

MINNESOTA

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION

WINTER 2012

J Researchers
Decipher Flavor

s the Death
Penalty
Unconstitutional?

Meet Alumna
and Genius
Tiya Miles

Before Bilbao

The incomparable Frank Gehry
completes his Weisman Art Museum



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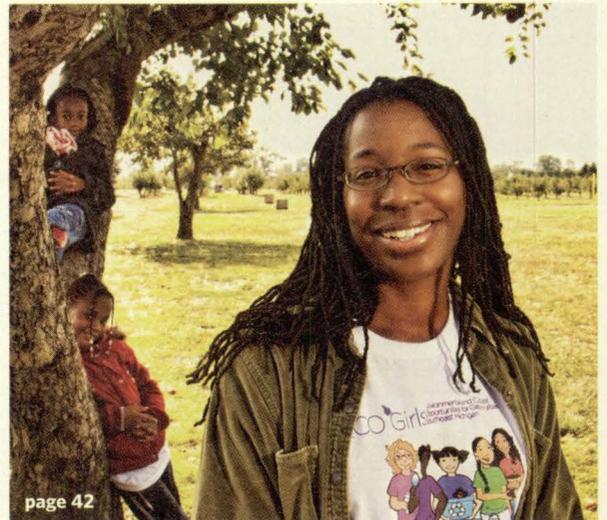
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ON THE COVER: Frank Gehry at his Los Angeles architecture firm, photograph by Tim Archibald. This page, clockwise from top: Folwell Hall, photograph by Steve Bergerson; Tiya Miles, photograph by David Lewinski; illustration by Nigel Buchanan

HOCKEY INJURY Q & A WITH DR. GULLI OF TWIN CITIES ORTHOPEDICS

Benjamin Gulli, MD is an Orthopedic Surgeon and Sports Medicine specialist whose son is a Pee Wee hockey player.

Q: What are the most common injuries in ice hockey?

A: In youth hockey, the most common injury is a laceration of the face, usually due to a stick, even when face masks are used. Shoulder injuries are the second most common injury in youth hockey. Most injuries in collegiate hockey are to the shoulder and upper body, including the trunk and hip, and usually involve bruises and joint sprains. The most common musculoskeletal injury is a separation of the collarbone from the shoulder.

Q: Do injury patterns vary based on a player's position?

A: Yes. Forwards generally have a higher incidence of injuries than defensemen, and particularly to the head/face and upper body. Goaltenders tend to have more knee injuries and sports hernias. Women's NCAA players have a lower incidence of upper body injuries than men, but actually have a higher rate of head injuries and concussions.

Q: Can these injuries be prevented?

A: Yes and no. Hockey is inherently a sport with physical contact and risk. While protective gear has improved over time, only so much can be done to shield players. It is important that players have well-fitting pads and helmets. Coaching and rule enforcement is very important, especially at the youth levels, where players need to be taught proper techniques. Helmet technology has advanced dramatically over the past few years, and there is some evidence that these new helmets may decrease the rate of concussion.

Q: How will the recent rule changes in youth hockey checking help? Will it just lead to more injuries because the kids will not learn to check (and take a check) properly?

A: Several studies have compared injury rates between different leagues with different checking rules. When checking is introduced at a younger age, the rate of injury understandably goes up. However, the rate of injury remains higher in the older players, proving that there is no protective role in learning to check earlier.

*Minnesota youth hockey rules now prohibit body checking until the Bantam level, at approximately age 14. Previously, checking was allowed at the Pee Wee level, as young as 11.

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President and CEO

Many Ways to Connect to the U

In my role at the Alumni Association, I'm frequently asked to speak to various groups—alumni, of course, are a given—but I also talk regularly with students, faculty, staff, and the community at large.

After one of my recent presentations to student callers at the University of Minnesota Foundation, I began thinking about how each of us has uniquely individual memories from the U of M—how none of us had the same experience on campus.



Phil Esten is president and chief executive officer of the University of Minnesota Alumni Association.

My own experience with the University of Minnesota began 11 years ago when I came to campus to earn my Ph.D. in the kinesiology department, where terrific professors challenged me. I continue to serve there as an adjunct faculty member and hope to engage my students in the same way I was engaged. My connection to the U grew beyond that of student when I began my professional career in the athletics department—where I forged lifelong friendships with many athletes, coaches and staff—through today in my job at the Alumni Association, where I have the opportunity to meet fellow alumni from around the world.

But beyond my numerous professional connections, the U is a special place for me personally. I met my wife, Dani, at a concert at Northrop Auditorium. And now, together with our three kids, we enjoy a rich range of artistic, athletic, and intellectual activities on campus that wouldn't be available to us were it not for the U.

Clearly, the University of Minnesota serves as a connection to various parts of my life. I know that many of you are just like me—with personal, educational, and possibly also professional connections. Or perhaps even very nostalgic ones if your children, grandchildren, or other family members have chosen our alma mater as their own.

Understanding the varied ways you are—and perhaps most importantly, *want* to be—connected to the University is important for the Alumni Association to consider as we chart our course over the next several years. No two people have the same experience, nor should the University and the Alumni Association expect that your relationship with the U will be identical to that of other alumni. As we examine our business model and organizational structure, a crucial part of our evaluation is how you, our alumni, will choose to stay connected.

I'm certain of one way you're choosing to connect: through our most popular membership benefit, the one you're reading right now. But *Minnesota* is just one of the ways we're keeping you informed about what's happening at the U. In fact, you may not even be familiar with all of the ways you can stay connected with us.

For more news and events information, visit www.MinnesotaAlumni.org. You can also “like” our University of Minnesota Alumni Association page on Facebook, join our robust LinkedIn community, and follow us on Twitter at @UMNAlumni. Regardless of how you choose to connect, we're glad that you do.

Enjoy *Minnesota*.

—Phil Esten (Ph.D. '03)



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The University of Minnesota Alumni Association fosters a lifelong spirit of belonging and pride by connecting alumni, students, and friends to the University of Minnesota and each other. The Alumni Association advocates for the University and its alumni with a credible, independent, and collaborative voice.

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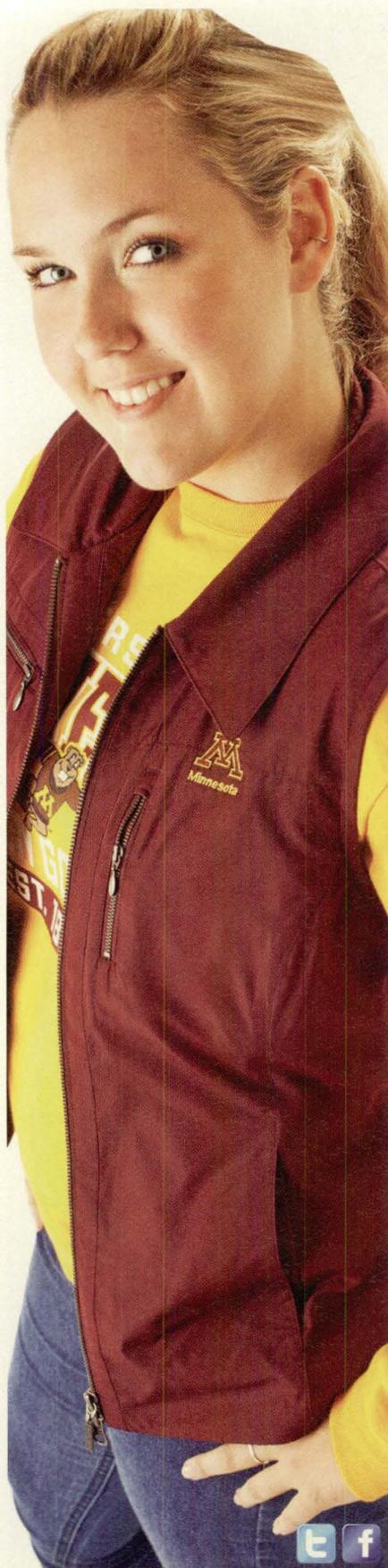
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Editor's Note

Why I Love the Weisman

Few people have middle-of-the-road opinions of the Frank Gehry–designed Weisman Art Museum at the University of Minnesota. They love it or they hate it. It ignites their imagination or it assaults their senses.

The first time I saw the Weisman I was driving across the Washington Avenue Bridge to cut through campus when the stainless-steel structure, its construction nearly complete, came into view. I was at a loss for words and didn't know *what* to think. So I didn't. I simply instantly and unequivocally loved it.

I loved that it made me question not only my assumptions about what buildings



The Weisman's west façade

should look like and where art meets architecture, but other conventions as well. The more I saw the Weisman, the more I loved it, especially that its appearance changes dramatically with the seasons and angle of sun. I loved everything about the Weisman. Except that it was too small. The Weisman's gallery space was so sparse that it could never display much of its noteworthy collection. After every visit, I walked away hungry.

This fall, however, the Weisman reopened after a yearlong expansion project. Gehry, who is arguably the most important architect of our age, returned to complete phase two of his Weisman design (see page 16). The expansion nearly doubled the gallery space, and now when I visit the Weisman I get lost—in the galleries and in thought.

I love that I never know what I'll find there. On a recent visit, I stopped to look at a mysterious painting I'd passed a half-dozen times over the previous month without noticing. *The Fruit Tree* (circa 1930), by Paul Winchell, depicts an elegant couple surrounded by an array of people, mostly laborers. It had hung at the Minneapolis Institute of Art in 1937 and the artist is American, but little else is known about it. The object card says it is “undoubtedly full of meaning, if only we knew what it was” and invites people to write down their ideas about *The Fruit Tree* in the adjacent comment book.

