the river full time. The people here are mostly looking for something: escape, adventure, maybe just to be left alone. Sometimes they find it; sometimes they don't. These searchers make for an odd, loosely bound, and occasionally contentious community of misfits and misanthropes.

There is the ex-postman nicknamed C.J. Free who moors his houseboat on the edge of downtown and occasionally rides around on a jet ski. Last year, he finished a documentary called *Real Live* in which he aimed to answer one simple question: "Is there really freedom in America?" (His answer, yes.) Upriver a bit is another houseboat dweller, a handyman and builder who has forsaken his riverfront home in order to live the frontier life. All winter he burns the wood he gathers by fishing boat all summer, his hair shaved

Beached

Ever on the move, the Mississippi River both stokes my wanderlust and keeps me anchored.



ESSAY BY JENNIFER VOGEL \ \ ILLUSTRATION BY KATHERINE STREETER



into a sun-bleached Mohawk. He's a born scavenger and there is plenty to scavenge from the current, a relentless mover of objects.

The river is moody. It's low and lazy and filthy in fall, high and fast and filthy in spring. Each April, a veritable estate sale floats by: soccer balls, coolers, tennis shoes, furniture—anything buoyant and unanchored that can be snatched from the banks. This past spring, the river stole a van bench from The Hideaway, a sitting spot in our backyard. Not a week later, it brought a much nicer bench to replace it, from Coon Rapids or maybe Fridley.

This ceaseless presentation of opportunity and chaos can at times be exhausting. There are days when I want things—benches, fishing poles, oars—to stay put. I want the nearby metal shredder to fall into a silent heap. I want the neighbors to sober up already. Sometimes I look at the river and feel like hollering, “Stop!” Its frenetic marching-band qualities reminding me of all in my life that remains unfinished, unsettled.

Mostly, though, I try to take from it what I want and let the rest float on by.

The November snow was still falling when we finally abandoned the rocket, which stood black with soot but fundamentally unharmed. Mike ushered me to a small handmade dock, where his blue fiberglass tri-hull was moored. We set out into the early morning darkness, the motor rasping. We passed under the Lowry Avenue Bridge (I would later watch its demolition in my pajamas with a cup of coffee) and putted by the municipal power plant, which, because it was coal-powered at the time and emitted warm water, kept this part of the river open in winter.

We approached a small island of frozen trees, a still landscape outlined in snow. An enormous flock of geese took flight and passed directly overhead, a mass of sticky hinges. I watched them go, blowing warm air into my mittens, stunned by the natural beauty of this relatively uncharted territory in the middle of the city.

We thawed ourselves in Mike's apartment, a dazzlingly decorated warehouse space that had no bathroom and only what he called a “Baghdad kitchen,” comprising a tub sink, a refrigerator painted orange, and a two-burner camp stove.

In true makeshift river style, the place was low-lit by the lamps Mike made—and still makes—out of old carburetors and clarinets. Three months later we were engaged. Eight months after that, we were married.

We still live in the same building, albeit in a bigger apartment with a stove and bathroom. The tri-hull has been replaced by an aluminum V-hull that Mike christened the *Jennifer V*. I can't imagine Niña, Pinta, or Santa Maria being any more pleased.

There is always somewhere to go from our crooked wooden dock: the heron rookery upstream, the tunnel that houses Bassett's Creek, the Upper St. Anthony Falls Lock and Dam, along downtown at night, St. Paul. We could voyage hundreds of miles if we wanted to or try to go, as others have, all the way to New Orleans. And that's both an itch and a comfort. ■

Jennifer Vogel (B.A. '91) is a Minneapolis-based writer and author of the memoir Flim-Flam Man: The True Story of My Father's Counterfeit Life.

Spirit and Substance

For 25 years, Margaret Sughrue Carlson has galvanized alumni, been a leader through both tough and thrilling times, and personified the spirit of the University of Minnesota.

It's Thursday morning of Homecoming Week, the first in the history of the new TCF Bank Stadium. In a corner of Margaret Sughrue

Carlson's office overlooking the graceful angles of the McNamara Alumni Center atrium, a garment rack groans with maroon and gold coats, scarves, sweaters, and hats. They range from a plain Gopher sweatshirt on one end to a designer mohair jacket on the other. Every manner of Gopher-wear hangs in between, the common thread running through them being that they belong to Carlson (Ph.D. '83), CEO of the University of Minnesota Alumni Association for 25 years. ◀ Down in Memorial Hall, a crowd is gathering for a memorial service for University of Minnesota alumnus and Nobel Peace Prize laureate Norman Borlaug (B.S. '37, M.S. '41, Ph.D. '42). Borlaug, who died at the age of 95 a month earlier, was slated to be one of the six grand marshals in the Homecoming Parade the next day. Borlaug's daughter, Jeanie Borlaug Laube, and granddaughter Jennifer Marsh agreed to serve as honorary grand marshals in his place and flew in from Dallas for the week's events. But they weren't prepared for riding in a convertible in 40 degree temperatures, much less in the U's school colors. ◀ Thus the bulging coat rack.

By Tim Brady \ \ Photograph by Sara Rubinstein





Above left: Carlson and then-fiancé Paul Citron in the 2007 Homecoming Parade.

Above right: The Big Ten alumni association executive directors in 1985. Front row from left: Frank Jones, Indiana; Arlie Mucks, Wisconsin; Carlson; Ray Willemain, Northwestern; and Tom Brown, Iowa. Back row from left: Joe Rudolph, Purdue; Chuck Webb, Michigan State; Bob Foreman, Michigan; Dan Heinlen, Ohio State; and Lou Liay, Illinois.

This is typical Carlson, who will soon go downstairs and speak at Borlaug's service, which she describes as "one of the high points of my career." Afterward, she'll co-host a luncheon in Borlaug's honor, recognize alumni volunteers for their service in an evening ceremony, and spend the next two days connecting with alumni coming home for the parade and game. That Carlson would pause in the middle of one of the busiest weeks in her memory to ensure that her guests were outfitted warmly—and provide a virtual boutique from which they could choose—is representative of her deeply engrained enthusiasm for all things U of M, of her spirit and substance.

The Alumni Association, an independent membership group founded in 1904 to connect alumni in lifelong support of the University of Minnesota, chose Margaret Carlson as its leader in 1985. She was the first woman to hold such a position in the Big Ten. In her 25 years, Carlson has been the driving force behind a host of enduring Alumni Association successes and has become, by dint of her irrepressible personality and determination, one of the most memorable figures in the modern history of the University. Red-haired and vivacious with a touch of Kansas in her deep voice, Carlson works crowds like a politician at the State Fair. She has a sharp memory for names and faces and is as familiar to University functions as the Rouser.

Soon after she became head of the Alumni Association, however, Carlson chose to add her birth name, Sughrue, to her professional moniker. Not only did she want to honor her parents, she says, "there are just too many Margaret Carlsons in Minnesota. I wanted people to remember who I was."

Twenty-five years down the road, distinguishing *this* Margaret Carlson from others isn't a problem. "Actually, she could probably do without the last name too," says University law professor Bob Stein, who served as 2005–06 national board president of the Alumni Association. "When people around the University of Minnesota talk about Margaret, almost everyone knows who the reference is to."

"Aside from the University president and some of the coaches," says Dave Mona, 1998–99 national board president, "I don't think there's anyone associated with the University any more recognizable than Margaret."

"Margaret personifies the spirit of the University of Minnesota," says University President Bob Bruininks. "She has been a tireless advocate for the U, and the Alumni Association under her leadership has served as a model for associations both at a national and international level."

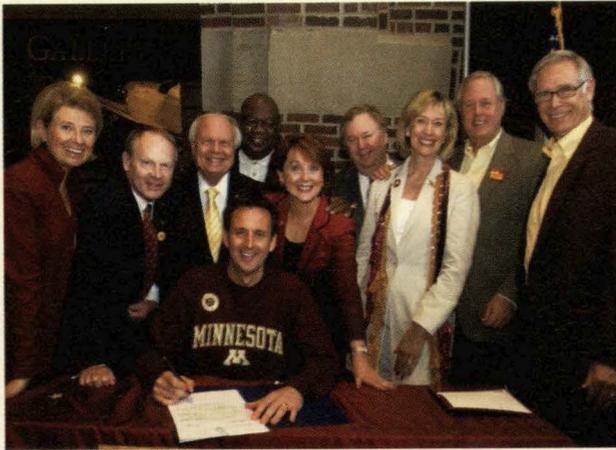
BEGINNINGS

One observer describes Carlson as a force of nature, which may be appropriate since she was raised in the cyclone-prone western reaches of Kansas. Life in dry, dusty Tornado Alley aside, Carlson's childhood was quiet, pleasant, and largely sedate. The town where she spent most of her youth, Garden City, had as its chief claim to fame the fact that it held the world's largest, free, outdoor, concrete swimming pool.

Margaret was the second oldest in a family of five children, three girls and two boys. The girls were so close in age they were like triplets and best friends. Carlson's father worked as a Maytag appliance dealer. Her mother, Kathryn, worked professionally in the Extension Service at both Kansas State University and North Dakota State University. When she retired from that career, Kathryn Sughrue was elected to the Kansas state legislature and served there for 14 years. "I was raised by a professional woman in a time when that was hardly the norm," says Carlson, who remains deeply proud of her mother, who died in 2004 at the age of 91.

At age 6, Margaret became involved in the local 4-H Club, the Up and Atoms, which happened to be one of the largest in the state. She thrived in the group environment all the way through high school, winning a statewide contest in Dairy Foods Demonstration along the way. Her tenacity and persistence helped make her an effective member of the debate team in high school, and speech was her favorite class.

Carlson went off to Kansas State University after high school, earning a bachelor's degree in home economics in 1965 and a master's in clothing and textiles a year later. She met her first husband, Cal Carlson, on a blind date, and in August 1966 the couple moved to Minnesota, where they became regulars at Gopher football games. Margaret took a job with the University of Minnesota Extension Service, helping establish homemaking programs in Minneapolis. She interrupted her career to raise her two daughters: Julie, who was born on Halloween 1969, and Elizabeth, who arrived in September 1972.



Left: Minnesota Governor Tim Pawlenty, seated, signs the bill to fund TCF Bank Stadium in 2006. From left: Andrea Hjelm, Denny Schulstad, Bob Stein, Ezell Jones, Carlson, Dave Mona, Nancy Lindahl, John Lindahl, and Bob Bruininks.

Below: Carlson and national board president Archie Givens (right) with the 2009 Homecoming grand marshals. From left: Lindsay Whalen, Bobby Bell, Deb Hopp, Garrison Keillor, Jeanie Borlaug Laube (in honor of her father, Norman Borlaug), and Walter Mondale.



going around the table talking about our association plans for the upcoming year, and I started talking about our advocacy program. We had just decided to really push our efforts at getting more involved in governance with the regent selection process and the legislative lobbying effort. You have to remember that this was a time when most alumni organizations were primarily spirit-building organizations. For most everyone there, getting involved in politics was a definite non-starter."

Apparently the idea that a first-year director, and a woman at that, would take her association into this forbidden realm was too much for the Purdue alumni CEO, Joe Rudolph. Recalls Carlson: "He leaned over to me and said, 'And how long do you expect to keep your job?'"

Back at home, the Alumni Association's lobbying efforts were received by some with an even harsher assessment. One University lobbyist suggested that involving the Alumni Association in lobbying the state legislature would constitute "amateur night at the capitol."

Undaunted and with the aid and support of 1985-86 national board president Penny Winton, Carlson steered the Alumni Association into the thickets of advocacy, beginning with the regent selection process and continuing into legislative advocacy. The appointment of a Blue Ribbon Committee that recommended changes in the regent selection process ultimately led the Minnesota State Legislature to create the Regent Candidate Advisory Council. The council has helped depoliticize the process and is admired by other universities.

Meanwhile, the Legislative Network, established by the Alumni Association, has grown from a few dozen members to 15,000. The Legislative Network mobilizes alumni, staff, and students to bend the ears of their elected officials on issues affecting the U.

"She really has been a terrific advocate, not just for alumni, but for the U as a whole all throughout her years," says Bruininks.

Because she tackled an incredible number of difficult challenges, Carlson had to have a tough skin and a steely resolve. Says Mona: "To get things done, Margaret can occasionally be a pain the ass, but it's good to know she's *our* pain in the ass."

MAKING THINGS HAPPEN

The traits that have allowed for Carlson's success have been with her since her days with the Up and Atoms. "I am just not easily

In the late 1970s, Carlson returned to the work force and worked with Keith McFarland, then dean of the school of home economics at the U. It was McFarland who was "one of the great influences in my life," Carlson says. He advised her to head back to school and earn a Ph.D., which is precisely what she did, in educational administration and public policy. "I loved every moment of the experience," Carlson recalls, "even statistics."

Out of grad school and looking for work, Carlson first turned to the University, but a hiring freeze was in place at the U. She learned that the Minnesota chapter of the Cystic Fibrosis Foundation was seeking an executive director, so she applied and got the job. "In retrospect," Carlson says, "it scares me how little I knew about running an effort like that."

She was, however, a quick study. And by the time the position as head of the University of Minnesota Alumni Association opened in 1985, Carlson was ready for it. Or close to it. "The search committee, including Steve Rozell, former executive director of the association, took a big risk in hiring me," says Carlson. "Not only was I the first female CEO of the Alumni Association, I was the first woman to hold such a position in the Big Ten."

UNDERESTIMATED

Carlson recalls a distinctly good-old-boy atmosphere at the first gathering of Big Ten alumni association leaders that she attended. "It was at Devil's Head Resort in Wisconsin," she says. "We were

intimidated," she says. "I don't go into a new situation seeing the problems. I always try to focus on the big picture and don't dwell on the negatives."

Sue Bennett, 1990–91 national board president, says that she has never met anyone who is not only so deeply dedicated to the University, but also able to transmit her enthusiasm to others. "Margaret is committed, loyal, and her passion for the University is absolutely infectious," she says.