Curious, I set down my bag and began thumbing through the pages. One person saw “love, desire, unrequited love, the chase.” Another's interpretation was that the painting symbolized the move away from our agrarian past. But most of the comments were left by museumgoers who had other things on their mind.

“I love Charles Biederman for the way he challenges me to see a landscape according to his artistic vision,” wrote one. I had to agree with that.

“Amazement and fascination lies in every corner,” commented another. Indeed. Though I refrained from correcting the grammar.

“Edith Carlson exhibit—my 2-year-old nephew could do better,” wrote one. I doubted the accuracy of that.

“The chicken picture made me sad,” wrote a young hand, referring to Douglas Argue's famous painting of rows of caged chickens that stretch to infinity.

“Marcel Duchamp was here,” wrote another, reminding me that a lot of high school students tour the Weisman.

“Is this an exhibit? Should I be writing in this?” asked another. An excellent question in a museum of contemporary art.

And my favorite of all, from a foreigner who was as smitten with the Weisman as me: “You American people must be thankful for what you have.” ■

Shelly Fling is editor of Minnesota. She may be reached at fling003@umn.edu.



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The Kaler Era Begins

The University of Minnesota celebrated the inauguration of Eric Kaler (Ph.D. '82) as its 16th president on September 22. He is the first U of M alumnus to be president since Malcolm Moos (B.A. '37, M.A. '38), who served from 1967 to 1974.

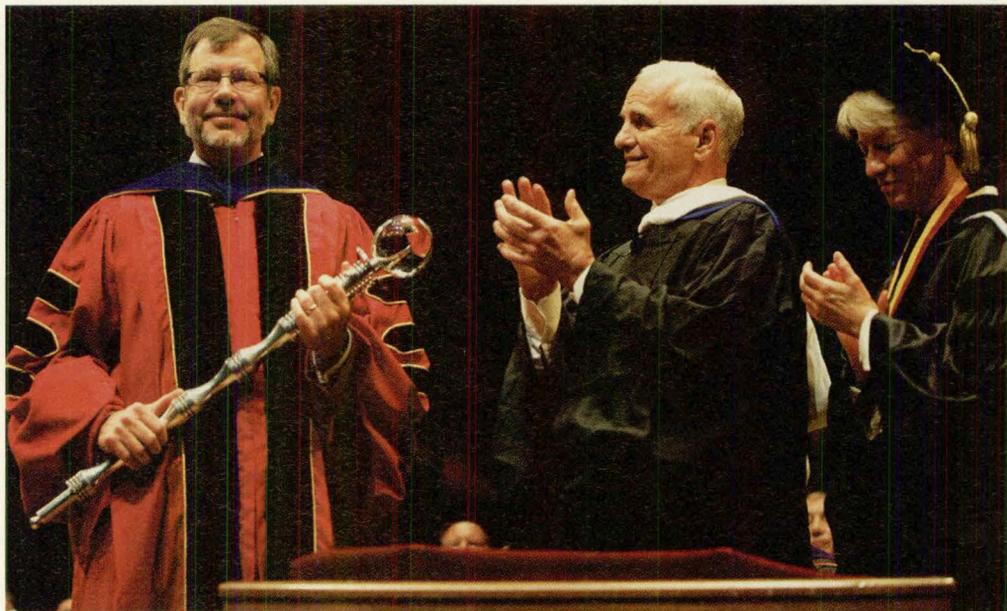
The campus hummed with a full week of activities, culminating in the inauguration ceremony and address at Ted Mann Auditorium. In his address, Kaler laid out his expectation that the University become one of the nation's best. But he sounded sobering reminders that it won't be easy to achieve given the changing landscape of public higher education. "The twin pillars of excellence and access, those two foundational stones for the prosperity of the state of Minnesota, have never been more at risk. That's why I'm devoting this next chapter of my life to the mission of this University and the future of its students."

Kaler also issued challenges. In announcing the establishment of the Kaler Family Scholarship, a full-tuition award for four students a year, he called on others who are able to make similar financial commitments. And he told faculty that, though their work drives the University, "If your research is stale, if your classroom is boring, if your community engagement is ineffective, you must reinvent yourself or, frankly, step aside."

In calling for a change of culture at the University, he pledged to trim administrative costs every year of his presidency. "We must reduce bureaucracy, focus on shared values, and as you have heard me say before, pick up the pace.

"My friends," he said, "we have work to do."

To read the text of Kaler's inauguration speech or to watch a video of his delivery, go to www.umn.edu/president.



President Eric Kaler holds the Mace, which was presented to him by Governor Mark Dayton (center) and Regents Professor Kathryn Sikkink.



Karen and Eric Kaler, with sons Sam (left) and Charlie following, greet students lined up along the Washington Avenue Bridge during inauguration day festivities.

Back to the U for Provost-Designate

President Eric Kaler (Ph.D. '82) tapped fellow alumnus Karen Hanson (B.A. '70) to serve as senior vice president for academic affairs and provost, the No. 2 leadership position at the University. Hanson, who is currently provost and executive vice president of Indiana University, received her B.A. from the University of Minnesota in philosophy and mathematics and went on to receive her master's and doctorate degrees in philosophy from Harvard in 1980.

A philosophy faculty member at

Indiana since 1976, Hanson says the pull of returning to Minnesota was too enticing to resist. Her family ties to the U are deep: Her father was on the faculty of the animal sciences department and both of her brothers graduated from the U.

As provost, Hanson will play a significant role in helping make the case for public higher education. "There is a new public skepticism about higher education," she says. "Skepticism about rising tuition. Skepticism about things like tenure and academic freedom and the value of the liberal arts. Even skepticism about the research enterprise itself, unless that research is obviously creating jobs." She relishes the opportunity to make that case. "Philosophers thrive on argumentation," she says.

Hanson will begin her duties on



Karen Hanson

February 1. She succeeds Tom Sullivan, who will return to the faculty of the University of Minnesota Law School, where he previously served as dean.

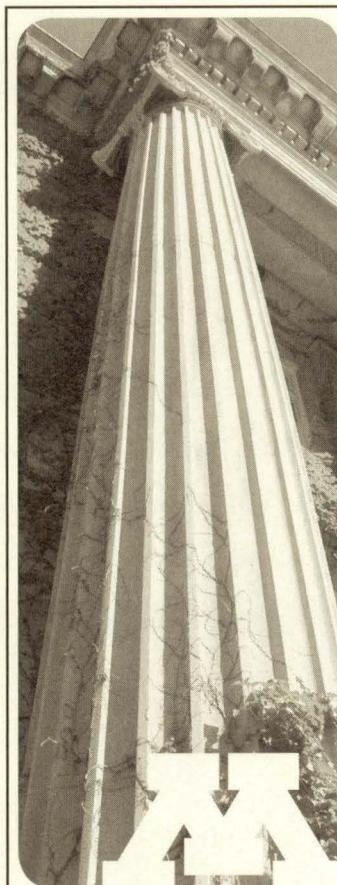
A Modest Request

The Board of Regents approved President Eric Kaler's recommended 2012 state capital budget request of \$169.4 million in state bonds, to be matched by \$39.7 million in University bonds. Vice President of University Services Kathy O'Brien called the total request "modest" as compared with recent years, when requests have averaged more than \$200 million. The University of Minnesota Alumni Association will hold its annual Legislative Briefing, which provides details on the request, on February 1, 2012. For more information visit www.MinnesotaAlumni.org/advocacy.

Class of 2015 by the Numbers

"It's the best first-year class ever to enter the University of Minnesota." That's how President Eric Kaler (Ph.D. '82) described the Class of 2015. Here are the notable numbers:

- ✦ 27.5—the average ACT composite score. Last year's was 27.2
- ✦ 85.5—average high school rank, up from 85.2 percent last year
- ✦ 166—National Merit Scholars, up from last year's total of 101, which was at the top of public Big Ten universities
- ✦ 39,721—applications received
- ✦ 5,386—first-year students enrolled, approximately two-thirds of them from Minnesota



Northrop Auditorium column, East Bank campus

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A Schoolteacher's Legacy

Myrtle Stroud attended the University of Minnesota for only one year, in 1932, but her influence will be felt on campus for generations to come.

The former schoolteacher, who died in 2010 at age 101, left a \$14 million gift, designated for scholarships in the College of Liberal Arts (CLA). It's the single largest gift for scholarships in the U's history.



Myrtle Stroud
photographed in 1930

Born Myrtle Erickson in 1909 in Winsted, Minnesota, Stroud graduated from Miss Wood's School in Minneapolis, a preparatory academy for kindergarten teachers. She taught in Minnesota schools for several years before attending the U. She married businessman Charles Stroud, of Windom, Minnesota, in 1943, and the couple settled in Windom for the rest of their lives. Neither Myrtle nor Charles, who preceded her in death, had siblings, and the couple had no children.

The Charles E. and Myrtle L. Stroud Scholarship will support new freshmen entering CLA and returning students and students transferring from other colleges. This

fall the scholarship helped 45 students, a number that will grow over the years as the endowment is fully established and invested.

Don't Let the Bedbugs Bite

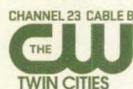
Their name is legion, and in recent years so are their numbers. Bedbugs—variously nicknamed crimson rambler, wall louse, red coat, and chinces (not to mention the unprintable monikers)—have come back with a vengeance after disappearing from the United States for almost three decades. "Increased travel, changing insecticide use, and a lack of public awareness brought back the bedbug," says Stephen Kells, a University of Minnesota associate professor of entomology and bedbug expert. To help homeowners, landlords, hotel managers, and consumers cope with the nocturnal creepy crawlers, Kells and his team established Let's Beat the Bug!, a resource center for helping prevent infestations and for dealing with them when they happen. To beat the bug, go to www.bedbugs.umn.edu or call 1-855-644-2200 or 612-624-2200.

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Venerable Folwell Hall Reopens

The gargoyles on Folwell Hall seem to be smiling these days. And well they might. The 104-year-old home of foreign language and culture instruction reopened for classes in September after a yearlong renovation.

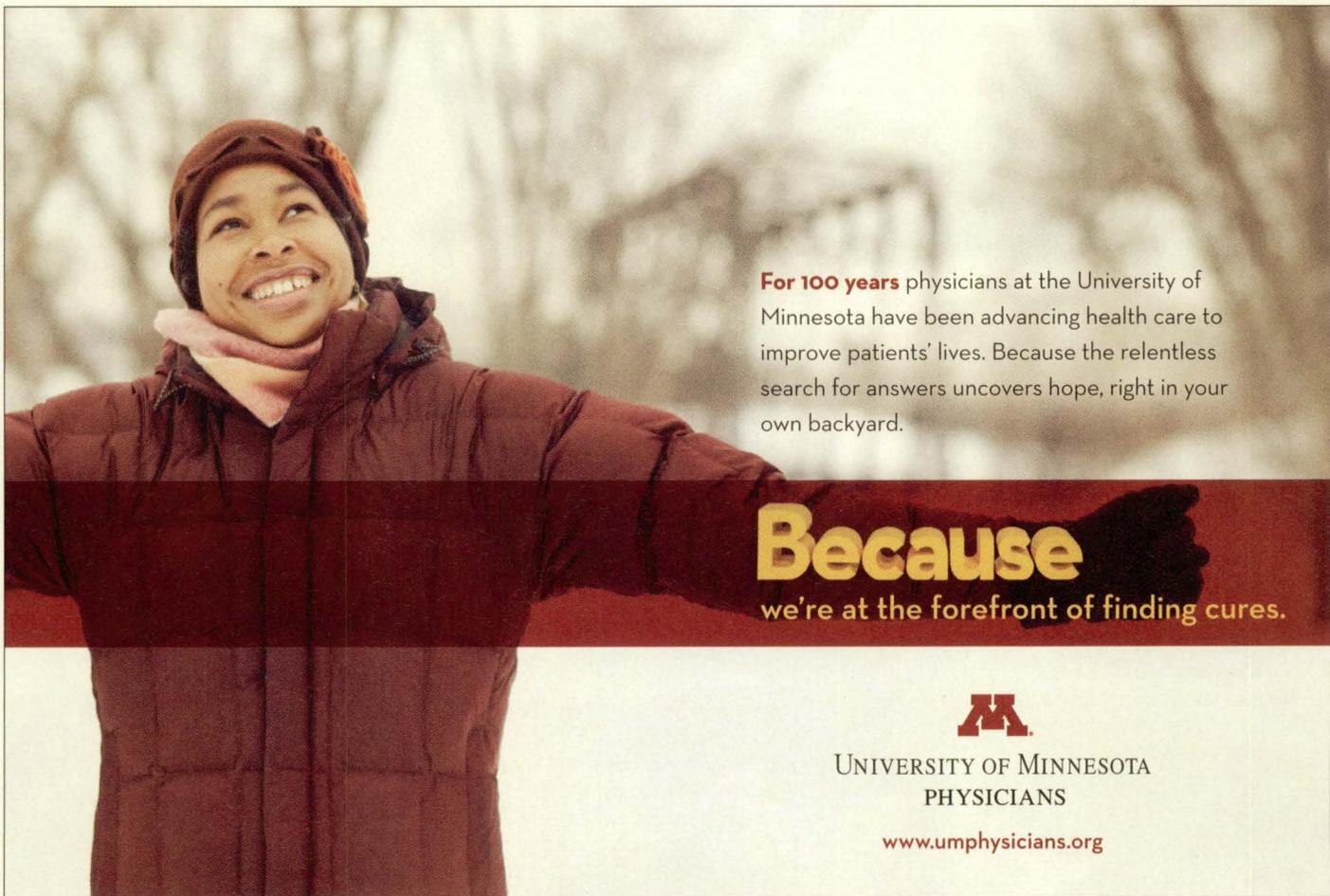
Serving 12,000 students a year, Folwell now has several dedicated study rooms, convenient laptop recharging stations, and student-oriented spaces consolidated in the two lower floors of the building.

Other new features include elevators, an accessible connection to the University's tunnel system, fire safety features, bathrooms on every floor, and—possibly most noteworthy for students and teachers—a quiet central heating and air conditioning system that replaces enormous, noisy window air conditioners that made language learning especially trying during warm weather.

—Deane Morrison



Folwell Hall was renovated inside and out. This aerial photograph was taken in October 2008, after the building's roof was repaired.



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Blobs of Bright Light

A rare vast cloud of glowing hydrogen gas called a Lyman-alpha blob is powered by galaxies embedded within it, according to research by an international team that includes University of Minnesota physics and astronomy professor Claudia Scarlata in the College of Science and Engineering.

It's the first time anyone has demonstrated that the source of light in the blob emanates from brilliant galaxies hidden within it rather than from the gas throughout the cloud. The discovery is significant because it holds clues to how galaxies were able to acquire the fuel needed to form new stars and grow bigger in the early universe.

Lyman-alpha blobs are some of the biggest objects in the universe. They can reach diameters of a few hundred thousand light-years and are as powerful as the brightest galaxies. They are typically found at large distances—the light from the blob under scrutiny in this study has taken about 11.5 billion years to reach Earth.

The research appears in the August 18 issue of the journal *Nature*.

Dial Up the Dialysis

Dialysis patients might benefit from more frequent treatments than the standard three-times-per-week protocol currently in place, according to a large-scale study led by a researcher at the University of Minnesota Medical School.

Kidneys rid the body of waste and fluids. Dialysis is a process whereby the patient is hooked up to a machine that purifies the blood when his or her failing kidneys are unable to function due to disease, such as diabetes. Dialysis typically occurs on a Monday-Wednesday-Friday or Tuesday-Thursday-Saturday schedule.

Health care providers have long been aware that toxins and fluids build up to their highest levels during the two-day break between treatments. The current research, led by Robert Foley, is the first to document the impact of the two-day pause in treatments. Foley's team examined records of more than 32,000 patients and determined that the risk of death was 22 percent higher on Mondays and Tuesdays, the first day of treatment following the break. Researchers concluded that more frequent treatments might avoid the high buildup of toxins and the stresses on the body they produce.

The research was published in the September 22 issue of the *New England Journal of Medicine*.

It's Not Over 'til It's Over

A study by a University of Minnesota researcher has found that a surprising number of couples with children who are well along in the process of divorcing are open to reconciling.

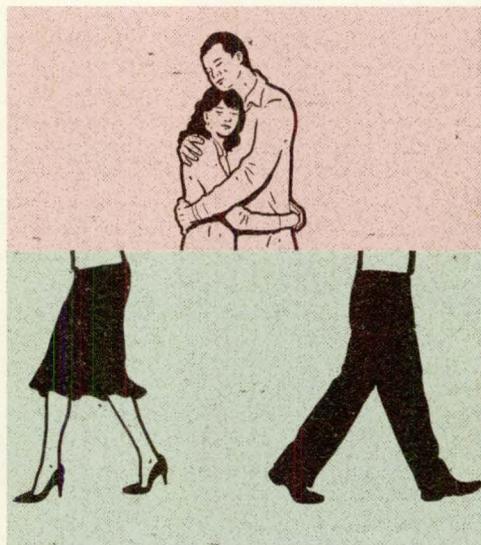
In the study, conducted by College of Education and Human Development professor Bill Doherty in collaboration with Hennepin County District Court Judge Bruce Peterson, nearly 2,500 divorcing parents were surveyed about reconciliation after taking a required parenting class.

Overall, in about 45 percent of couples one or both partners reported holding hopes for the marriage and a possible interest in reconciliation. Males were more interested in reconciliation than females. Many of the participants in the study were toward the end of the divorce process, and further analysis has shown that couples earlier in the process are even more open to reconciliation.

This is the first time data has been gathered on divorcing parents' interest in reconciliation. The study was published in the April issue of *Family Court Review*.

An outgrowth of this research has been the formation of the Family Law Marital Reconciliation Option Project with a group of family lawyers in the Twin Cities area. The group has developed practices to help clients who are in the process of divorcing explore whether it is the best course of action.

Listen to an Access Minnesota interview with Bill Doherty at www.MinnesotaAlumni.org/reconciliation.