Bennett was there during the turmoil that surrounded efforts to move the Alumni Association off campus in the early 1990s. At the time, the association was housed in cramped offices in Morrill Hall that were about to be assumed by the University administration. The plan was for the Alumni Association to share space with the University of Minnesota Foundation in leased space across Interstate 35W from campus. The dream of its own building—a home on campus for alumni—was still a vague notion. Alumni leaders feared a temporary move off campus would become permanent. "I knew it would be a disaster for the Alumni Association," Carlson says.

Carlson fought to keep the Alumni Association on campus and finally struck a deal with the Campus Club, which was looking for a partner to fill space on the fifth floor of Coffman Memorial Union. The University gave the Alumni Association 32 business days to move out of Morrill and renovate their space in Coffman, which was the association's home for the next seven years.

"I think that was really the beginning of the concerted effort to build the alumni center," Bennett says.

The idea of constructing a permanent home for alumni on campus had been batted around and knocked down so often that Carlson remembers "when we mentioned building an alumni center, some people actually snickered." Slowly, and despite a great deal of skepticism, the idea began to gather momentum.

"One of Margaret's great talents is her ability to reach out

to people," says Stein, who is a former executive director of the American Bar Association. "She knows all of the movers and shakers in Minnesota and has drawn a remarkable group of community leaders into the Alumni Association."

One of those leaders, Larry Laukka, got involved in the Alumni Association after writing a letter to his old fraternity brother Fred Friswold, 1987–88 national board president. "I was basically complaining about the numbers of alumni who were members of the association," Laukka recalls. "Fred and Margaret essentially said to me, 'Instead of complaining, why don't you do something?'"

That something turned out to be help getting a campus home built. Laukka, a real estate developer, became the 1994–95 national board president and a leader in the development and construction of the McNamara Alumni Center. He, along with Friswold, a finance expert, and Carlson became like the three musketeers in this effort.

Building the alumni center turned out to be a decades-long undertaking that entailed intense strategic planning. But the journey included red-letter moments as well: the decision by the class of 1942 to fund the preservation of the Memorial Stadium Arch for reconstruction inside an alumni center; partnering with the University of Minnesota Foundation and Minnesota Medical Foundation on building ownership; Richard "Pinky" McNamara's \$10 million gift to the U, a third of which went toward the \$45 million building; the stunning architectural design by Antoine Predock; the grand opening of the McNamara Alumni Center and Heritage Gallery inside the center in 2000; and, finally, the Scholars Walk outside.

Through it all, says Mona, "It was Margaret Carlson who kept saying, 'This is going to happen.'"

A LEADER'S LEGACY

When Carlson took office 25 years ago, the Alumni Association

Moments in Time

Alumni Association highlights during Margaret Sughrue Carlson's tenure

1985–86

Appointed a Blue Ribbon Committee to recommend changes in the regent selection process, resulting in the creation of the Regent Candidate Advisory Council in 1988

1987–88

Committed to fund the expanded Morse-Alumni teaching excellence awards

1989–90

Took policy positions on athletics, freedom of speech, and diversity

1992–93

Sponsored the Memorial Stadium brick sale for scholarships with the

demolition of Memorial Stadium

1993–94

Used endowments to establish freshmen leadership scholarships based on need and merit

1994–95

Established Maroon and Gold Fridays on campus

1996–97

Collaborated with architect Antoine Predock on the alumni center design

1997–98

Mobilized the Legislative Network to lobby for \$206 million in state support for the U

1999–2000

Opened the \$45 million McNamara Alumni Center

2001–02

Celebrated the 100th anniversary of *Minnesota* magazine

2003–04

Celebrated the Alumni Association's 100th anniversary; pledged \$1 million to a new on-campus stadium and \$500,000 in scholarships to be matched by the U

2004–05

Grew the Legislative Network from 10,000 to 15,000 members

2006–07

Dedicated the Scholars Walk and Wall of Discovery

2007–08

Reached an all-time membership high of 63,925; created a new brand identity, "Where members are ambassadors"

2008–09

Visited 40 communities on the Statewide Speakers Tour

2009–10

Co-led a University-wide effort in celebrating The Ultimate Homecoming with the return of Gopher football to campus in TCF Bank Stadium



HATS OFF!

MARGARET SUGHRUE CARLSON

- ◆ DISTINGUISHED AND PROUD ALUMNA OF THE UNIVERSITY OF MINNESOTA
- ◆ CHIEF EXECUTIVE OFFICER OF THE UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION FOR 25 YEARS
- ◆ HEART OF THE GATEWAY CORPORATION BOARD OF DIRECTORS
- ◆ TIRELESS CHAMPION OF CAMPUS IMPROVEMENTS AND LANDMARKS, INCLUDING THE MCNAMARA ALUMNI CENTER, HERITAGE GALLERY, ALUMNI WALL OF HONOR, SCHOLARS WALK, GATEWAY PLAZA, AND REGENTS PLAZA
- ◆ INSPIRING CHEERLEADER FOR BOTH ATHLETICS AND ACADEMICS
- ◆ ELOQUENT SPOKESPERSON FOR THE IMPORTANT WORK OF THE UNIVERSITY
- ◆ VISIONARY LEADER OF ALUMNI ADVOCACY
- ◆ PASSIONATE BUILDER OF GOPHER PRIDE, SPIRIT AND TRADITION
- ◆ FOREVER FRIEND AND ALLY OF THIS DISTINGUISHED INSTITUTION

TO THY COLORS TRUE SHE WILL EVER BE



UNIVERSITY GATEWAY CORPORATION

The University Gateway Corporation is a partnership of the University of Minnesota Foundation, University of Minnesota Alumni Association and the Minnesota Medical Foundation



Left: Margaret Sughrue (far left) in the Up and Atoms 4-H Club square dance competition.

Below: Carlson celebrated the grand opening of the McNamara Alumni Center in 2000 with her family, from left: daughter Elizabeth Carlson, sister Kathleen Tennison, Carlson, mother Kathryn Sughrue, sister Patricia Sprincin, and daughter Julie Carlson Miller.

was housed in cramped offices in Morrill Hall. Of more than 300,000 living graduates, just 25,000 were members of the Alumni Association. Functions like the annual alumni meeting were sparsely attended and, in the words of Mona, “well worth missing.” The Alumni Association had little influence in the state legislature or on University governance, such as the regent selection process. The Gophers were playing just their fourth season of indoor football away from campus in downtown Minneapolis, and already that gray dome had begun to blanket Gopher spirit.

Today the Alumni Association resides in its own beautiful home on the Minneapolis campus’s East Bank. Along with the newly constructed and recently opened TCF Bank Stadium, the McNamara Alumni Center has become a hub for University-wide activity and a warm place of welcome for visitors. Membership in the Alumni Association has more than doubled to 60,000, and that annual meeting—highlighted by speeches and presentations from a succession of such renowned national figures as Ted Koppel, August Wilson, and Sandra Day O’Connor—has become one of the not-to-be-missed campus events of the season. The Alumni Association’s advocacy efforts, including a speakers tour that sends U experts to nearly 50 communities across Minnesota every year to talk about the U’s statewide reach, have become models for



other alumni associations across the nation.

The Alumni Association was the first organization to give \$1 million to the stadium project. And, at the same time, the association gave \$500,000 in scholarship money, which is matched by the U to double the gift’s impact.

While Carlson is quick to share accomplishments with all the steadfast and hardworking past alumni presidents, members of the board, Alumni Association members, and staff—“everything I have ever done, I have done with like-minded people willing to get things done”—those who have worked with her over the past 25 years know she has been the most compelling figure behind the Alumni Association’s successes.

“Margaret Carlson is leaving a lasting legacy of achievement and remarkable leadership of the Univer-

sity of Minnesota Alumni Association,” says Bruininks.

BIG PLANS

In 2005, Carlson’s granddaughter Anna Miller interviewed her for a class project. “What do you predict will be in your future?” she asked.

“I believe that I will live a long life, like my mother did. And like my mother, I anticipate that I will have another career when I retire,” Carlson replied. “I think exciting opportunities will be presented to me as long as I want to accept them.”

Her obvious political talents have led some to speculate that Carlson might follow her mother’s example and run for elected office. But, she says, “I just don’t think that’s going to happen—but, again, one never knows.” Carlson is looking forward to a new career but is taking her time in deciding exactly what it will be. “I’m looking for a big challenge,” she says, “something that people say can’t be done”—as long as it’s 75 percent time, to allow her more time with her growing family.

Carlson is amicably divorced from her first husband. “I still get nice messages from Cal Carlson, like, ‘Heard you on ‘CCO radio; nice job,’” she says. She was married in August 2008 to Paul Citron, a former vice president of science and technology at Medtronic. Carlson and Citron had been professional associates for a number of years and served together on the Minnesota Medical Foundation board of trustees. Following the death of Paul’s wife, Ellie, Carlson asked him to dinner. But there was a little confusion about her intentions. “He brought his checkbook, thinking I was going to ask for some kind of donation,” Carlson

GIVING BACK

Margaret Sughrue Carlson and her family have set up a scholarship fund at the University of Minnesota to support students with demonstrated leadership potential in the College of Education and Human Development. Individuals and organizations may contribute to the Margaret Sughrue Carlson Scholarship fund by contacting the University of Minnesota Foundation at 612-624-3333 or 800-775-2187 or visiting www.giving.umn.edu.

recalls. Their blended family encompasses four adult children and their spouses and four grandchildren.

"My roles in life continue to evolve, but I will always be a proud University of Minnesota alumna. That will never change," says Carlson, who promises to continue to advocate for the University. "I know firsthand how important it is for alumni to speak out for the U. And I learned early on that a strong, independent Alumni Association is critical to the University.

"I look forward to handing off this marvelous organization to my successor," Carlson continues, "a passionate group of U stakeholders 400,000 strong." ■

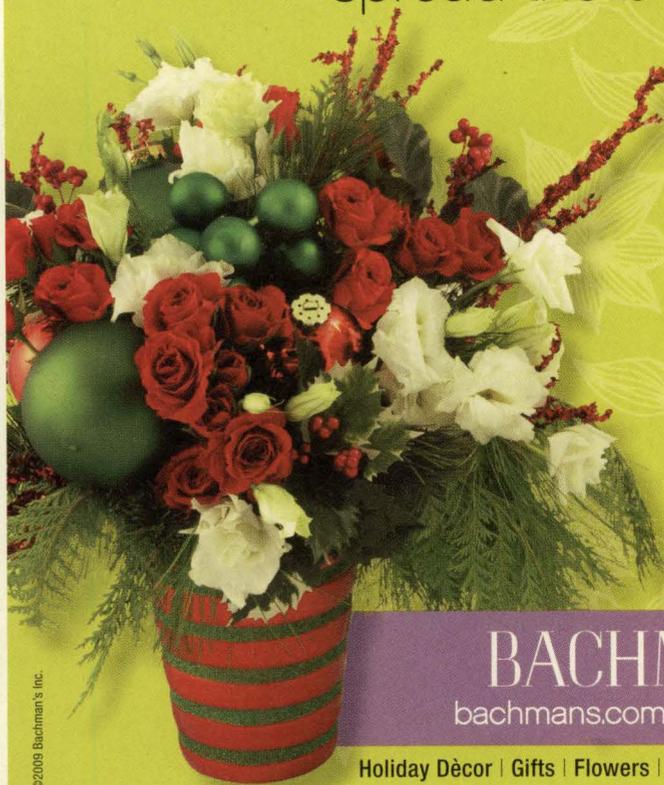
Tim Brady is a St. Paul-based freelance writer. Read more about Margaret Sughrue Carlson's tenure at the Alumni Association at www.MinnesotaAlumni.org.

Praise for the Presidents

Margaret Sughrue Carlson salutes the Alumni Association national board presidents for their leadership and guidance during her tenure.

Archie Givens, 2009-10
Bruce Mooty, 2008-09
Tom LaSalle, 2007-08
Denny Schulstad, 2006-07
Robert Stein, 2005-06
Andrea Hjelm, 2004-05
Jerry Noyce, 2003-04
Deborah Hopp, 2002-03
Bruce Nelson, 2001-02
Jean Fountain, 2000-01
Nancy Lindahl, 1999-2000
David Mona, 1998-99
Ann Huntrods, 1997-98
Marvin Trammel, 1996-97
Linda Mona, 1995-96
Larry Laukka, 1994-95
Janie Mayeron, 1993-94
Michael Unger, 1992-93
John French, 1991-92
Sue Bennett, 1990-91
Steve Goldstein, 1989-90
Kenneth "Chip" Glaser, 1988-89
Fred Friswold, 1987-88
Harvey Mackay, 1986-87
Penny Winton, 1985-86
Charles Osborne, 1984-85