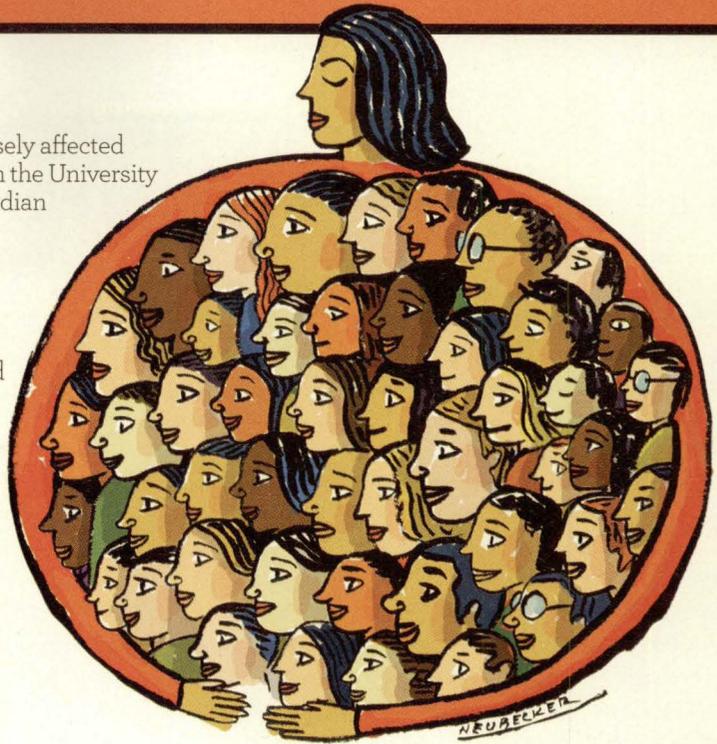
Spare the Rod, Period

Self-control and problem-solving skills in children are adversely affected by corporal discipline, according to research by a professor in the University of Minnesota's Institute of Child Development and her Canadian colleagues.

The U's Stephanie Carlson and colleagues from McGill University and the University of Toronto studied 63 children in kindergarten and first grade at two West African private schools. In one school, discipline in the form of beating with a stick, slapping of the head, and pinching were administered routinely for offenses ranging from forgetting a pencil to being disruptive in class. In the other school, children were disciplined for similar offenses with the use of timeouts and verbal reprimands. Children, specifically first-graders in the school that employed timeouts and verbal reprimands, scored significantly higher on tests measuring executive function—neurological processes that govern self-control and problem-solving—than those in the other school.

Scholars have long debated the effects of corporal punishment, but this is one of only a few studies to examine its effects on executive-functioning ability.

The findings were published in the July 26 issue of *Social Development*.



Disengaged and Dangerous

Employees who feel connected to their coworkers are not likely to undermine or sabotage them even if they feel envious, according to a study by researchers in the University of Minnesota's Carlson School of Management.

A team led by professors Michelle Duffy and Jason Shaw found that envy is not necessarily a negative force in the workplace as long as managers are diligent about keeping all employees engaged with one another. An envious employee who perceives himself or herself as a "lone wolf," however, is vulnerable to experiencing moral disengagement—that is, a way of thinking that allows people to rationalize harming others.

To obtain data, the research team asked 160 employees from a hospital to rate their reactions to a series of statements regarding envy, affinity with colleagues, and comfort with subversive acts. After eight months they were surveyed again, this time about their actual undermining activities. Results showed people experiencing feelings of envy were significantly more likely to report committing sabotage when experiencing weak relationships with coworkers. Conversely, employees who had strong relationships with coworkers avoided undermining them even though they felt envious.

The study has been accepted for publication in the *Academy of Management Journal*.



Progress in Ovarian Cancer Treatment

University of Minnesota Medical School researchers led by Jason Nikas have identified gene biomarkers that can predict which patients with advanced ovarian cancer will respond to standard chemotherapy and which will fail.

Ovarian cancer is the most lethal gynecological cancer in the United States. Because women with the disease are typically asymptomatic in the early stages, more than 60 percent are diagnosed when

the disease is advanced. The discovery of gene biomarkers is important because it will allow physicians to identify patients who will not respond to standard chemotherapy and to apply a different treatment from the outset, which could increase their survival rate. The biomarkers could also serve as targets for the development of novel and more effective drug treatments.

The study was published online in the October 3 issue of *Cancer Informatics*.

 **Discoveries is edited by Cynthia Scott.** University of Minnesota Alumni Association members may access many of the journals that publish these studies through the Libraries Online member benefit. Go to www.MinnesotaAlumni.org/Libraries.

RIGHT ANGLES ARE BORING

How the Weisman Art Museum inspired me to think.

SEPTEMBER 1993. Taking my cues from the older students, I drop my Timberland backpack on a prime patch of grassy Northrop Mall. I kick off my shoes and recline on the soft lawn with a bundled flannel shirt supporting my head. Newly arrived from a Twin Cities exurb where clapboard houses and beige strip malls dominate the scene, I've landed at the University of Minnesota with a hearty appetite for collegiate brick buildings. Today, I'm treating myself to an eyeful of Greek columns and ornamental plaster.

Nine stately edifices anchor Northrop Mall, each with a dramatic entry and heavy wooden doors I can hardly open. These stout brick buildings function almost like a barricade, sheltering us students against the ugliness of the city. I imagine the generations of young scholars who populated these temple-like halls, reading Dostoyevsky or discussing theory with tweedy professors. And I feel a sense of pride for arriving here, in this momentous place, as the first in my family to attend college.

On the periphery of the mall, however, is a bothersome sight: a jumble of curved metal that, I'm told, is the newly completed Frederick R. Weisman Art Museum, a.k.a. "The Fred." Named for a Minnesota native who became an entrepreneur, philanthropist, and art collector in California, the Weisman was built to hold the University's growing collection of art. The brand-new museum sits on a dramatic perch above the Mississippi River bluffs at the western edge of the East Bank campus. To my virgin eyes (innocent of aberrant architecture), it looks like a toddler's haphazard stack of Jumbo Blocks. This isn't the muscular sort of building I've come to admire. On the contrary. It has a certain ramshackle quality, as if these sparkly shapes will soon tumble to the river.

The Weisman's strangeness fails to ignite my curiosity; my 17-year-old brain can't abide the museum's chaotic geometry. It seems to clash with the symmetry and charm of my beloved East Bank. So, I reject the Weisman as a teenager does any freak. I ignore it.

I am not necessarily small-minded. I'm a first-generation college student eager to adopt the staples of university life, like cappuccinos and maroon sweatshirts with gold "M" appliqués. I want to lounge in historic libraries amid dusty stacks of European literature. I want to study the works of Monet and Rembrandt. Then again, I'm a smart, attentive girl from a homogenous white community, mostly descendents of German and Scandinavian immigrants, and am aware of my need to diversify. I befriend Chinese majors and foreign students. I register for courses like Intro to Islam and American Race Relations.

During my freshman year, it's my cultural studies class that proves the most mind-opening. In it we dissect Renaissance paintings and discuss essays on modern art. It's there that I notice

an older student with dark spiky hair, pasty skin, and a wardrobe of black denim. He has a deflated quality to his voice and favors mysterious words like *dichotomy* and *paradigm*.

A refugee from the North Dakota prairie, he's a well-read bad boy prone to unconventional pronouncements like "concrete is beautiful." Before class one day, I overhear him preaching his aesthetic gospel on the Weisman to fellow students. Not only does he admire the gleaming exterior of the new museum, he says he likes the structure's wavy contours. "Right angles are boring," he says.

Young minds tend to absorb the behaviors of those they deem to be cooler, smarter, or better looking. In my case, I'm far too stubborn to outright appropriate the opinions of the bad boy I admire. But I decide to give the Weisman a second look. Heading toward the Washington Avenue Bridge on a sunny spring day, I notice the bright ribbons of steel that snake above the building's entrance. Sure, they're bizarre. But I suddenly find them intriguing.

During my freshman year, I read *The Minnesota Daily* and its bulletin board called "The Network." A precursor to an Internet forum, "The Net" was a daily scroll of riffs and rants on topics of great concern to students: comic strips, dorm food, how to meet that cute girl in geology class. You had something to say about campus life? You simply picked up the phone and left a rambling message on the "The Net's" inbox.

As a freshman, I love reading "The Net" for complaints about renegade bicyclists and parking tickets. I laugh at the quips on finals week and fraternity culture. But my favorite frivolous column also gives me something substantial: a running debate on campus architecture, and the months-old Weisman proves extra-divisive. "It looks like something out of *Star Trek*, and it just doesn't belong here," says a contributor named Laura. "If the building looks like it's going to take off, it's because the museum is visually alive," replies an anonymous IT student.

I'm partial to sentiments like Laura's. At the same time, my thinking bends and I begin to suspect the building's detractors of the utmost sin (at least in the mind of a fledgling idealist like me): They come off as conformists. They categorically reject the building just because it's different. Meanwhile, I notice that the building's admirers embrace a freer approach to self-expression. "The Fred is awesome," proclaims one. I have to admit that I, too, am something of a conformist, at least concerning my taste in architecture. So I keep quiet and don't ever join the debate.

I'm a loudmouth by nature but spend my early college years in relative silence, eavesdropping on punk-rock eggheads and pondering the remarks of sassy fellow students. I discover that art greatly interests me and have been thinking about pursuing graphic design as a career, so I pore over design magazines and

ESSAY BY CHRISTY DESMITH // ILLUSTRATION BY NIGEL BUCHANAN



volumes of vintage illustrations. The thing is, I still lack the confidence (plus the educational chops) to engage with my fellow students on these subjects. So I become an observational sponge.

During my junior year, my ears perk when a favorite teaching assistant mentions how the Weisman was designed to reflect its surroundings—a hint of red brick to the east, in response to the University environment, and a cascade of stainless steel to meet the river below (I later learn this latter tidbit is untrue; not until 2011 does Frank Gehry clarify that his inspiration came from Tibetan monasteries on hills). Nevertheless, my T.A.'s remark is my first encounter with an architectural concept. I file it neatly in my mental catalog of interesting information.

And then, finally, I endeavor to educate myself about the building's architect, Frank Gehry, who by now has achieved superstar status with the Guggenheim Museum Bilbao in Spain. I find no shortage of magazine and newspaper articles about the artist and architect. One mentions Gehry's affection for fish—another fact I file away. I remember this as I'm perusing the Minneapolis Sculpture Garden at Walker Art Center, where I behold Gehry's astounding, 22-foot *Standing Glass Fish*. The sculpture is beautiful, but not in a soft, nuanced way. The fish possesses a rock-solid, manifest beauty with its gracefully curved vertebrae and constellations of sparkling glass. With its shimmering skin—like the surface of a clear lake—the fish looks a little like the Weisman.

Back on campus, I search the museum's peculiar contours for similar hints of aquatic life. It's hard to miss the wavy qualities of the Weisman's rolling façade, but I'm more drawn to the watery reflective nature of the steel exterior.

JUNE 1998. By my senior year, I finally arrive at an appreciation for the Weisman. The building isn't the controversy it was in 1993. When the topic comes up in conversation, though, I defend it, even passionately, because I wholeheartedly approve of its idiosyncrasy. Still, I can't muster any genuine love for the tangled thing. Try as I might, I don't find it particularly beautiful.

But then, on a fateful day late in the spring of my senior year, I attend a picnic on the Mississippi River Flats. After several hours with friends, I set off for my apartment near Dinkytown. The sun is setting as I climb the sidewalk along East River Road and I catch the pink reflection in the Weisman's mirror-like face. I remember that I sighed with pleasure.

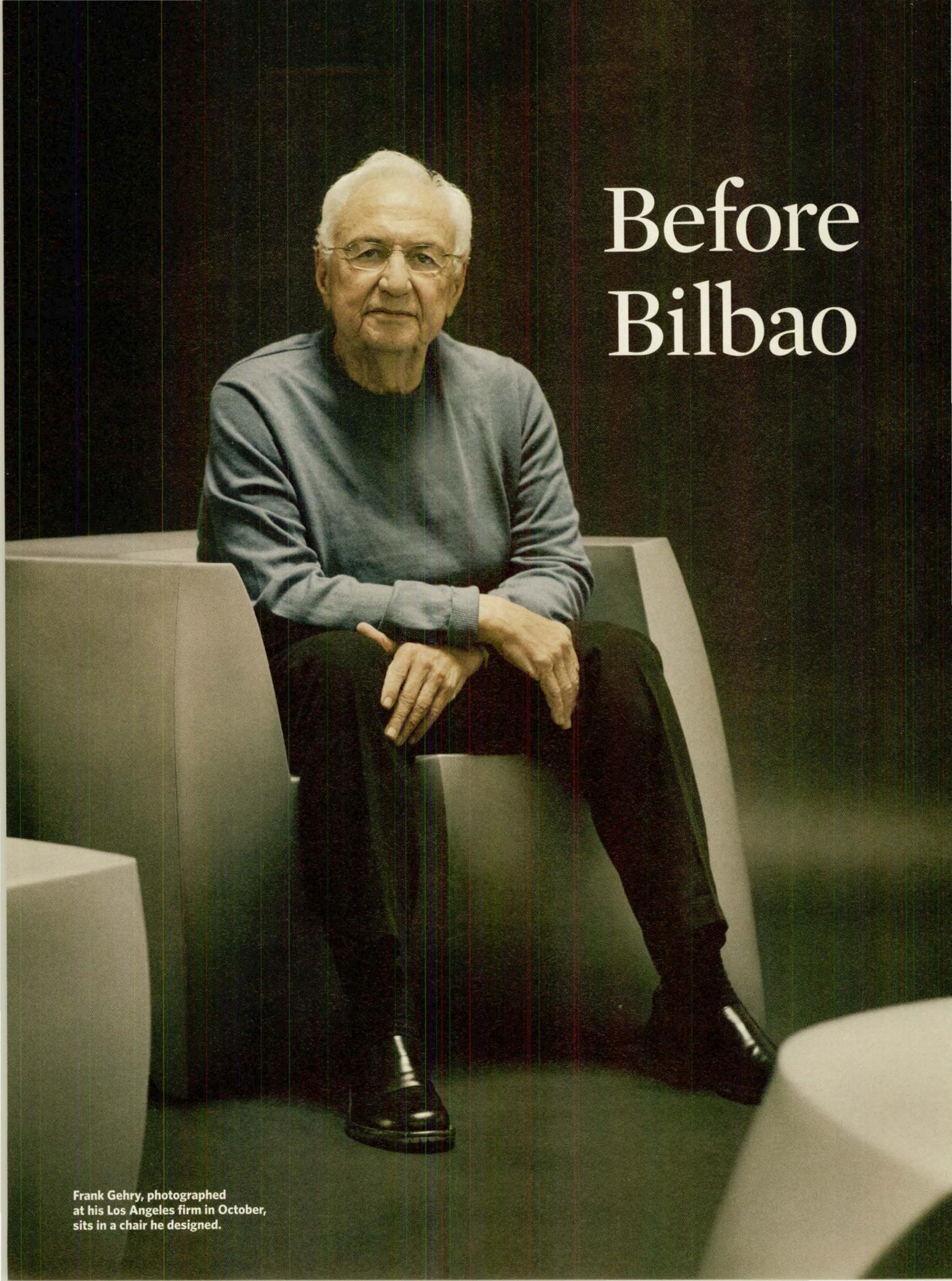
It struck me then, as it does today, that this was the twilight of my college years. I came to the University with a heavy burden of clichés and stereotypes. As I emerged, I was able to find the goodness in even the strangest folds of life. Thirteen years later, when I visit the newly expanded Weisman, I will return to the opinion forged on that fateful evening, when the sun cast its sympathetic glow upon the first building that ever made me think. ■

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Christy DeSmith (B.A. '98) is a Minneapolis-based freelance writer.

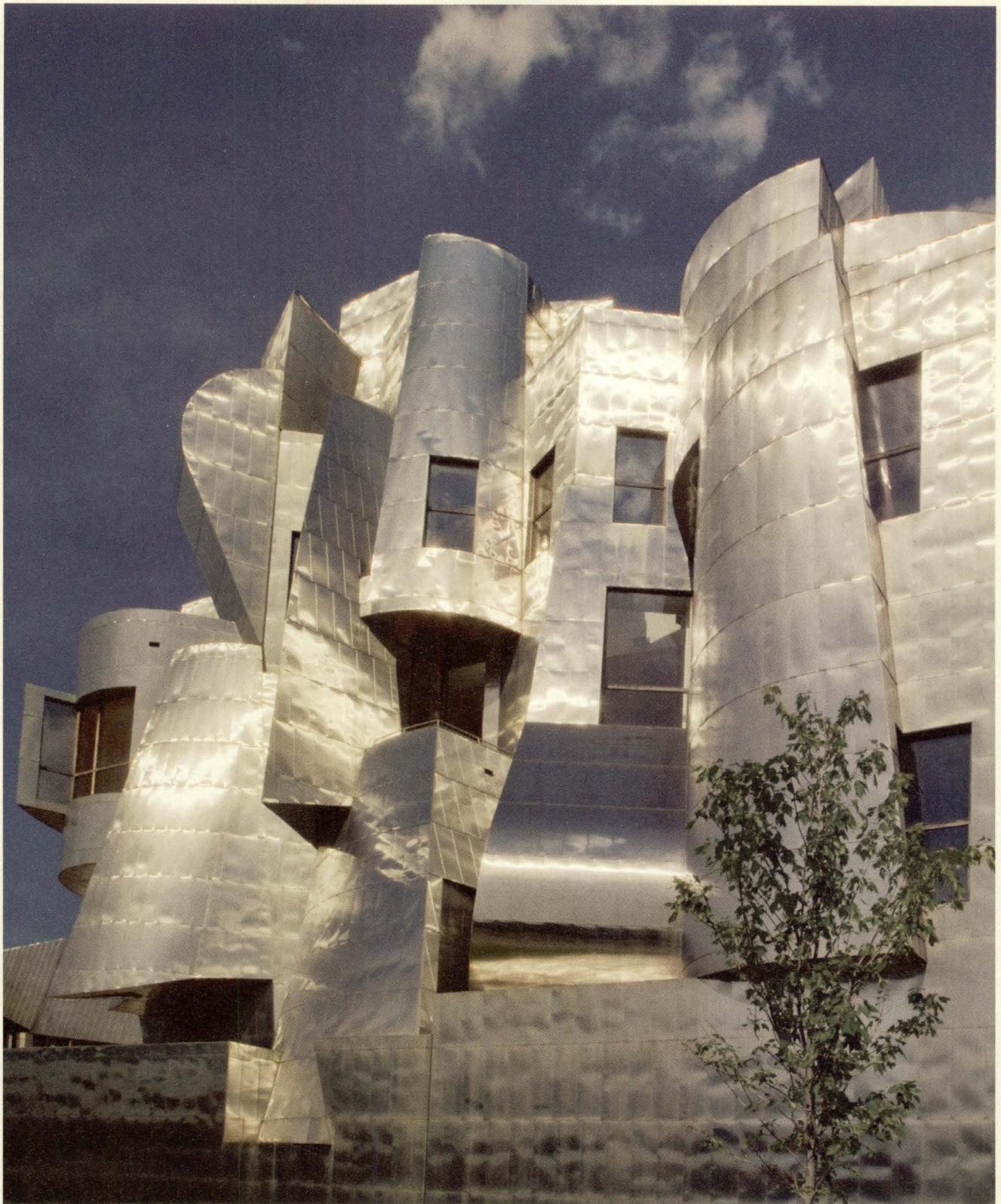
First Person essays may be written by University of Minnesota alumni, students, faculty, or staff.