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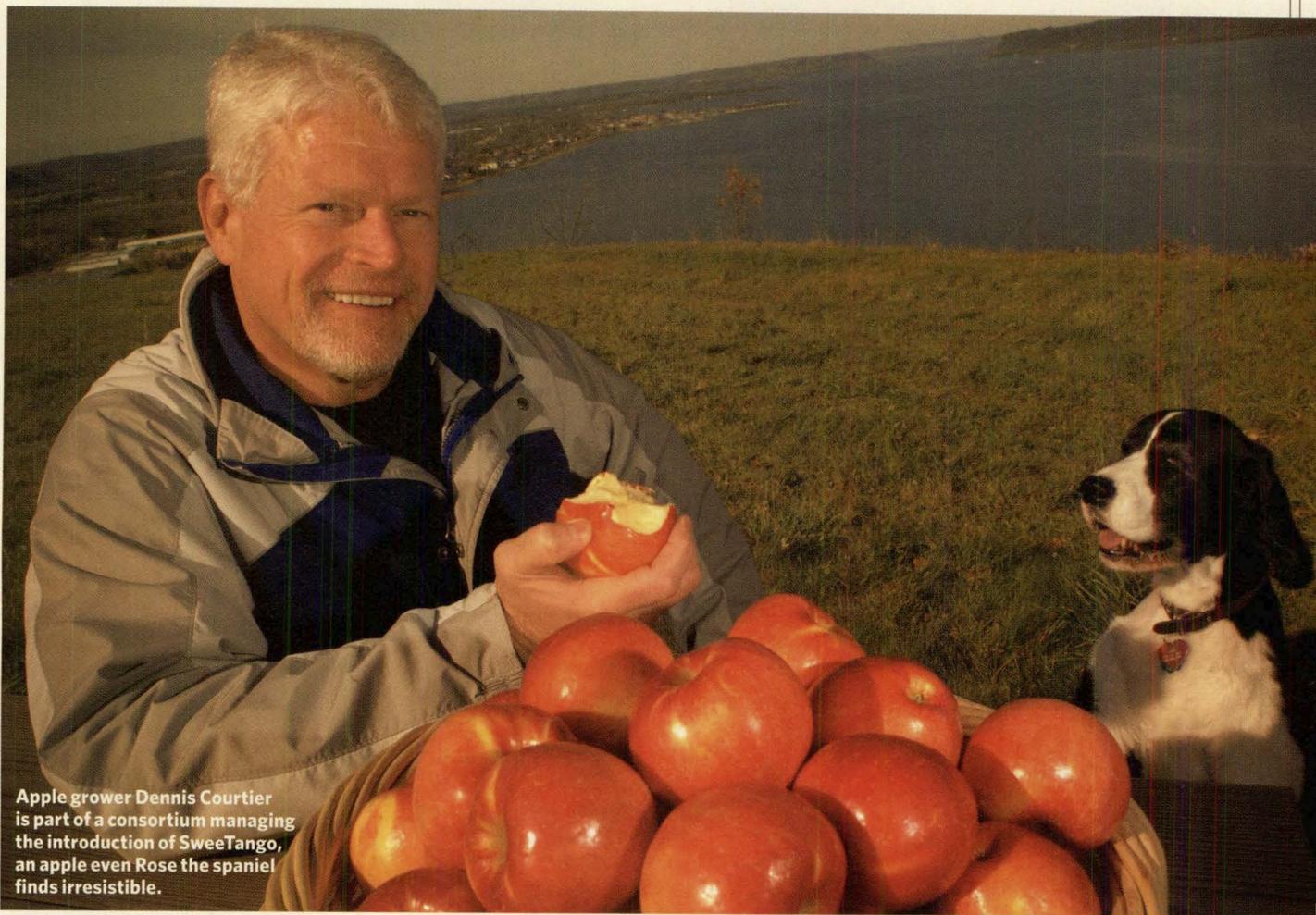
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Apple grower Dennis Courtier is part of a consortium managing the introduction of SweeTango, an apple even Rose the spaniel finds irresistible.

Get a Load of this **Apple**

The University of Minnesota has high hopes for SweeTango, its newest apple variety that many say is the best apple they've ever tasted.

Apple grower Dennis Courtier gushes about Honeycrisp apples, the popular cultivar bred by the University of Minnesota and enjoyed by apple lovers since 1991. "It goes way beyond the effect on Minnesota's apple industry," says Courtier, owner of Pepin Heights orchard in Lake City, Minnesota. "It's been called the iPod of apples. It's been referred to as one of the 10 greatest inventions of the 20th century."

Well, he's close. In 2006, the Honeycrisp was ranked as one of the top 25 academic or research innovations that changed the world and soon after was named Minnesota's state fruit. But Courtier makes his point. The explosively juicy, crunchy Honeycrisp apple that helped revive a declining apple-growing industry and brought much needed revenue to small family-run orchards has no peer.

"In terms of our business and in Minnesota generally, the Honeycrisp is number one in dollar volume by quite a chunk," Courtier continues. "Nationally, there is no question that it is the rising star."

But as delicious and popular as Honeycrisp is, Courtier has

BY GREG BREINING \ \ PHOTOGRAPHS BY DAN MARSHALL



University scientist David Bedford estimates he's tasted several million apples in his career.

this to say about SweeTango, the newest apple from the U's apple-breeding program: "It's better than Honeycrisp. I go all over the world tasting new apple varieties. In all sincerity, SweeTango may very well be the best-tasting apple I've ever had in my life."

Tasty the apple may be, but Courtier has other reasons to give SweeTango rave reviews. Pepin Heights heads a consortium of growers that is managing the introduction of the new apple for the University of Minnesota. Success will depend in part on whether consumers love SweeTango as much as he does.

The University has high hopes for SweeTango as well—and a lot riding on it. The U hopes to duplicate Honeycrisp's earning power—more than \$8 million in royalties for the University before its patent protections ran out last fall. The money has been an important source of income for the U's Horticultural Research Center breeding program.

The center can't expect help from most funding organizations, says James Luby (Ph.D. '82), professor of horticultural science and one of the scientists behind the development of both Honeycrisp and SweeTango. The National Science Foundation, which funds basic science over translational programs, wouldn't fund an apple-breeding program, he explains. "It's the kind of program that, if it's going to be around, it's going to have to be self-funded."

The University began its fruit breeding program in 1908 near Victoria, Minnesota, to create varieties of winter-hardy apples. "The cold winters here wouldn't allow

apple production," explains David Bedford, a scientist in the apple-breeding program. "Apples were a big deal. If you could grow them on the farm you could make pie, apple sauce, dry them. You could make applejack with what was left over. It was pretty important."

Minnesota's is one of three university apple-breeding programs left in the United States. The other two are at Cornell University in New York and Washington State University. Over the years, the U's program has introduced several popular apples, including Fireside, Beacon, and Honeygold. One of the longest-lived and best known is Haralson, introduced in 1922 and the state's most popular apple until Honeycrisp was released. The U breeds other fruits as well and has introduced nearly 100 varieties of apricots, cherries, cherry-plums, raspberries, blueberries, grapes, and strawberries.

The center, surrounded by crops and fruit trees, is redolent of apples and grapes. Posters of past introductions—Honeycrisp, SnowSweet, and Zestar! apples; Itasca strawberries; Frontenac and LaCrescent grapes—cover the walls. It's October, and a half-dozen ripe apples sit on Bedford's desk.

Bedford is responsible for crossing existing breeds of apple trees, collecting seed, growing the hybrids, and evaluating the fruit of the new crosses. At any time, Bedford husbands nearly 20,000 trees, visiting each as the apples ripen. He evaluates the fruit based on about 20 criteria using a 1-to-9 scale to judge cold hardiness, productivity, disease resistance, form, and more. "The two things that I'm most adamant about are texture and flavor," Bedford says. "That's really what a good apple-eating experience is about."



James Luby, professor of horticultural science at the U, keeps a list of potential apple names on his wall.

When the trees start producing fruit, Bedford begins putting them through the taste test. “At the peak of the season, I have to sample 500 to 600 apples a day—which is a lot for a guy who didn’t even like apples as a kid,” says Bedford, who estimates he has tasted several million apples in his career.

Bedford records his observations in loose-leaf ledgers, just as his predecessors did decades ago, though Bedford then enters his field notes into a computer.

“Up to this point, I’m making all the decisions,” Bedford says. But to check his preferences against the public’s, he also convenes taste panels. In blind tests, untutored consumers rate apples on a 1-to-9 scale in several categories, including the all-important taste and texture, to determine which varieties to keep, which to toss.

“It’s only about one in 10,000 of those trees that’s good enough to go all the way through,” Bedford says. “We throw away some pretty good apples. ‘Not so bad’ is the kiss of death around here. If that’s the best you can say, it’s out of here. It has to have the ‘wow’ factor.”

Bedford remembers an apple with plenty of wow. It was 1983, four years after Bedford began working at the U. A cross in 1960 of Keepsake and an unknown parent had produced four struggling trees. Bedford pulls out a well-worn field notebook and flips to notes on a variety referenced simply as 1711. The description is meager except for a notation that the trees suffered winter damage in 1976–77, one of the worst winters in 50 years. Bedford’s predecessor had printed “DISCARD” in the notebook.

“The thing that bugged me is that the original tree had been planted in a very poor site, a very low site,” recalls Bedford. “That’s

the kind of site that shows winter injury more.” Someone had decided the trees were worth saving for 20 years, so Bedford gave them another chance.

“Wow, we really have something here,” Bedford recalls saying when he first tasted the ripened fruit. “I do remember that the texture was so different. There was a moment of confusion. Is this good or bad? It’s so off the chart.” The flesh was neither soft nor hard. Instead, chunks broke off with a loud pop. “I had never experienced a texture like that.” Apple 1711 was introduced in 1991 as the Honeycrisp, some 30 years after the cross was made. That’s “a whole career,” muses Bedford.

And the name? “We always have a list of names for things,” says Luby. At the time, a pear had just been dubbed Summercrisp. “I think Honeycrisp was on our list of names from when we were working on that pear. I’ve got a list of names taped on my wall right now. It’s like people keeping a list of baby names.”

Although Honeycrisp took nearly a decade to catch on with consumers, wholesale nurseries, primarily in the United States, sold more than 6 million trees, earning the University more than \$8 million in royalties. Honeycrisp now ranks among the top five money-earners for the University. (The AIDS drug Ziagen has been the biggest revenue generator for several years, followed by a vaccine for porcine reproductive and respiratory syndrome.) Since the Honeycrisp patent expired in 2008, growers may now buy the trees without paying royalties to the U. But overseas patents remain and could earn the U several million dollars more over the next two decades.

Bedford often includes Honeycrisp in his taste panels. “We have



A cross of Honeycrisp and Zestar! produced SweeTango.

Other Minnesota Apple Varieties

EARLY SEASON APPLES (MID-AUGUST TO EARLY SEPTEMBER)

Beacon Bright red apple with soft, juicy flesh and a slightly tart flavor. Introduced in 1936.

Centennial Crabapple Large, red-over-orange crabapple that is excellent for fresh eating and sauce but does not store well. Introduced in 1957.

State Fair Striped red, juicy, moderately tart fruit good for eating and cooking. The fruit will store for two to four to weeks. Introduced in 1977.

Zestar! Large, crunchy, juicy red fruit with a sprightly sweet-tart flavor. Excellent for both fresh eating and cooking. The fruit will store for six to eight weeks. Introduced in 1999.

MID-SEASON APPLES (EARLY TO LATE SEPTEMBER)

Chestnut Crabapple Large, russeted crabapple with a rich, nutty flavor. Best for fresh eating or sauce. The fruit stores for four to five weeks. Introduced in 1949.

Red Baron Medium-size red and yellow apple with juicy flesh and a mild sweet flavor. Good for fresh eating with a storage life of four to five weeks. Introduced in 1970.

Sweet Sixteen Crisp and juicy with an exotic yellow flesh and a very sweet, unusual sugar cane or spicy cherry candy flavor. The fruit stores for five to eight weeks. Introduced in 1977.

Honeycrisp Large, dappled red fruit with a well-balanced flavor, outstanding crispness and juiciness. Best for fresh eating and salads as the flesh is slow to brown. Fruit will easily store seven or more months. Introduced in 1991.

LATE SEASON APPLES (LATE SEPTEMBER TO LATE OCTOBER)

Honeygold Golden to yellow-green fruit that is sweet, crisp, and juicy. Excellent for fresh eating and also good for cooking. The fruit will store for two to three months. Introduced in 1970.

Haralson Firm texture with a complex tart flavor. Good for fresh eating and cooking. Especially good pie apple. The fruit will store for four to five months. Introduced in 1922.

Frostbite Intensely sweet, firm and juicy flesh. Striped maroon-red and gold-yellow, 2½-inch-diameter fruit. Excellent for cider. Introduced in 2008.

Regent Appealing red-striped apple with well-balanced flavor that is good for eating and cooking. The fruit will store for four to five months. Introduced in 1964.

SnowSweet Savory, sweet tasting apple, with a slight tart balance and rich overtones. Amazingly slow to turn brown when cut. Appealing, large, bronze-red blush fruit. Excellent for fresh eating, snack trays, and salads. Introduced in 2006.

Fireside/Connell Red Very large fruit with sweet flavor and fine-grained flesh good for fresh eating, salad, and baked apples. Introduced in 1943.

Keepsake Very hard and crisp with yellow flesh and an exotic sweet, spicy flavor. Good for fresh eating and cooking. The fruit will store for six months. Introduced in 1978.

Prairie Spy Large, firm, dense fruit that is excellent for baking and long-term storage. Introduced in 1940.

For more information, visit the University of Minnesota's apple-breeding Web site at www.apples.umn.edu.

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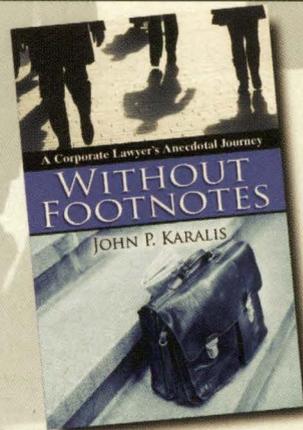
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to know if we have some up-and-comers that can beat Honeycrisp." In 1999 he found one. It was a cross he had made in 1988 with Honeycrisp and Zestar!, an early season apple developed by the University. The match was not as obvious as it seems; back then, these soon-to-be-successful apples weren't yet named but were assigned numbers. "I'm sure what I was looking for with that cross was the texture of Honeycrisp and the flavor of Zestar!," Bedford recalls.

He picked the first harvest a bit early and the apples tasted tart. He rated them 7s and 8s. He tried a second harvest. Numbers climbed to 8s and 9s. He even tried a third harvest and gave one apple a 10 on a 9-point scale. "I was particularly exuberant about it that year." So he began testing the variety with panels, which often scored it best in taste among three dozen samples or more.

The newcomer—a blush apple with deep red coloration over a yellow breaking background—would be dubbed SweeTango when it was released to nurseries in 2007. "What SweeTango has is a texture that's almost as good as Honeycrisp. Where it excels is the flavor," Bedford says. "Flavor in apples is really pretty simple. It's sugar and acid. If you don't have some balance, you get insipid. You need a little intrigue. SweeTango is high sugar, high acid." With the name, says Bedford, "we were trying to get something that would convey the flavor of it—sweet, tangy." Some tasters say the apple finishes with a hint of fall spice.

Bedford and Luby say SweeTango gives the University a chance to replicate the success it had with Honeycrisp. But they want to avoid two problems with Honeycrisp's otherwise brilliant run: a slow start and a lack of consistency.

As Bedford describes it, Honeycrisp "dribbled into the market." In a process known as "open release," the U introduced the apple to nurseries, which sold it to growers. After a few years of testing, the nurseries and growers ordered more trees. Only much later did consumers catch on. "It took 10 years after we released it that there was really much hoopla. Can you imagine General Mills coming out with a new product but just kind of letting it trickle out on the market?" As a result, Honeycrisp earned hardly any money during the first decade of the University's 20-year patent.

The second problem was consistency. "There's no quality-control in the whole process," Bedford says. "I've seen lots of poor-quality Honeycrisp coming from areas too warm for the apple. Honeycrisp struggles under those conditions. When those apples get sent to the marketplace, they bear the name Honeycrisp, but there's no guarantee they're going to crunch and taste like our Honeycrisp. And pretty soon the name, the brand, the variety slips into oblivion. Almost every variety I've seen gets ruined sooner or later."

To avoid these problems with SweeTango, the University chose a "managed release," a process common in Europe and elsewhere that awards rights to the product to a small group of growers who are committed to producing a high volume of high-quality fruit. Indeed, Honeycrisp was introduced as a managed variety in Europe (where because of trademark issues it is known as Honeycrunch). The University has also chosen managed release of other cultivars, including chrysanthemums and roses. SweeTango will be the University's first managed variety of apple.

The University picked Pepin Heights, Minnesota's largest orchard, as manager. In discussions with the Minnesota Apple Growers Association, the University guaranteed that all commercial in-state growers could buy up to 1,000 trees and sell the fruit



at farmers' markets and roadside stands. Otherwise, trees will be sold and fruit produced through a consortium of growers that Pepin Heights organized in 2006 and dubbed the Next Big Thing. The 72 growers range from Nova Scotia to Washington state and include Pepin

Heights' competitors as well as partners who sell SweeTango to wholesalers and grocery stores. "You don't want a bunch of weaklings. You want the sharp ones," says Courtier, president of Pepin Heights. "I had the name Next Big Thing in mind because it's not just about SweeTango, it's about an approach. It's not a free-for-all. One of the hallmarks of any brand is that it has consistency."

Achieving consistency over broad geography has required frequent consultation and the development of best-management practices, such as preferred harvest times. "Great new apple varieties don't come with owner's manuals," says Courtier. "We have to figure this stuff out."

Early results—uniformly high praise from SweeTango consumers—suggest "we hit the mark," Courtier says. "Would I be able to pick out something produced out in Washington state from something produced in Nova Scotia? Probably, but not by much. It's really consistent. More consistent than most apple varieties."

However, not everyone is happy with the managed release of SweeTango. Out-of-state growers who are not part of the Next Big Thing complain they've been shut out. Even Minnesota apple growers who are not part of the consortium say that the 1,000-tree limit and the fact they won't be able to sell fruit to wholesalers means they too will miss out on the next big thing.

Nonetheless, the University stands to gain on quicker introduction and better control of its brand. Until its patent expires in 2026, the U will collect a royalty of \$1 per tree leased, not sold, to nurseries by Next Big Thing. Once the patent expires, other growers will be able to buy and raise trees (known as the Minneiska variety), but only consortium members will be able to sell fruit under the trademark SweeTango, for which the University will continue to collect a small royalty on each apple.

In addition to apples, the University's Fruit Breeding Program continues to develop cultivars of strawberries, grapes, blueberries, blackberries, and pears. It is even developing a cold-hardy kiwi.

"Something consumers should be looking for is wines made from our Marquette grape," says Luby. Vines went on sale to growers in 2006 and red wines from this cold-hardy grape, such as NuVo from White Rabbit Winery in Andover and Downtown Red from Northern Vineyards Winery in Stillwater, are appearing on the market.

As for SweeTango—which even has its own Facebook page—the new apple made its appearance in grocery stores and markets this fall in the Twin Cities, Seattle, and Rochester, New York. Initial reaction has been "overwhelming," says Bedford. About 50 customers lined up at the research center's apple house when SweeTango first went on sale. "People would buy a bag, go to the car, take a few bites, and then come back and get in line again."

While it will take years to know if SweeTango will rival Honeycrisp in popularity and sales, says Bedford, "that tells you something when you get that repeat sale immediately." ■

Greg Breining is a St. Paul-based freelance writer.

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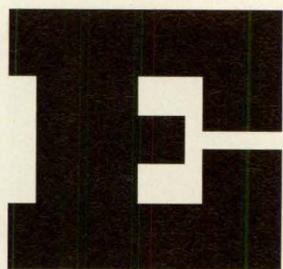
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Students for Hire

Few people know that University of Minnesota President Lotus Coffman made it possible for hundreds of thousands of Americans to afford college during the Great Depression. Here is the story.



Eighty years ago this fall, the New York Stock Exchange crashed. That dramatic event in the black days of late October 1929 marked the starting point of the Great Depression, which was felt worldwide for more than a decade. ¶ On the campus of the University of Minnesota, at least initially,

the stock market implosion felt less like an earthquake than a mere tremor. An editorial in the student newspaper, *The Minnesota Daily*, on October 31 commented on the predictable nature of the collapse.

“Where there has been such an unprecedented and long sustained rise in stock values,” the paper noted, “a corresponding fall is sooner or later inevitable.” The editorial even predicted that this “market correction” might have long-term benefits. “Speculation that permits its optimism to transcend all bounds of reason has been hurt and hurt badly,” wrote the editorialist. “As long as the injury extends no further, results of the ‘spree’ are probably beneficial.” ¶ Less than four years later, however, the University of Minnesota, like the state and nation as a whole, was mired in a deep economic crisis and feelings of desperation and despair were abundant.



Lotus Coffman became president of the University of Minnesota in 1920 and would lead it through the lean years of the Great Depression.

BY TIM BRADY

In late winter 1933, as new President Franklin Delano Roosevelt was sworn into office to begin a “New Deal” for the nation, the Minnesota State Legislature gathered in St. Paul to examine some gruesome realities. Not only were American stocks sitting at less than one-fifth the value they held in the first weeks of October 1929, but drought had come to the Midwest, devastating the agricultural economy. State revenues had sunk as well, which meant that all state agencies, including the University, were about to see a commensurate slash in funding. Just how serious this cut would be remained a matter of debate in spring 1933, but even under the best of circumstances, the U was looking at a budget gutting the likes of which it had never seen before.

An initial figure from the State Senate Finance Committee suggested that a \$2.8 million reduction from the University’s biennial \$7 million request was in order. That amounted to a drop of 40 percent from a budget request that was already reduced in anticipation of cuts. It was a sum that University President Lotus

Coffman said would simply ruin the University. But Coffman found an ally in Minnesota Governor Floyd B. Olson, who was perhaps an unlikely champion considering that Olson had been booted from the U’s law school back in 1911 for failure to pay his school fees. With Olson now threatening to veto any bill that didn’t reduce the U’s budget fairly, the legislature took notice.

The session wound down in April, with the legislature deciding to halve the Senate reduction. The University was able to walk out of the session with a budget of \$2.8 million for each of the coming two years—\$5.6 million for the biennium, reflecting a 20 percent cut. It was the equivalent of the 1922 University budget, when the school had almost 5,000 fewer students. Still, E.B. Pierce, president of the Alumni Association, said that while the final appropriation was not what the University would have liked, it “does not paint as dark a picture for us as first indications from the senate.”

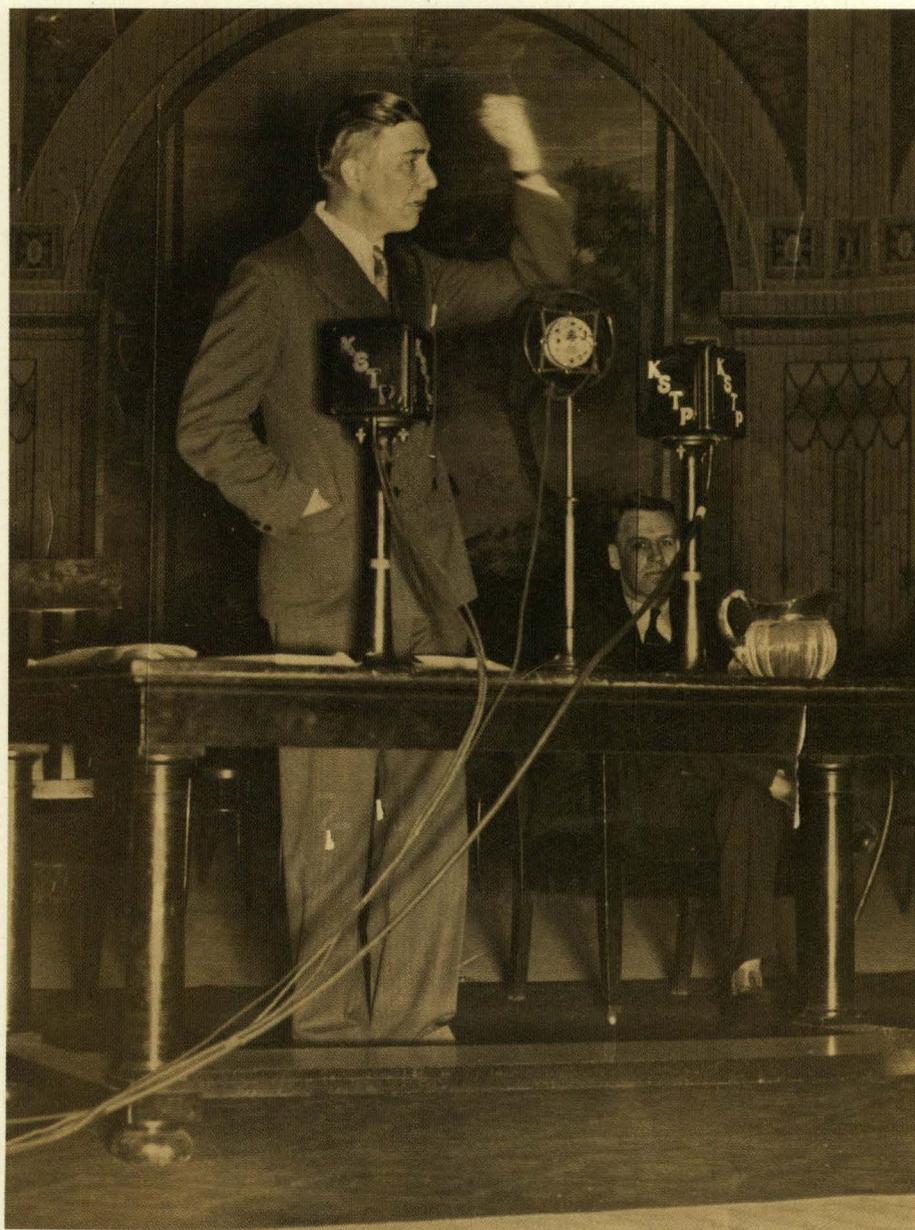
Another bright spot following those gloomy months was the friendly rapport established between President Coffman and Governor Olson.

“Public servants receive altogether too few letters of commendation,” wrote Coffman to Olson after the session. “As one public servant to another . . . I wish to express to you the appreciation we at the University bear to you for the active part you took in determining the University’s appropriation for the coming biennium.”

“I cannot express to you how much I appreciate your letter of the 20th,” wrote Olson to Coffman, “thanking me for assisting in preventing a ruthless slashing of the appropriation for the University of Minnesota.” This mutual admiration society would soon bring more benefits to the U.

In the meantime, however, the University had some belts to tighten. The Board of Regents immediately began to cut administrative and faculty salaries—10 to 20 percent for anyone earning an annual salary above \$1,200 (approximately \$20,000 in 2009). Scores of positions went unfilled, and physical maintenance took a funding cut of more than \$500,000.

Other grave concerns hung over the University of Minnesota and college campuses across the country. Not only



Minnesota Governor Floyd B. Olson was kicked out of the University Law School in 1911 for not paying his school fees but would become a champion of the University during the Great Depression.

PHOTOGRAPH FROM THE ST. PAUL DAILY NEWS/MINNESOTA HISTORICAL SOCIETY

One student described living in an attic room crammed beside a crumbling chimney. He had a dirty mattress to sleep on and a single light bulb strung from an extension cord by which to study.

was the cost of going to college prohibitive for prospective students, but the value of a degree was cast in doubt by the Depression. A survey of the class of 1932 found that less than 20 percent of its graduates had found self-supporting jobs a year after matriculation. Prospects for 1933's graduating seniors were even more grim. Of the 140,000 students heading into the market from colleges and universities across the nation, just 15,000 were expected to find gainful employment, according to the National Planning Committee for Unemployed College Graduates.

Life for those still on campus was equally dire. A committee comprised of representatives of the YMCA, the YWCA, the National Student League, the Socialist Club, and the Menorah Club held hearings early on campus in May 1933 to learn more about the economic stresses of student life. They got an earful. Predictably, the difficulty of finding employment was an oft-heard complaint, but so were the horrors of inadequate housing. Only two dormitories—Pioneer Hall for men and Sanford Hall for women—existed on campus, which meant that the rest of the students either lived at home, at a fraternity or sorority house, or in one of the many boarding houses near campus.

It was these last domiciles that prompted many of the complaints. One student described living in an attic room crammed beside a crumbling chimney. He had a dirty mattress to sleep on and a single light bulb strung from an extension cord by which to study. In another case, 22 students lived in a single home above a

tea shop. Boarders were expected to work three hours a day in the shop to earn their food (beds were an additional \$5 a month). Meals consisted of leftovers scraped from the customers' plates and whipped into a stew. Even the remnant butter was passed on to the students.

"The places I have lived [near campus] are slums and nothing else," wrote one student to Governor Olson, encouraging him to seek federal funds for student housing. "How would you like to wake up and see a rat running across your bed? The householders during this depression are simply playing on the poverty of many of us students."