For writers' guidelines, go to www.MinnesotaAlumni.org/firstperson.

Before Bilbao

A photograph of Frank Gehry, an elderly man with white hair and glasses, wearing a blue long-sleeved shirt and dark trousers. He is sitting on a modern, angular, light-colored chair. The background is dark and textured. The lighting is dramatic, highlighting the contours of the chair and the man's face.

Frank Gehry, photographed at his Los Angeles firm in October, sits in a chair he designed.



Celebrated architect Frank Gehry returned to the University of Minnesota to finish what he started—the design of the Weisman Art Museum.

BY MATT TYRNAUER // GEHRY PHOTOGRAPH BY TIMOTHY ARCHIBALD

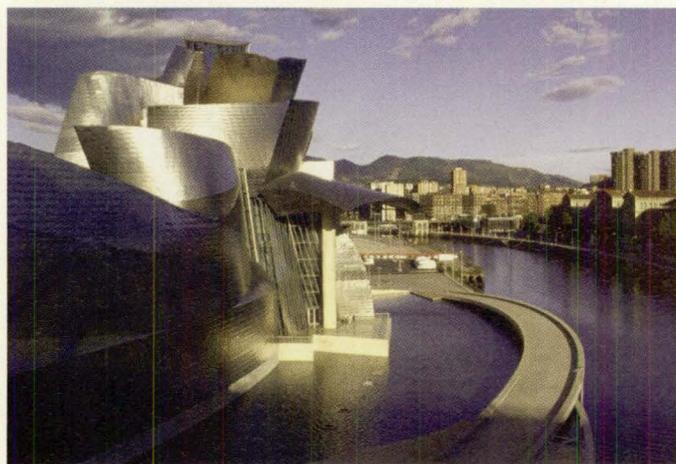
In the fall of 1997 Frank Gehry astonished the world and changed architecture forever with the unveiling of his Guggenheim Museum Bilbao in Spain. It was a rare transformational moment for design, as well as a watershed moment for Gehry, then 69 years old. The swooping titanium-clad curves of the museum, which resembles a bouquet of writhing fish beside the Nervion River, represented a great and exuberant “breaking out of the box” of modernism, as well as a shunning of the historical kitsch of postmodernism, which Gehry believes was a scourge of the late 20th century.

“Frank just let go,” the critic Mildred Friedman told Sydney Pollack in the director’s 2005 documentary, *Sketches of Frank Gehry*. “He began to delve into all these ideas that he’d been beginning to work with and just went the whole way there. I don’t think there is a building that comes anywhere near it in this period of art history.”

In 2010, 13 years after Bilbao was completed, *Vanity Fair* magazine conducted a survey in which 90 of the world’s leading architects, teachers, and critics were asked to name the five most important buildings, monuments, and bridges completed since 1980. Of the 52 experts who ultimately participated in the poll—including 11 Pritzker Prize winners and the deans of eight major architecture schools—28 voted for the Guggenheim Bilbao—nearly three times as many votes as the second-place building (Renzo Piano’s Menil Collection) received. It was an overwhelming roar of approval for the 82-year-old Los Angeles-based Gehry, who, for most of his career, was the Mr. Outside of the architecture establishment. His peers, in effect, declared him the most important architect of our age. “I guess they anointed me,” Gehry said, emitting a chuckle, when he learned the results.

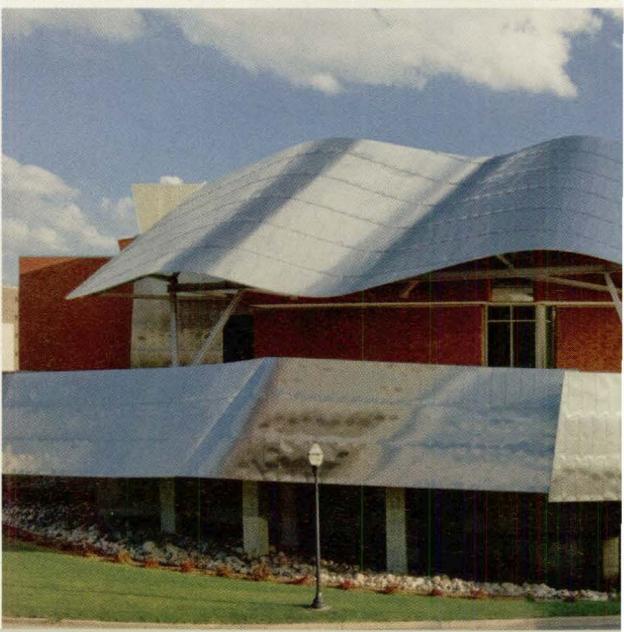
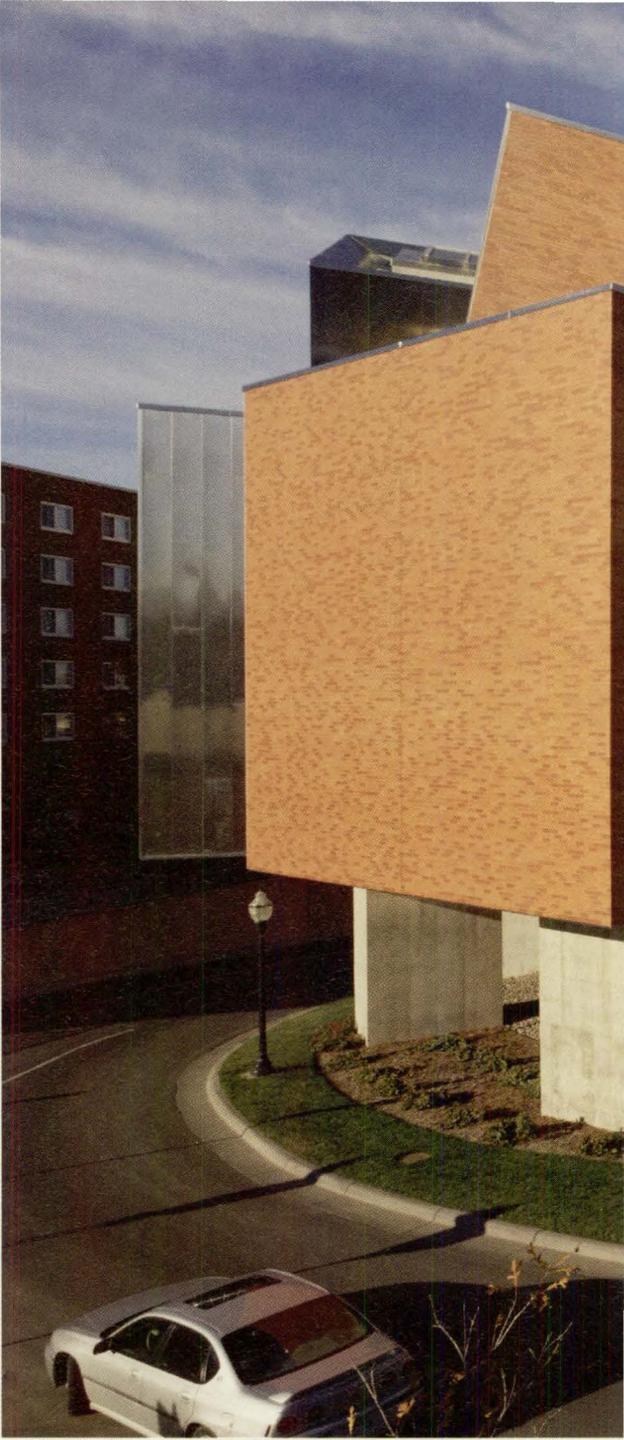
It was a confluence of circumstances that enabled Gehry to push his work on Bilbao into the realm of the sublime. In the words of Thomas Krens, the former director of the Guggenheim who commissioned the museum and served as the client for the project, “Frank was an interesting architect until Bilbao opened. After that, he became a transcendent architect.” Gehry himself credits Krens for giving him the mandate and encouragement and budget required to make the building what it needed to be.

Another piece of the puzzle was technology. Just before Gehry embarked upon the project, he had begun to utilize software developed for the design of fighter jets, called CATIA, to achieve the



Frank Gehry won the Guggenheim Museum Bilbao commission after designing his first museum: the Weisman.

BILBAO PHOTOGRAPH BY ROSMI DUASO/TIME & LIFE IMAGES; TOP PHOTOGRAPH BY SUSAN GILMORE; BOTTOM, COURTESY OF THE WEISMAN ART MUSEUM





Above: The Weisman's expansion to the east features four brick-clad cubes atop concrete pillars. A walkway edged in stainless steel leads to Coffman Memorial Union. Minneapolis-based HGA Architects and Engineers collaborated with Gehry Partners, LLP, on the expansion project.

Left: The pedestrian bridge and the Weisman's ribbons of stainless steel were extended in the expansion.

brehtaking, organic-looking double curves for which he is now famous. CATIA (Computer-Aided Three-Dimensional Interactive Application) allowed the complex forms Gehry once could only dream of producing to be perfectly realized in the construction phase. Technology had finally caught up with Gehry's inspiration.