The effects of the Depression had been felt far and wide for quite some time by the spring of 1933. What was new that season were the many changes rushing in with the New Deal. Its supporters saw in FDR's alphabet-soup programs a sign of better days to come; opponents expressed fears that reverberate today about the costs of federal aid programs.

"Just what will be the consequences of the NRA?" read an editorial in *The Minnesota Daily* about the National Recovery Act (NRA), which implemented two powerhouse institutions of the New Deal—the Public Works Administration and the National Recovery Administration. "Does it mean complete socialization of American industry? Does it mean that Uncle Sam has hung up his hat permanently in every office, plant, factory, and store? Does the NRA stand for the passing of American individualism? ... [With its passage] Congress didn't give President Roosevelt the keys to Washington; they gave him the keys to every city, town, and village in the United States. Just how wisely and how long he will use them is of major importance for youth."

Not everyone's knees were knocking at the legislation. In fact, President Coffman was clearly inspired by the programs coming from Washington when he began formulating a unique plan that he hoped would alleviate some of the most severe problems of college students in Minnesota. He first broached the idea in his



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Lotus Coffman, pictured at his desk in 1937, lived to see a federal financial aid program flourish nationwide. He died of a heart attack in office the following year.

biennial message to the Board of Regents that May.

In the state of Minnesota, 225,000 men and women were between the ages of 17 and 24, Coffman said. Given the current state of the economy, huge numbers of these young people would be left without jobs, resources, or opportunities of any kind. Federal programs were now being formulated to employ hundreds of thousands of the nation's youth in what would become the Civilian Conservation Corps (CCC). Why not implement a similar type of federal aid for young people who wanted to attend college?

The thought of offering federal financial aid to college students through a work-study program seems so familiar today that the birth of the idea and its subsequent creation has been little noted nor long remembered. When it is referenced, rarely is it associated with President Lotus Coffman or his ally in the project, Governor Floyd Olson. Through the course of the sum-

mer and fall of 1933, however, these two laid plans for what would become the first federal financial aid program for college students in United States history.

In May of that year, Coffman sent an outline of the concept to Olson. A federal aid program for college students modeled after the CCC should be created and funded through the Federal Emergency Relief Administration (FERA), headed by Harry Hopkins, the man who was quickly becoming FDR's right-hand man on all matters of relief. Simply put, campus jobs supported by FERA funding would give college-age people an opportunity to earn their way through school and keep the U afloat at the same time.

Olson took sick that summer with appendicitis and the work-study program languished while he recovered. At the end of July, however, the governor was well enough to attend to University business and acted quickly. He named an education committee to look into the matter and to survey the state's youth to determine just how many might be aided by a college work-study program. Then, in the first week of August, the governor left for Washington, D.C., to lobby the administration with the idea.

Meanwhile, Coffman began pushing the plan among his fellow educators and at the federal Office of Education, which at the time was a branch of the Department of the Interior. Education Commissioner George Zook liked the idea. He urged Coffman to send a telegram to Hopkins on the matter to coincide with Hopkins's meeting with Olson.

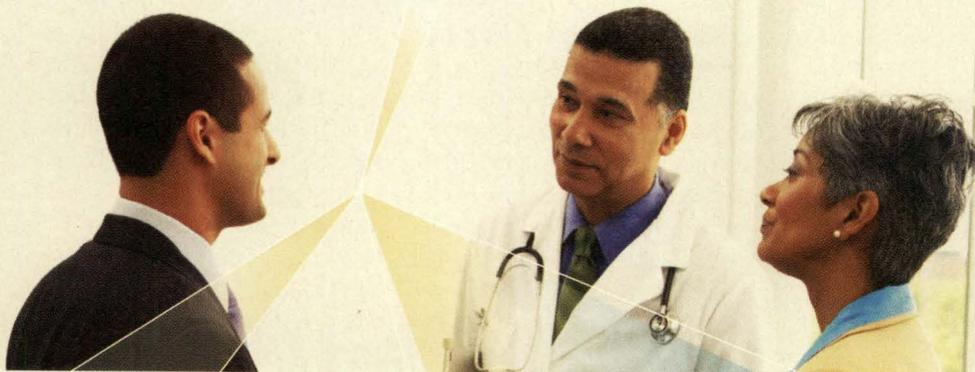
The twofold arm-twisting had some effect, and Hopkins



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University of Minnesota students listened to a lecture in a 1933 class. In a year's time, about 10 percent of them would benefit from a federal work-study program to help them stay in college.

tentatively agreed to supply some federal funds to the state of Minnesota for education purposes. But the money was to be used to help unemployed teachers, not college students. There was a problem in Congress with the idea of funding college students, Hopkins said. Many members still viewed college students as an elite group unworthy of this sort of aid.

Precedent and prejudice were working against Coffman's idea. Student employment programs had existed at the University of Minnesota since 1913, and thousands of U graduates had benefited through working while they studied. But none of these jobs had been funded by federal money, nor had any state in the union ever provided assistance to college students through work-study programs.

Yet Coffman's basic notion—that if employment could be provided to youth working in CCC camps, then it should be provided to young people on college campuses as well—had a compelling logic. Through the month of September, Coffman, Olson, Zook, and others pushed the Roosevelt administration for federal relief funds until finally Hopkins relented. Despite opposition, the administration would push the necessary approvals through Congress.

By October 1933, Coffman was able to announce that an experimental federal financial aid program would begin at the University of Minnesota with the new year. Details of the program needed to be worked out, but it was sure to enhance enrollment and provide a college education to students who otherwise couldn't afford it.

In November, the nuts and bolts of the plan began to emerge: \$120,000 in federal funds was heading to Minnesota to be administered to college youth through the state's relief administration. About 1,000 students in colleges throughout the state would receive funds with approximately half of that number coming from the rolls of the University of Minnesota. University staff in all departments and administrative offices were asked to come up with projects that might employ students in the coming year. These workers would receive a monthly stipend of \$15 from federal funds and an additional \$10 from the state for their work. Work would be found on an equitable basis for both men and women. And need, character, and ability to perform college-level work were the principal criteria for individuals applying to the program.

Project ideas and employment opportunities began to pour into the office of Malcolm Willey, assistant to the president, who was administering the program at the University. The anthropology department needed workers to assemble a field survey; the geology department needed someone to conduct

The federal work-study project had placed 1,000 Minnesotans in colleges who otherwise couldn't attend. Malcolm Willey called them "the most unique university club in the nation." Elsewhere on campus they were nicknamed "the Feds."

research on "the mechanics of viscous fluids"; the journalism department needed a student to assist with a study of foreign news. On and on went the lists of projects, and almost all would find a needy student willing to work.

By early February, almost 500 U students were employed in the program and few observers considered it anything but an immediate and unqualified success. The federal work-study project had placed 1,000 Minnesotans in colleges who otherwise couldn't attend. At a gathering of the working students, Willey called them "the most unique university club in the nation." Elsewhere on campus they were nicknamed "the Feds."

With breakneck speed, Harry Hopkins announced plans to take this Minnesota experiment nationwide. Just weeks after it was implemented at the University of Minnesota, the Federal Emergency Relief Administration announced that it wanted to establish a work-relief project for 100,000 students across the

United States using the same pay scale and application criteria created in Minnesota.

At the U, the number of students eligible for the work-study program was doubled. In the fall of 1934, the project employed almost 1,000 U students—just under 10 percent of campus enrollment—and helped boost overall enrollment by 9 percent over. Colleges across the country saw similar jumps, almost all of which could be directly attributed to the creation of the federal work-study program.

The college relief program would continue under various names and agencies until World War II. It ultimately wound up as part of the National Youth Administration and was phased out during the war. For all its successes during the Great Depression, the idea of federal aid to college students failed to catch on as an institutional part of university life. With the exception of the G.I. Bill in 1946, further implementation of federal financial aid would wait until the Great Society programs of Lyndon Johnson in the mid-1960s. The current federal work-study program was created in 1964. A year later, the Higher Education Act of 1965 established the Guaranteed Student Loan Act.

As for the role of Lotus Coffman in the creation of federal funding for college students: Only James Gray's dusty history of the University, published in 1951, gives him his due in the making of this important and historical innovation in education. ■

Tim Brady is St. Paul-based freelance writer.

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Intrepid

Undeterred by a learning challenge, Gopher hockey's **Kelli Blankenship** skates into the final year of her stellar career.

During her first year at the University, Kelli Blankenship earned a 4.0 GPA and made a name for herself as a forward on the Gopher women's hockey team. She played in all 36 games, scored a winning goal against the University of North Dakota, and twice landed Rookie of the Week honors. But Blankenship, a senior kinesiology major from Lusby, Maryland, had to work harder than most to make things look so easy. At age 6 she was diagnosed with dyslexia, and overcoming it has required an uncommon measure of discipline and diligence.

Dyslexia is a developmental reading disorder that makes it difficult to decode graphic symbols like letters and numbers even though many who have the disorder—including Blankenship—are exceptionally intelligent. "In my case, I can read upside down as quickly as I can right side up, and if you switch the words around in a sentence, I'll be able to understand it just as well as I would if they were in the right order," she says. "I can know exactly what I want to say and how I want to say it, but there's a glitch in my brain that makes trying to get that all out on paper really difficult."

But from the first moment she donned skates as a child, Blankenship had no such difficulties on the ice. Her parents initially enrolled her in figure-skating classes, and though she loved the ice, she hated the dress code. When she saw her older brother Jimmy walk onto the ice wearing the pads and gear of a hockey player, she was transfixed. "In figure skating, I knew I'd have to wear a little dress, and I wasn't into that," she says. "I thought my brother was so tough and so cool, and I wanted to do that."

As her skills with the puck improved, her problems in school grew. Despite help, she struggled to learn to read, and when she was in first grade doctors diagnosed dyslexia. Blankenship's mother, Connie, saw her daughter's frustration as well as her intelligence, and decided to school her at home so that she could work at her own pace. Kelli found that constant repetition helped her process and understand information. She spent hours on her assignments, reading and re-reading them, listening to them, and talking about them.

Hockey was, and remains, Blankenship's escape from the grueling requirements of her studies. "I love hearing the crackle of the ice from my skates," she says. "I love the smell of the ice. I love

the feeling I get when I do a turn and the ice chips out, and even how the puck moves." However difficult her academic life was, Blankenship was confident she could succeed at hockey.

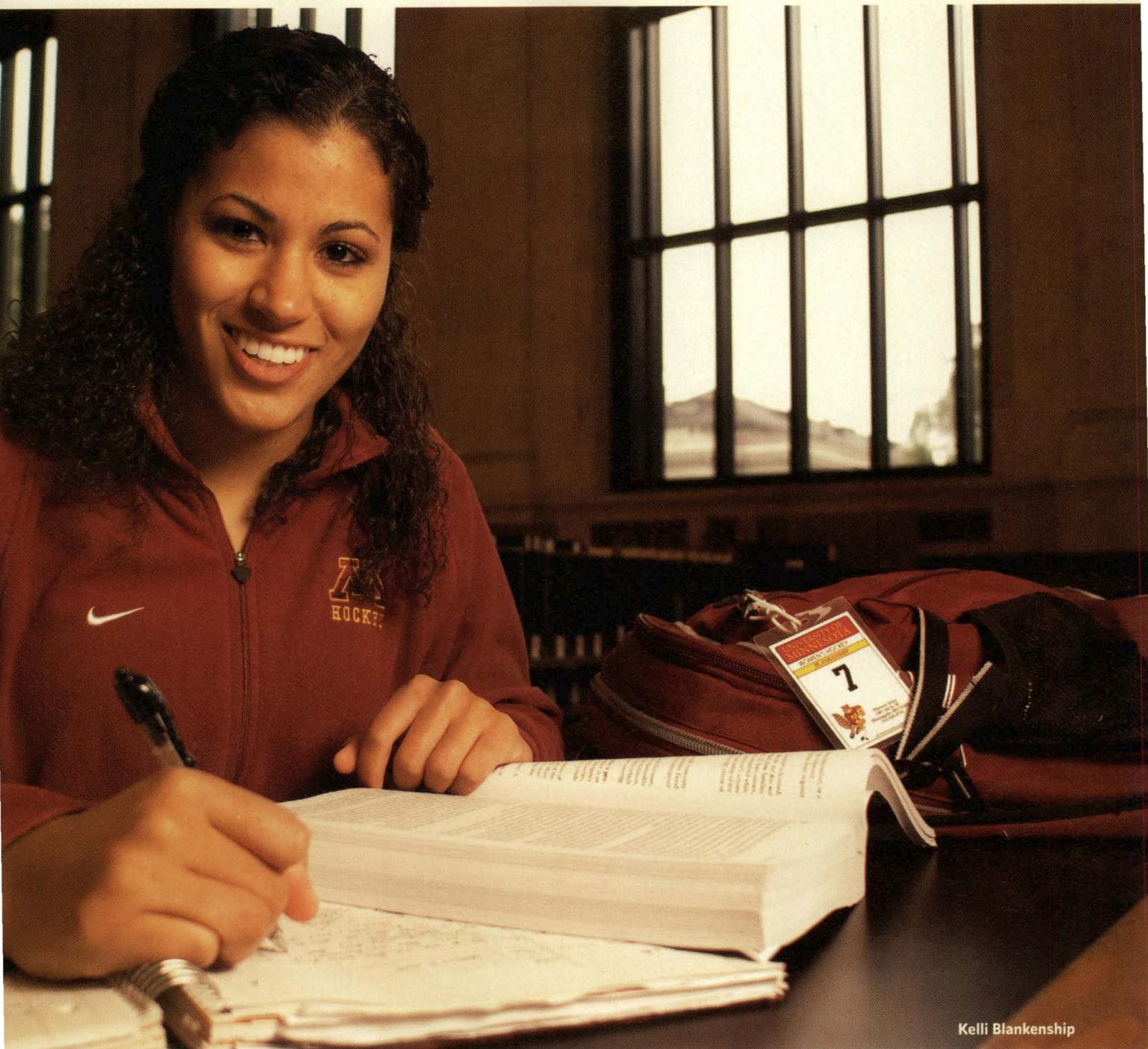
Others were too. By high school, she'd earned admission to the North American Hockey Academy in Stowe, Vermont, where she spent five months a year taking classes and improving her already impressive hockey skills. By the time she arrived at the University of Minnesota on a hockey scholarship, Blankenship's athletic talents were unquestionable. But she and her coaches were uncertain how she'd fare in the classroom. Her flawless GPA put doubts to rest. Since her freshman year, she's earned Academic All-Big Ten and All-WCHA Academic Team honors.