While Bilbao is Gehry's crowning achievement, it was not the first time he attempted bold, sculptural forms or metal cladding for a museum façade. Four years before Bilbao opened, another Gehry museum, on the banks of another river, opened to far fewer international headlines. Yet the Weisman Art Museum (WAM) on the campus of the University of Minnesota was, in many ways, the key precursor to what is now the world's most famous contemporary building. It could be argued that Bilbao would not exist were it not for the Weisman, since, as Gehry says, "Krens saw the Weisman—my first ground-up museum project—and after that he

started to talk to me. I think he did bounce off of that, and then he dragged me to Bilbao for a first meeting.”

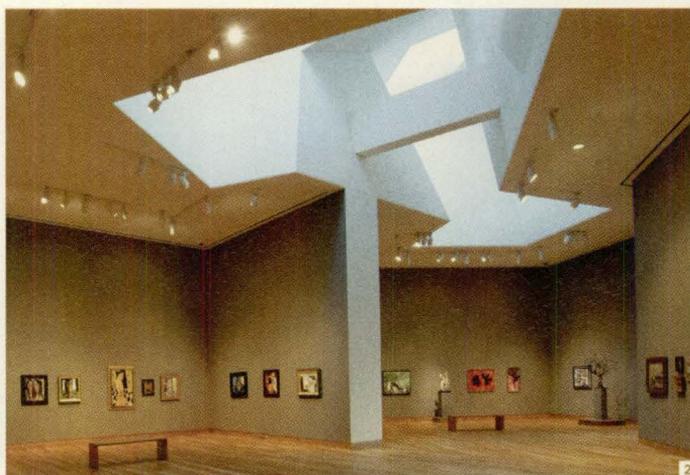
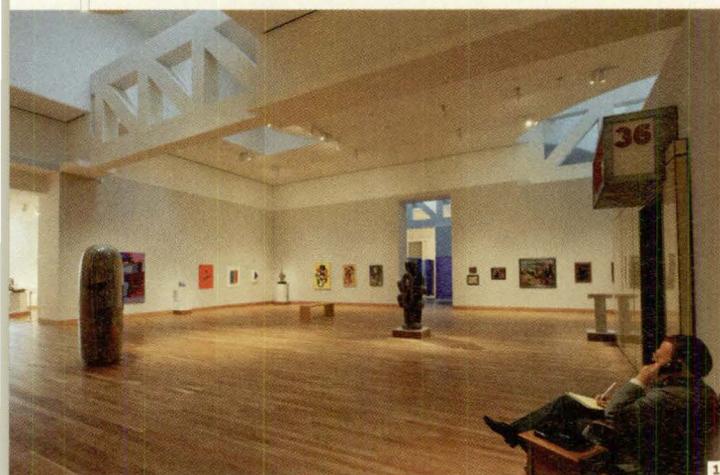
According Lyndel King (M.A. '71, Ph.D. '82), the Weisman's director, “The Guggenheim selection committee did come and talk to us before Frank was chosen, and I think we did have an influence in his being chosen. . . . I think the fact that he was designing our museum on a river was a point in his favor.”

Gehry, in fact, agrees that the riverside site of the Weisman was part of what pushed Krens toward his office for the Guggenheim Bilbao commission. Both museums are next to bridges, and when Gehry and Krens first toured Bilbao together, he recalls, “We went up on the hills and looked down, and said, ‘Where?’ I pointed to the site next to the bridge. . . . I might have been thinking of the Washington Avenue Bridge when I pointed to the bridge in Bilbao.”

and contemporary art.)

The evolution of Gehry's architectural aesthetic is profoundly clear if you page chronologically through Francesco Dal Co and Kurt Foster's monograph, *Frank Gehry: The Complete Works* (Monacelli, 1997). It was in the late 1980s when harbingers of Bilbao first started to appear in his work—buildings that are departures from the colliding forms of his “deconstructivist” works of the 1970s and '80s—decades when Gehry was famous for incorporating chain-link fencing and other industrial materials into his designs. His work has a spontaneous and gutsy feel to it, inspired by the rough-hewn joining techniques he saw in Robert Rauschenberg's “Combines,” in which the painter and sculptor assembled nontraditional materials and three-dimensional objects in his art.

Double curves show up in Gehry's American Center Paris (1987),



It was a gratifying occasion this year for Gehry, now 82, to return to the Twin Cities to do something that architects very rarely get to do: that is, make an addition to a cultural building of their own original design. Last month WAM inaugurated four new galleries, as well as the Target Center for Creative Collaboration, all designed by Gehry. “Usually, other guys get to come and re-do or add on to what you did. But it was always the plan that I would come back,” he says. “It took almost 20 years, but we made it.”

King concurs. “When we first were working on it, we realized that we were not going to be able to raise enough money to build the size building that we thought we should have to show our collection,” she says. “In the design process there's a give and take about whether or not you can build the entire program, and we realized that it was just not going to be possible. . . . We decided that we were going to build a higher percentage of behind-the-scenes space to public space than most museums have, with the idea that when we went back to add the extra public space it would be easier to raise money for named galleries than for unnamed storage rooms or carpentry shop additions.”

WAM has almost 20,000 works in its collection, and, before this 8,100-square-foot addition, the museum was able to display only 100 works of art at one time. Now the capacity for showing the collection has been doubled with the galleries for ceramics, American modernism, and works of art on paper and photography. (The major founding donation for the Weisman Art Museum was a \$3 million gift to the University of Minnesota by the late philanthropist Frederick Weisman, who was an avid collector of Modern

1 The Julie and Babe Davis Gallery includes a 1,000-pound Jun Kaneko vessel, works by Charles Biederman, Duane Hanson's *Executive in Red Chair*, and *Pedicord Apartments*.

2 3 The Woodhouse Family Gallery is housed in two of the cubes and features works by Alfred Maurer, Marsden Hartley, B.J.O. Nordfeldt, Georgia O'Keeffe, David Smith, and other significant American artists from the first half of the 20th century.

4 University of Minnesota alumnus James Rosenquist's *World's Fair* mural hangs near the Weisman's main entrance and across from the new Target Studio for Creative Collaboration.

5 The Weisman has the largest collection of traditional Korean furniture outside of Asia—and finally has space to display it.

also in his Vitra Design Museum in Germany (1989). Then, in 1993: Wham! Or, more precisely, WAM. The stainless-steel cladding, the cubist massing, and the curved volumes of the west façade of the Weisman represent a giant leap in the architect's work—and a profoundly important precursor for the phase of his career that might be called “High Gehryism”: the Bilbao and Walt Disney Concert Hall years, when sculptural façades begin to explode in scale and complexity. The swooping and curving elements in High Gehry are not merely “attached” façades; they are fully integrated, structural elements. Buildings as sculptures in-the-round.

“The drawings for the Weisman and the drawings for Bilbao are not all that dissimilar,” says King. “But the finished product is, because the difference is that the computer allowed Frank to more directly realize his vision with Bilbao. As he did not have that tool when he built our building, the curves had to be made less complex. They had to be more geometric and not as sensuous as they are in Bilbao. But if you look at our new canopy in the front of our

building—part of the new addition—you’ll see that sensuousness that’s more like what’s come after us than you see on the west façade, overlooking the river.”

I ask Gehry if it is frustrating to look at the pre-computer façade of the Weisman, with its un-organic curves, when he knows what he can do these days. “I could have done a lot more with it with the tools I have now,” he says, “but I’m not complaining. It has some awkward moments, which I like. I like ‘awkward’ as a sensibility, because we’re all very awkward in many ways, so it’s kind of real.”

One flaw in the structure Gehry *likes* are the marks left (by accident) on the steel cladding after construction workers used hammers to secure them. Gehry had been experimenting with metal surfaces before the Weisman, but the use of highly reflective stainless steel—foreshadowing Bilbao’s titanium—was something

because it’s metal; it reflects the light around it. We think of it as a lighthouse, a beacon on the Mississippi.”

The part of the museum facing the campus is built of red brick, which was a nod to context. As Gehry notes, “Most of the school is brick. When I got the Weisman job, the president of the University said, ‘Please not another brick building!’ But it is their context, so I felt I should respect it a certain amount.”

Says King: “One thing that is misunderstood about Frank is that people assume that since his architecture is so sculptural he doesn’t care about context or function, and that couldn’t be further from the truth.”

Gehry’s campus-side addition is four brick boxes that pop out of the east and south façades. I ask him if he was tempted to wrap them in sexy metal sheets. “I mean, we could have done a metal



he struggled over. He told Barbara Isenberg, author of *Conversations with Frank Gehry* (Knopf, 2009): “I was tending toward a duller material because I was a little worried that the other would be very pushy [and] I convinced myself that we should use the duller surface.” He then brought his son, Sam, then 12 years old, to see the construction site. “[H]e said, ‘Pop, go for it’—referring to the stainless steel—it’s going to be great.” Gehry says. “Somehow that gave me the courage to do it.”

The inspiration for the Weisman’s highly sculptural west façade, according to Gehry, comes from two disparate places: The basic form is taken from Tibetan monasteries in the Himalayas. “I love those huge façades with roofs. So, I started sketching that when I went to Minnesota, because the site is very high up from the water level of the river, and it reminded me of these monastery structures.” The second inspiration, according to the architect, comes from “the kind of masks ladies wore in the 18th century held by a stick. I saw the [Washington Avenue] bridge as the stick that holds the mask.”