Still, much of Blankenship's college experience has been challenging. During her first year, she was so concerned about doing well in school that she almost always opted out of social activities to hit the books. Since then, University Disability Services has helped her learn to manage her schedule so that she can study, compete, and still have time for friends and family.

Blankenship's strong academic work led to a McNair Scholarship this past summer, a prestigious award named after the late *Challenger* astronaut Ronald McNair that is given to high-

BY ERIN PETERSON \ \ PHOTOGRAPH BY DAN MARSHALL





Kelli Blankenship

achieving first-generation college students. With funding from the scholarship, Blankenship spent the summer analyzing data about what makes the parents of young athletes happy. The topic was a good fit, since she considers her parents among her biggest supporters. “We’re always hearing about the angry side, but there’s not much research about happy parents. And there are a lot out there,” she says.

Nicole La Voi, Blankenship’s mentor and associate director for the Tucker Center for Research on Girls and Women in Sport, was dazzled by her work on the project. “In the classroom, she’s always working so hard to take information in, but when she presented her research, it was so clear that she was great with people. She connects with them in a very engaging way. It’s just another way that she really shines as a student.”

Until recently, only Blankenship’s closest friends knew about

her dyslexia. She hopes that talking about it publicly will shed some light on the disorder. “I think [my story is one way to] change the way people view dyslexia, because it gives them an example of academic success by a dyslexic,” she says.

Blankenship will wrap up her collegiate hockey career this winter, where she’ll be a leader on a relatively young team that has gotten off to a strong start this season. Her goal is simple: She wants to focus less on her personal statistics and more on soaking up every last moment of her senior season. After graduation, she plans to study dental hygiene and hopes to find a way to continue with hockey. No matter what she pursues, Blankenship will dig deep to get the most out of it. She may make things look easy, but she’s never been content just to skate by. ■

Erin Peterson is a Minneapolis-based freelance writer.

The Gifts of Lewis Hyde

The scholar believes that creative works ultimately ought to be entrusted to the common good and enrich the public, not private parties.

On a bright Saturday morning earlier this year, Lewis Hyde (B.A. '67), best known as the author of *The Gift: Imagination and the Erotic Life of Property*, is relaxing on the second floor of the West Bank's Andersen Library. An avuncular man with a scholar's permanent squint, Hyde is the keynote speaker at a conference honoring Minnesota's first poet laureate, Robert Bly, whose personal papers, letters, and manuscripts were recently acquired by the University Libraries. Hyde first encountered Bly on a bus headed to an anti-Vietnam War rally in the mid-1960s, when he was a student at the U and was part of a group of gifted writers—among them Garrison Keillor (B.A. '66), Patricia Hampl (B.A. '68), and poet Jonathan Sisson (M.A. '66, Ph.D. '79)—connected with the undergraduate literary magazine, *The Ivory Tower*. He is currently a fellow at Harvard University's Berkman Center for the Internet & Society and a teacher at Kenyon College.

On this April morning, Hyde is chatting about his latest passion—the definition and defense of “the cultural commons,” which he describes as “the vast store of unowned ideas, inventions, and works of art that we have inherited from the past and that we continue to create”: everything from Shakespeare's plays to folk tales to libraries to images of the *Mona Lisa*. In our increasingly commercialized culture, he contends, the cultural commons are under growing threat of being transformed from common property freely used by all to the private property of a few to be sold, leased, or rented for money. In addition to writing a forthcoming book on the cultural commons, Hyde also helped form the Open Access Trust, a nonprofit created to represent so-called “orphaned works,” which is to say books or works of art that are still under copyright but whose authors or copyright owners cannot be found.

Hyde's attention to the cultural commons is a natural outgrowth of the work he began in *The Gift*. Published in 1983, and never out of print since, this seminal book is justifiably considered by many writers, artists, and everyday readers to be one of the most influential pieces of nonfiction published in the past quarter cen-

tury. As impossible to summarize as it is to forget, *The Gift* examines the tension between imagination and commerce, arguing that true artistic production belongs to a form of exchange that predates the marketplace—the gift economy, where the value of an object is enhanced each time it is passed on to another's hands. *The Gift* ranges freely over a wide variety of topics, sources, and tropes, from potlatch rituals among Indians of the Northwest to the principles of Alcoholics Anonymous to the unspoken rules of conduct governing organ donations between relatives to a moving and unforgettable disquisition on Walt Whitman's transformation from small-time journalist and poetaster into one of the world's most influential poets. Margaret Atwood describes *The Gift* as “The best book I know of for talented but unacknowledged creators. A masterpiece.”

Fittingly enough, *The Gift* came into life as a kind



Lewis Hyde, right, spoke on campus this spring at a conference honoring poet Robert Bly. Above: One of Bly's typewriters, a page of text from his papers fed through it, was on display at the Andersen Library.

BY RICHARD BRODERICK // PHOTOGRAPHS BY SARA RUBINSTEIN



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of gift itself, an unforeseen product of Hyde's poetic impulse. "I wrote poetry and thought of myself as a poet first up until *The Gift* appeared," he explains. "Part of being young is to find out how your talents fit with the world. I discovered that I have a talent for sustained essayistic discourse, but the real transformation began when I became interested in gift exchange as a metaphorical way to speak about poetic practice. But then, to my surprise, what I probably intended to be a 30-page essay got bigger and bigger until it turned into a book."

Hyde's focus on issues surrounding the cultural commons was piqued by the 1998 passage of the federal Copyright Term Extension Act, a law that added decades to the time that must pass before works of literature and art enter the public domain. He and other advocates for the cultural commons have petitioned to be made party to a class action lawsuit brought by the Authors Guild and the Association of American Publishers against Google, which has digitized the contents of five of the world's greatest libraries—effectively every book ever printed. The lawsuit contends that Google is violating copyright laws. A settlement of the suit is currently in Federal Court, but it has proceeded without participation by anyone representing the public interest, an oversight that Hyde and three other scholars at

Harvard and MIT—Harry Lewis, Nicholas Negroponte, and Charles Nesson—hope to change.

"What is weird is that this agreement would determine policy on access to certain kinds of information on the Internet for 100 years, but it is being done through private litigation," Hyde observes. "Even if it is a wonderful settlement, one wonders why the public interest is not being represented."

Hyde and his associates have asked the judge in the lawsuit to allow them to argue on behalf of the public interest about the fate of orphaned works. "There are millions of works out there that fall under this category," he says. "Google and the Authors Guild claim to represent them, even though they cannot find their owners to ask that they be allowed to do this. Our counterclaim is that these orphaned works rightfully belong in the public domain and therefore the suit must not be settled without someone at the negotiating table representing the public."

From poet to essayist to now cultural commons activist, it's the latest chapter to Hyde's own creative journey—and his latest gift to the world of imagination and the arts. ■

Richard Broderick is a St. Paul-based freelance writer. For more information about Lewis Hyde, visit www.lewishyde.com.

The Open Access Trust

Lewis Hyde co-founded the Open Access Trust, a nonprofit with a mission to represent orphan works—those whose legal owners have abandoned them, died, or cannot be located. Here is an excerpt from the founders' statement about the Open Access Trust:

"One wonderful promise of the Google Book Settlement is that it will bring back into circulation all the out-of-print books currently under copyright. An important subset of these works are 'orphaned.' . . . These works have value, and renewed public access to them will create a stream of revenue. To whom should that revenue be dedicated? We argue that truly orphaned works should be thought of as part of the public domain, and that any income generated from their renewed circulation should therefore be dedicated to the public good. Moreover, as this income has been derived from renewed access to printed books, the public good in this case can well be thought of as those institutions that are themselves dedicated to access to knowledge. We therefore propose the creation of an Open Access Trust, funded by the revenue generated by unclaimed orphaned works. . . .

"Imagine a trust dedicated to access to knowledge. The beneficiaries of such a trust would be all living citizens, globally, and future generations. The trustees, in turn, would have as their primary duty the creation, encouragement, and maintenance of institutions that serve the goal of open access, worldwide."

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Food for Thought



Top: The nine-member Ayme family in Tingo, Ecuador, a village in the central Andes, pose with one week's worth of food, costing \$31.55 in U.S. dollars.

Bottom: The Melander family in Bargteheide, Germany, spends the equivalent of \$500.07 in U.S. dollars for a week's worth of food.



But then exhibit-goers will be struck by the drastic differences in the food consumed. In developed countries in the West, for example, most of the food is packaged, processed, and preserved. And fresh fruits and vegetables make up a small percentage of the daily diet. In non-Western or developing countries, the bulk of a week's food is produce and grains, with modest amounts of meat and no fast food. And a family's food in developing countries usually needs to stretch farther and feed more mouths. Compare the spread before the four-member German family with that of the nine-member Ecuadorian group.

What these photos depict—disparities in food and the volume of it—should not be a surprise to anyone; we've heard about it for decades, including the health and environmental concerns related to food production and consumption. The question is: Who is worse off because of the disparities and why?

The photographs don't judge.

They simply give us a new way to see and think about food.

Based on the book by the same title by Menzel and Faith D'Alusio, the "Hungry Planet" exhibit focuses on the food of 10 cultures around the globe and includes hands-on displays and an examination of where food comes from. In addition, every Thursday evening during the exhibit's run, the Bell hosts panel discussions, speakers, and tastings of locally produced food.

"Hungry Planet" runs through May 9, 2010, at the Bell Museum, 10 Church St. SE, Minneapolis, 612-624-7083; www.bellmuseum.org.

—Shelly Fling

The first thing visitors to the Bell Museum of Natural History's current exhibit, "Hungry Planet: What the World Eats," will notice is the lushness of the large-format color images filling the gallery. The nearly life-size photographs by Peter Menzel transport viewers to kitchens and markets around the world in an exploration of the food eaten by people in various cultures. In many of the photos, family members gather in their kitchen or dining room and pose with all the food they eat in a typical week. The array is a feast for the eyes.

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Association President invite you to the

**2010 Legislative Briefing
and Reception**

Wednesday, January 27, 2010
McNamara Alumni Center, Memorial Hall,
200 Oak St. S.E., Minneapolis

5:30-6:00 p.m. Registration, light
dinner and cash bar

6:00-7:30 p.m. The 2010 Legislature
and the Future of the U



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President Bruininks will preview the U's 2010 legislative request and talk about the challenges higher education faces in these trying economic times.

We're counting on our guests to help us build on last year's success, where participants wrote 400 personalized letters to legislators. With your support, we can do even more this year. Bring your cell phone and your passion to the Briefing, and be ready to speak up for the University of Minnesota.

**RSVP by Wednesday, January 20, 2010 at
www.supporttheU.umn.edu or 612-626-1417.**

A Writer Has to Eat

Never Trust a Thin Cook by Eric Dregni (M.A. '03, M.F.A. '07) can be devoured in less time than is required to sit down and eat an authentic Italian meal cooked by *la mamma*, and it's every bit as rich and satisfying.

The title of Dregni's collection of essays about living in Modena is a little misleading. This is not a culinary guide to eating one's way through northern Italy, nor does it offer lessons on cooking Italian favorites. But seeking fine food was the impetus behind Dregni's journey to Italy, and *la dolce vita* permeates every page.

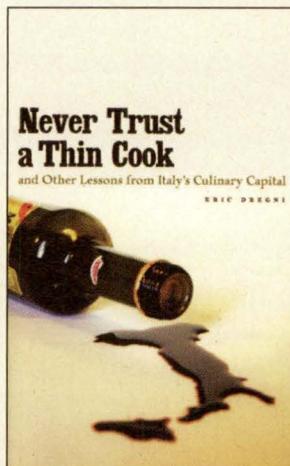
The Minnesotan had lived in Italy years earlier and convinced his girlfriend, Katy, whom he met at the Leaning Tower of Pizza in Minneapolis, to up and move to Modena. To pay for rent and meals, she would teach English to *bambini*, and he would write a column for a local newspaper on the observations of an American living in Italy.

Once settled into their apartment, formerly a chapel in a convent, the couple becomes part of daily life in Modena and the lessons about how Italians navigate the world begin. Dregni, a professor of English at Concordia University in St. Paul and author of several other offbeat books on traveling to foreign and curious places (most recently *In Cod We Trust*), writes with keen observation and humor—and enough self-deprecating deference to preserve the reputation of beloved American tourists in Italy.

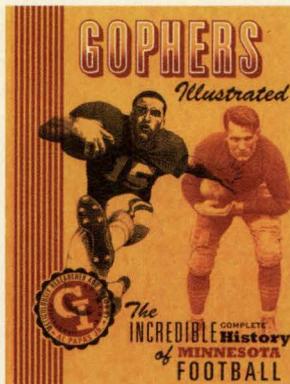
Dregni travels the countryside to learn about Italian cooking essentials: Parmigiano-Reggiano is “edible gold and must be made only with milk from pedigreed red Reggiana cows.” The leftovers from making the cheese are fed to pigs to give prosciutto its special flavor. Authentic balsamic vinegar is made in Modenesi attics, where the “mother barrel” full of thick syrupy vinegar might be more than 100 years old. The shape of tortellini, developed in Modena, “is scandalously based on Venus's belly button.” And ravioli is considered an import. “In Italy, if a specific dish comes from the next town over, it's considered foreign food,” Dregni explains.

Some of the essays—such as those about the idiosyncrasies of the Italian postal service and Modena residents' obsession with the Ferrari—don't discuss food at all but describe other essential aspects of living in Italy.

Dregni learns early on the terror of going to the supermarket, where elderly Italian women grab him hard by the elbow and steer him around the store so that he can assist them with their purchases and cart their goods home for them. “Few Italian men, especially young *giovannotti*, set foot in supermarkets,” he discovers. They have no need to, as they typically live at home until their



Never Trust a Thin Cook: And Other Lessons from Italy's Culinary Capital
By Eric Dregni (M.A. '03, M.F.A. '07)
University of Minnesota Press, 2009



Gophers Illustrated: The Incredible Complete History of Minnesota Football
By Al Papas Jr.
University of Minnesota Press, 2009

30s, allowing them to eat well and spend all their money on expensive shoes.

Dregni could settle for listening to the Modena soccer team play on the television blaring from Maurizio's bar, Il Cappuccino, below his kitchen window. But living in Italy would not be complete without seeing a match live. The fans, almost all men, dress in their Sunday best and spend most of the game yelling into their cell phones and hurling threats and insults at the referees and the opposing team: “We know where your car is!” and “*Vai giocare con le bambole!*” (Go play with your dolls!). But, surprisingly, not a single fight breaks out.

Late that night, however, he and Katy overhear an argument in the café downstairs. “Katy says, ‘Oh, I think it might be a real fight, and I'm worried about Maurizio.’ The shouts get louder and reverberate on the walls of the alley,” Dregni recounts. “We realize even if they are arguing about soccer, it might be dangerous. Just then we hear the screamer walk out to his scooter and say nicely, ‘Thanks for talking, Maurizio. It was a great game! See you tomorrow.’”

Dregni writes about their two years of tomorrows in Modena, and fans of this writer hope he writes about new travels soon.

—Shelly Fling

Like Father, Like Son

It would be accurate to call Al Papas Jr. a walking encyclopedia of Gopher football, but that would only half explain the appeal of his book *Gophers Illustrated: The Incredible Complete History of Minnesota Football*. The book is not only a storehouse of information, it's also a testament to Papas's passion for the maroon and gold. A onetime sports cartoonist and newsroom artist for the *Star-Tribune* in Minneapolis, he literally draws from that passion in this unique, meticulously hand-drawn history of the Gopher gridiron.

The book is also a poignant chapter of Papas's own history. “I started reading about Gopher history because I wanted to learn about my father, who died when he was pretty young,” Papas said earlier this fall at an appearance at the University of Minnesota Bookstore. Al Papas Sr., who played for coach Bernie Bierman in the 1930s, had created his own sketchbook from the 1933 season. “He had wanted to continue it, so this seemed a good idea for me to expand,” Al Jr. said.

Good idea indeed, and a treasure for all Gopher fans.

—Cynthia Scott

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Janice Linster, '83
President, College of Design Alumni Board,
2009 Alumni Service Award Winner,
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Alumni Association **Angle**



Uniformly Excellent The long and distinguished history of the University of Minnesota School of Nursing began 100 years ago and has continued uninterrupted to the present day. Founded as the School for Nurses in 1909, it was the first continuous school of nursing established on a university campus in the United States. Pictured here are members of the class of 1916, many of whom responded to the call to serve the United States as it entered World War I. To learn more about the school's rich history, visit the centennial Web site at www.nursing.umn.edu/centennial.

INSIDE

Picture the Ultimate Homecoming

In Praise of Alumni Volunteers

The McNamara Alumni Center Expands

Calling All Legislative Advocates

Alumni Honored for Service

Twelve dedicated alumni who together have given more than a century of service to the University of Minnesota were honored with the 2009 Alumni Service Awards in recognition of their exceptional service. This year's awards ceremony was held as part of the Ultimate Homecoming celebration on October 8 at the McNamara Alumni Center. In presenting the awards, Alumni Association CEO Margaret Sughrue Carlson noted, "These recipients are often unsung heroes, but they make a huge difference to the vitality and future success of our great University." They are:

Donna Anderson (M.P.H. '71), in recognition of 40 years of leadership and volunteerism in public health

Ronald Christenson (B.S. '72), for his dedicated work as a mentor and volunteer in the Institute of Technology

Donna Dvorak (B.S. '82), who has given more than two decades of volunteer leadership and service to the Program of Mortuary Science

Duane Engebretson (B.S. '43) and Glenn Engebretson (B.S. '43), twin brothers whose generous giving to the College of Pharmacy during the past decade has advanced the search for drugs to improve lives

M. Constance Kozlak (M.A. '72), who has provided 14 years of steadfast service to the Humphrey Institute's mentor program

Tom LaSalle (B.A. '72), former president of the Alumni Association national board, who has served the University in numerous ways, including helping to develop the McNamara Alumni Center

Janice Linster (B.S. '83), an award-winning interior designer who has been an outstanding role model for students in the College of Design

Stephen Litton (B.A., B.S. '65, D.D.S. '67, Ph.D. '72), who has given countless hours of service over many years to the School of Dentistry and also served two terms on the Alumni Association national board

Daniel Mallin (M.B.A. '95), whose service to the Carlson School of Management includes co-founding the Minnesota Cup, which promotes entrepreneurship and innovation

Paul Meierant (B.A. '94), who has devoted himself to supporting the career development of students in the College of Liberal Arts

Robert Roesler (M.Ed. '99), for his efforts to strengthen agricultural education for undergraduates through the College of Food, Agricultural and Natural Resources Sciences

Barbara Stephens Foster (A.A. '86, B.G.S. '90), a longtime volunteer with the College of Education and Human Development, a passionate advocate for engaging alumni with students, and a mentor for African American students.



Associate dean Mary Story (left), Donna Anderson, Glenn and Duane Engebretson, Barbara Stephens Foster, Robert Roesler

The McNamara Alumni Center Expands



The four-story expansion to the southwest corner of the McNamara Alumni Center will add meeting and office space.

Expansion of the McNamara Alumni Center is under way. Construction crews began work on a four-story addition to the southwest corner, adjacent to the Gateway Café by D'Amico & Sons, in September. Jim Heinz, chief operating officer of the Gateway Corporation, which owns the building, said the added space will accommodate increased demand. "Just as it was when we opened 10 years ago, our mission is still to serve the University. To do that, we needed to add meeting and event capacity for University events on the main level and additional office space on the three floors above it, along with other improvements to better serve our tenants and guests." The Gateway Corporation—whose three partners are the Alumni Association, the University of Minnesota Foundation, and the Minnesota Medical Foundation—is funding the expansion, scheduled for completion next summer.

The McNamara Alumni Center is known for its versatile capabilities in hosting a variety of events, from weddings to professional conferences. Life members of the Alumni Association are entitled to discounts on selected rental fees. For more information, visit www.MinnesotaAlumni.org/mcnamara_benefit.

Children's Health Experts on Tour

Childhood heart disease. Obesity. Adolescent health. Educating future pediatricians. Those are a sampling of the topics covered during this year's Alumni Association Statewide Speakers Tour, featuring University of Minnesota physicians and researchers speaking on children's health issues and the University of Minnesota Amplatz Children's Hospital.

The tour will visit 50 Minnesota communities, and the calendar is filling up fast. To bring the latest children's health information to your community, contact Mary Kay Delvo, Alumni Association advocacy director, at 612-626-1417 or delvo003@umn.edu. To find out if the tour is scheduled for a stop in your community, visit www.MinnesotaAlumni.org and click on "Discover."

National President

What Really Matters

"It looks like a movie set of happy, cheering people!" That was the reaction of my wife, Carol, to riding with me in the University's Homecoming parade. I noticed it too. Of course parade watchers are going to be in a good mood. But there was something more in the air. To me it felt like a new excitement, a new sense of pride, maybe even a rediscovery of what really matters.

It wasn't just the thrill of the parade, or the rivalry of the football game, or the heart-thumping beat of the marching band in and of themselves that mattered. Those were our main reasons for coming back to campus that particular weekend. But what really mattered to Carol and me was remembering how important the University is in our lives and how significant it is to our entire community.

From our vantage point—riding in a convertible and waving to the crowd—the parade was an overwhelming experience. It was amazing to see the throngs of people of all generations along University Avenue, a dozen or more deep, bundled up in maroon and gold, yelling and cheering. Some were old friends calling out a warm hello; others were students or complete strangers, chanting my name out of pure joy as we passed by. They did this for everyone in the parade whose name was displayed on the door of a car. It was a shared moment of fun for everyone.

Sadly, someone very important to us was missing that night. Norman Borlaug, the Nobel Peace Prize laureate who has saved countless people from starvation by developing drought- and disease-resistant wheat and corn, died at the age of 95 a few weeks before he was to be one of the grand marshals in the parade. It was a night he was looking forward to, says his daughter, Jeanie Borlaug Laube, who rode with her daughter in a convertible in Norman's place. The entire University wrestling team followed to honor the man, who not only stands among the most important people of the 20th century, but who was also a proud alumnus of the U and of the team.

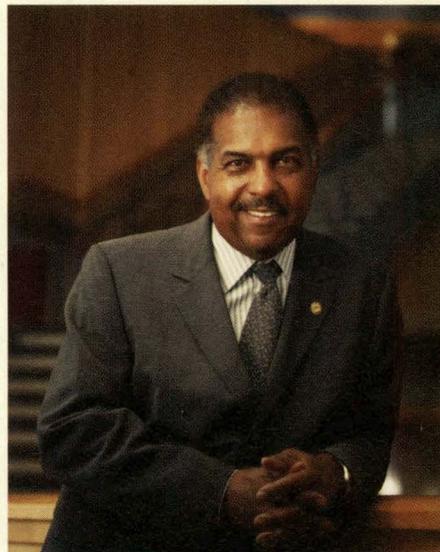
I had attended the public memorial service for Norman at the McNamara Alumni Center the day before. Listening to the stories people told about this brilliant and humble man, and talking to Jeanie about her father and his love for the U, I was struck by the pride felt by so many people around the world about the University of Minnesota.

Sometimes I've taken the U for granted, not giving it much thought. As we anticipate the challenges facing our university, we need to ask ourselves, "Where would we be without the University of Minnesota?" As individuals, as a state, or even as a world community, where would we be without those life-changing ideas created at the University and by U alumni? It's worth considering, and it's worth doing something about it—worth reconnecting with the U, worth being informed, and worth committing to lifetime membership of the Alumni Association and to being an ambassador for the U.



Finally, a word about the retirement of our CEO, Margaret Sughrue Carlson, featured on the cover of this publication. Margaret has been the Alumni Association's inspiration and icon for a quarter of a century. Thank you, Margaret, for laying the groundwork for a strong Alumni Association going forward. We will miss your energy and enthusiasm.

—Archie Givens (B.A. '66, M.H.A. '68)



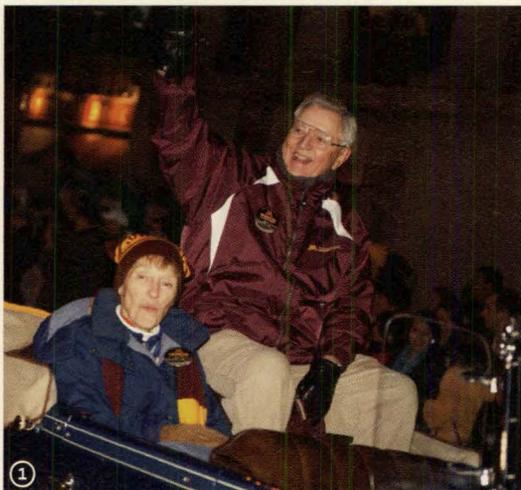
Archie Givens at the Elmer L. Andersen Library on campus

Picturing the Ultimate Homecoming

Thousands of alumni came home for the Ultimate Homecoming in October and to celebrate the return of Gopher football to campus. The Homecoming parade down University Avenue featured six grand marshals and approximately 80 parade units. Fans then followed the Minnesota Marching Band into TCF Bank Stadium for a pep fest, at which Garrison Keillor spoke to alumni and friends.

“When we cheer our team and cheer our band, we cheer ourselves, which we in Minnesota were not brought up to do. We were brought up to be modest, self-effacing people and not to think we were better than anybody else,” Keillor told the crowd. “But deep down under our modesty we know that we are capable of great things, and that’s why we come to cheer a team in this stadium. And when we cheer for them we are cheering for ourselves. We’re saying that this state and these people are capable of greatness. We can do it. So let’s do it. Let’s go out and do great things. And let’s go out tomorrow and beat Purdue.”

The Gophers defeated the Boilermakers 35–20.



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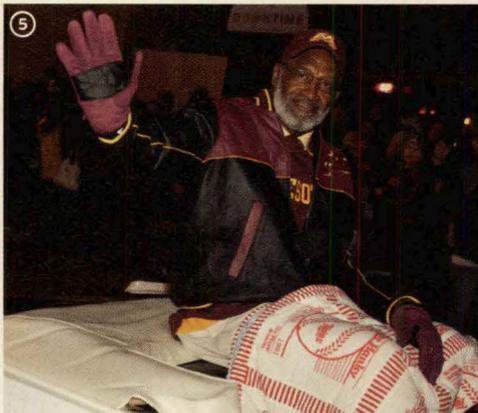
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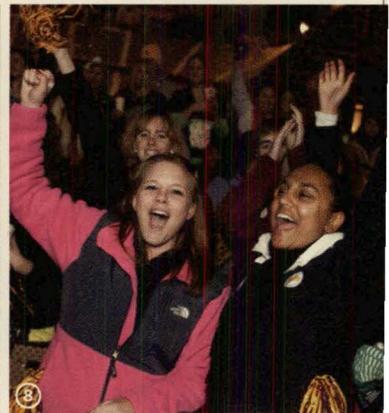
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7



8

1 Former U.S. vice president and grand marshal Walter Mondale rode with his wife, Joan.

2 University President Bob Bruininks and his wife, Susan Hagstrum

3 Gopher women's basketball great and grand marshal Lindsay Whalen

4 National board president Archie Givens and his wife, Carol Meshbesh

5 Gopher football star, NFL Hall of Fame inductee, and grand marshal Bobby Bell

6 Future alumni lined the parade route.

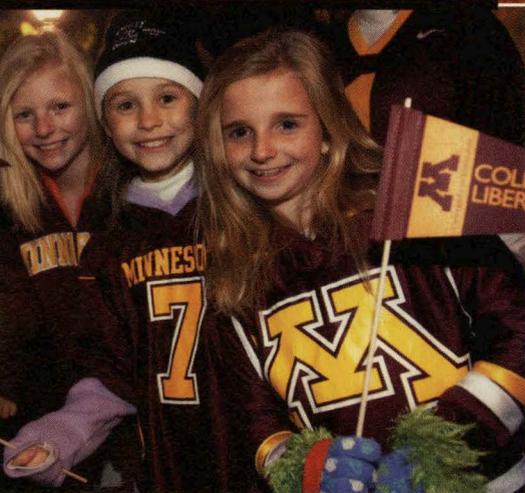
7 Connie Kozlak and the other 2009 Alumni Service Award winners rode in Smart Cars

8 U students came out in force.

9 Groups of student contestants performed in cheerleading and lip synch contests for the pep fest crowd.

10 Maroon-and-gold spirit rocked University Avenue.

11 Goldy Gopher tried to keep warm during the pep fest.

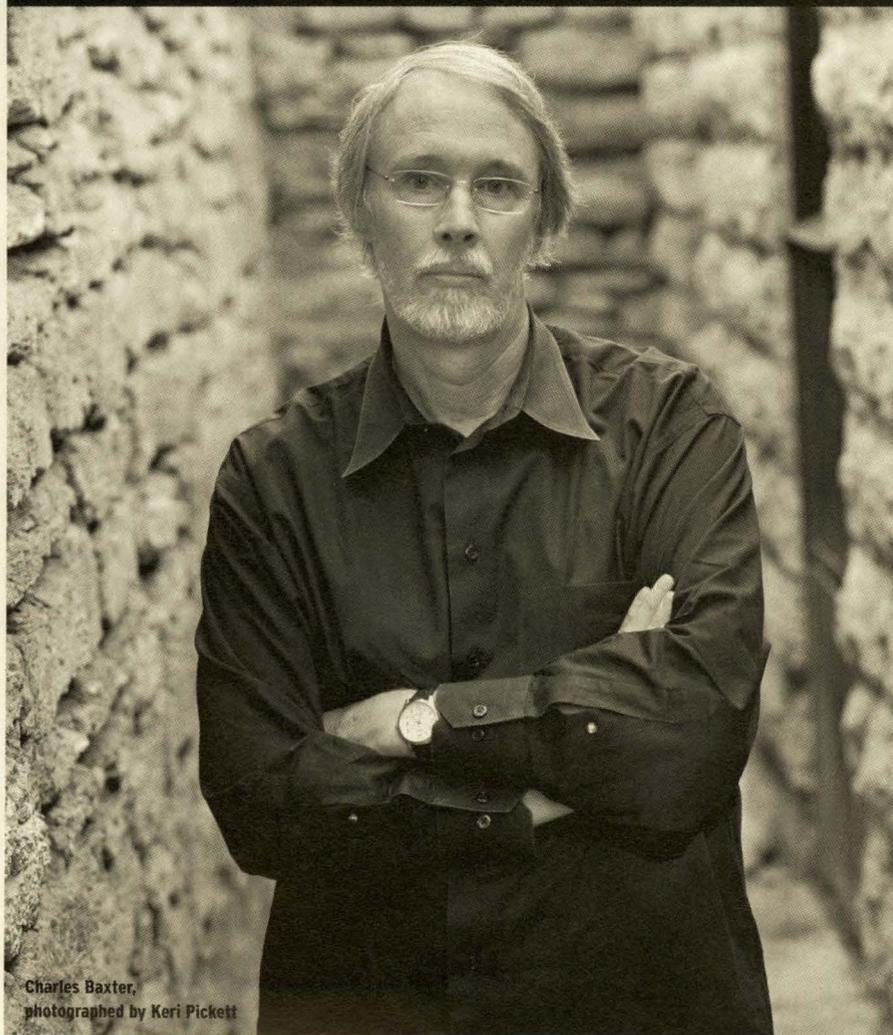


USE YOUR IMAGINATION

Charles Baxter, professor of creative writing at the University of Minnesota and author of National Book Award-finalist *The Feast of Love*, will judge the finalists in MINNESOTA magazine's 11th annual fiction contest.

MINNESOTA magazine's contest is open to all University of Minnesota alumni and students. The winner will receive a cash prize of \$2,000, and the winning entry will be published in the summer 2010 issue of MINNESOTA.

Submissions must be postmarked by February 8, 2010. Visit www.MinnesotaAlumni.org/fiction for contest rules and to read previous contest winners.



Charles Baxter,
photographed by Keri Pickett

Save the Date!

Make it a priority to attend the 2010 Legislative Briefing and Reception on Wednesday, January 27 from 5:30 to 7:30 p.m. at the McNamara Alumni Center. University of Minnesota President Bob Bruininks will preview the U's 2010 legislative request and talk about the challenges higher education faces in the new economic realities.

The U of M's 2010 capital investment (bonding) request calls for major investments in building repair and preservation. This includes renovation of Folwell Hall, a new physics and nanotechnology center and American Indian Learning Resource Center, lab renovations, and support for new research facilities at the 100-year-old Itasca Biological Station.

Last year, participants wrote 400 personalized letters to legislators on the U's behalf. With your support, we can do even more this year. Bring your cell phone and your passion to the briefing, and be ready to speak up for the University of Minnesota. For more information, visit www.supportTheUmn.edu, or call Mary Kay Delvo at 612-626-1417.



The U's 2010 bonding request includes funding for renovation of Folwell Hall, one of the East Bank's architectural treasures. To get an inside look at Folwell from the perspective of the students who study there, visit www.youtube.com/user/StudentsForFolwell.

Bookmark It!

Access valuable online member benefits at www.MinnesotaAlumni.org, the Alumni Association's new Web site. Search the Alumni Directory to contact an old friend or classmate. Or utilize the career network search, which puts you in touch with alumni who have volunteered to be career contacts and can share information with you about their industry or business. The Alumni Association is also an official group on Facebook and LinkedIn. By registering and logging in, members have access to all these features. Check it out at www.MinnesotaAlumni.org.



Southwest Florida Hosts MinneCollege

Health care has been a hot topic all year. Learn about health care policy and delivery from U experts at this year's Southwest Florida Chapter MinneCollege on January 23. Faculty from the University of Minnesota Medical School, School of Nursing, School of Public Health, College of Education and Human Development, and Institute of Technology will lead a stimulating half day of discussion, beginning at 1 p.m. For details and to register, go to www.MinnesotaAlumni.org/SWFL.

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MEMBER BENEFIT

Chief Executive Officer

One Last Salute to the U

Since I announced that I'm retiring as CEO of the Alumni Association after 25 years, people often ask me what I'll miss the most. I give the same answer every time: "Telling the University of Minnesota story." Whether in print or in person, sharing good news about the U has been one of my greatest joys. And that's just what I'm going to do for my 144th and final column—tell stories about achievements by U faculty, students, and alumni.

Four U Medical School faculty members—Karen Hsiao Ashe, Michelle Biros (M.S. '76, M.D. '82), Selwyn Vickers, and Susan Wolf—have been elected to the prestigious Institute of Medicine, one of the highest honors for medical researchers.

The College of Biological Sciences received \$400,000 in federal funding to create a database of all the microorganisms in the Mississippi River, beginning at the headwaters in Itasca, Minnesota, to better gauge the impact of human activity on the river.

To reduce annual campus energy usage by 5 percent by the end of 2010, the "It All Adds Up" campaign is encouraging faculty, staff, and students to make a pledge to reduce their energy usage. More than 8,000 individuals and nearly 300 units have signed on so far. A 5 percent reduction in energy use will save the University \$2.25 million each year and result in 25,000 fewer tons of carbon dioxide being released into the atmosphere.

The U's Solar House earned fifth place overall and first place for both lighting and engineering at the international Solar Decathlon in Washington, D.C., this fall. This is the highest any student group has ever placed in its first year in the contest.

Ellen Kennedy (M.A. '88, Ph.D. '01), interim director of the Center for Holocaust and Genocide Studies at the U, received the Anne Frank Center's 2009 Outstanding Citizen Award. She produced a documentary about the genocide in Darfur and helped raise more than \$120,000 to support civilian protection in Darfur and Burma.

Noel Schulz (Ph.D. '95) is Kansas State University's first lady and Paslay Professor of electrical and computer engineering. She's been elected to lead the International Electrical Engineering Society, a worldwide nonprofit association of more than 24,000 individuals engaged in the electric power energy industry.

Of the more than 35,000 applicants to Teach for America, only 15 percent are accepted. Stephen Courchane (B.A. '09) and Ryan Magee (B.A. '08) were two of them. They were selected to teach for two years in academically challenged public schools in Jacksonville, Florida, and on the Zuni Pueblo south of Gallup, New Mexico, respectively.

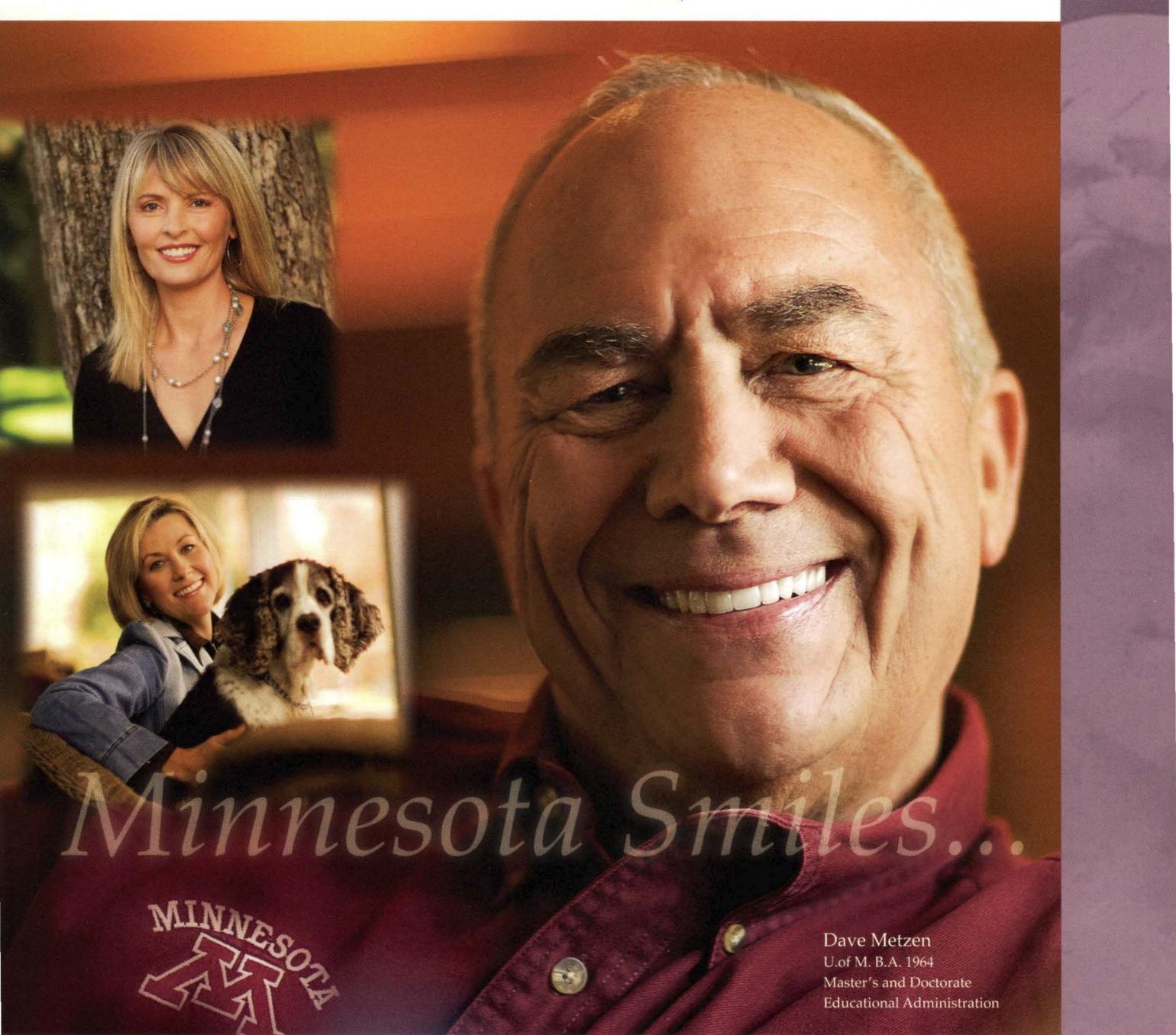
Martha Spriggs (M.Ed. '03), a math teacher at Andersen Elementary in Minneapolis, won the prestigious Milken National Educator Award. Eighty-two percent of her eighth-grade students reached state target academic achievement scores; she was also recognized for establishing an after-school science program for girls.

And thanks to many of you, the U has achieved its second-best year on record for philanthropy. More than 83,000 donors to the U gave \$267 million in gifts and pledges in fiscal year 2009, which ended June 30, 2009. This follows the best year of giving to the University. In fiscal year 2008, the University of Minnesota Foundation and Minnesota Medical Foundation raised a historic \$289 million for the U.

I could go on and on about the great things happening because of the U, but it's time to say goodbye. With great maroon-and-gold pride I will hand the reins of this wonderful association to my successor in early 2010. And I eagerly anticipate reading future issues of *Minnesota* as a proud alumna of and ambassador for this great University.

—Margaret Sughrue Carlson (Ph.D. '83)

To read Margaret Sughrue Carlson's favorite columns from the past 25 years, visit www.MinnesotaAlumni.org/Minnesota.



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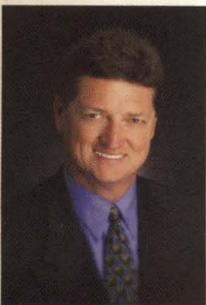
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