The mask, or river façade of WAM, was a response to the original client’s brief for the building. As King told Isenberg, “At our building committee meetings with Frank, we told him we wanted the museum to relate as much to the Mississippi River as to the campus. We talked a lot about the Mississippi, metal and light, and think our building reflects that. We don’t light it at night

thing,” Gehry tells me, “but it would have been more expensive and it wasn’t going to help much, so . . . the building already has a shiny presence from the front. I didn’t feel compelled to make a thing out of it.” In other words, the river façade of the Weisman will continue to be the star attraction of the building—and the part that is most recognizably Frank Gehry, although a new canopy over the entrance abutting the bridge has the undulating form that has become a hallmark of the architect’s work.

Gehry says he feels a kinship with the Twin Cities in that “between the collection at the Weisman and the Walker [Art Center], there are probably more Southern California artists collected in Minneapolis–St. Paul than anywhere else in the world. Those are the guys from my team, so it feels good to have built a place for their work.” For his next act in the city, he says he wants to tackle the Washington Avenue Bridge. “I kept saying to Lyndel, if they decide to use the bridge for more than what it is, it could become an amazing piece of the city; I’d love to work on it. It could be a great entry to the campus—an open-air market. But that hasn’t happened yet.”

With luck, Gehry can come back to make the bridge his own before another two decades roll by. ■

Matt Tyrnauer is a writer, filmmaker, and special correspondent for Vanity Fair. He lives in New York. Learn more about the Weisman Art Museum at www.weisman.umn.edu. To see a slide show of other Frank Gehry–designed buildings, go to www.MinnesotaAlumni.org/BeforeBilbao.

To watch an Access Minnesota interview with Lyndel King, director of the Weisman Art Museum, and see video of the museum, go to www.MinnesotaAlumni.org/BeforeBilbao.

FIGURING OUT

FLAVOR

Thank goodness we don't have to understand flavor to enjoy it. The simple pleasure of a morning cup of coffee begins as hundreds of compounds coat our tongue and trigger any of our 10,000 taste buds. As steam rises from the surface of the coffee and wafts through our nostrils or up the "back door" of our throat into our nasal passages, more than 800 volatile compounds excite our olfactory receptors.

"When you think about food, you should think about tremendous complexity—an infinite number of molecules," says Devin Peterson, associate professor of food science and nutrition in the College of Food, Agricultural and Natural Resource Sciences at the University of Minnesota and co-director of its new Flavor Research Education Center. Indeed, foods have more than 7,100 volatile compounds that may affect smell and hundreds or thousands more that trigger taste, creating the mysterious characteristic we call flavor. Identifying the compounds that create flavor, Peterson says, is "a huge analytical nightmare."

To solve the riddle of flavor with new analytical tools and research, food scientists at the University recently established the one-of-its-kind Flavor Center. Nearly a dozen "gold" sponsors, contributing \$25,000 a year, form a consortium that will collaborate with the center to set a research agenda to address problems common to numerous food industry companies.

"The opportunity here is to focus on the key questions, the things we don't know," says Gordon Smith, vice president and research fellow at ConAgra Foods, one of the center's gold sponsors. "It's really kind of a cool idea: The insights are available to all, yet the specific applications of those insights can be very company specific. That's why it works."

"Flavor is exceedingly important to the food industry," says Gary Reineccius, head of the Department of Food Science and Nutrition and co-director of the Flavor Center. "That is what largely determines people's food choice—what they like. If something doesn't taste good, a few people

will hold their nose and eat it, but not many. And so it's just extremely valuable to the industry."

A lot is riding on the new center—not only better-tasting processed and convenience foods, but also more appealing healthful foods that might cut obesity and lead to better nutrition. With industry contributions, the Flavor Center will be able to conduct cutting-edge research while supporting and educating graduate students.

The Flavor Center opened in August. Reineccius and Peterson are still winnowing the suggestions of the consortium to three research projects for the year. But some of their work, and that of others at the center, suggests the kind of research they will be doing.

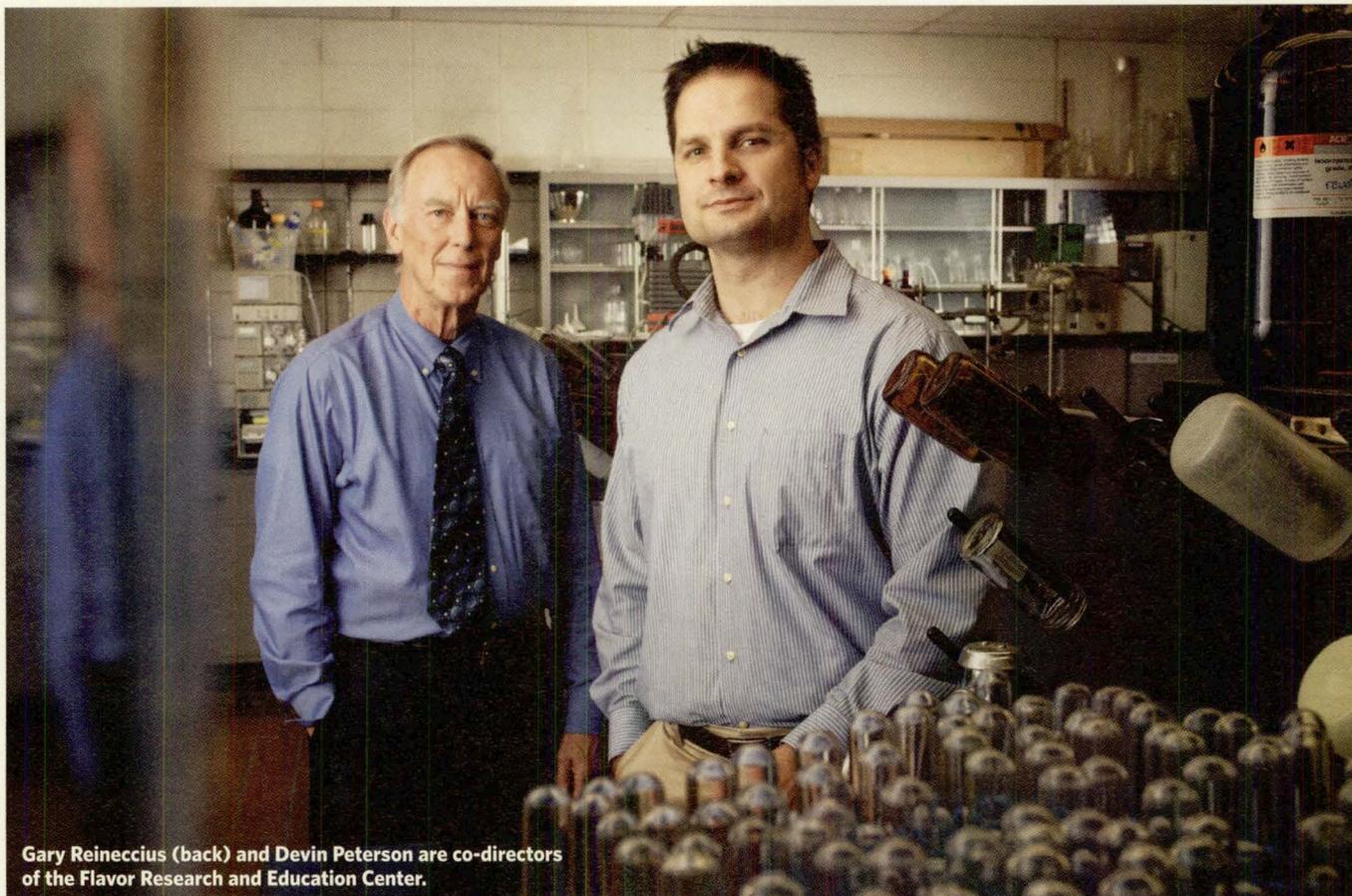
Peterson, for example, has recently tackled the problem of making whole grains more palatable. "Foods can be very healthy, but if they aren't consumed, they have no health impact," he says. Indeed, that describes the way many consumers respond to whole grain products. Peterson analyzed the compounds that form in the making and baking of whole grain foods, laboriously isolating hundreds of compounds to try to identify the ones that contribute to the bitter taste many people perceive. By identifying the compounds and how they form, Peterson anticipates that companies can change their recipes to prevent the compounds from forming. Says Reineccius, "It's a nice example of what we should be doing."

Another project shows the kind of highly specialized analysis of which the Flavor Center is capable. Jean-Paul

Using "flavoromics" and a new state-of-the-art flavor lab, food scientists at the University of Minnesota are collaborating with food companies to solve flavor challenges.

By Greg Breining // Illustration by Michael Sloan





Gary Reineccius (back) and Devin Peterson are co-directors of the Flavor Research and Education Center.

Schirle-Keller, a full-time researcher at the center, was contracted in 2006 by Hormel Foods, which has a long relationship with the University and Reineccius. Based in Austin, Minnesota, Hormel was in a dispute with the city of Sparta, Wisconsin, over the construction of an ethanol plant. The company was concerned that air pollution from the plant would adulterate the products of its nearby dairy protein processing unit.

To find out, Schirle-Keller built a scale model of the processing plant and introduced minute concentrations of the compounds released by a typical corn-based ethanol plant. The compounds were marked with radioactive isotopes to ensure they were the compounds Schirle-Keller had introduced and not compounds formed elsewhere in the process. "The results were staggering," he says. "An extremely small amount of compound in the air would react with those proteins." In the end, Hormel prevailed and the ethanol plant wasn't built.

But of all the analytical tools at the center's disposal, Reineccius is most excited by a new process he has developed and dubbed "flavoromics."

Because flavor is complicated, flavor science has been reductionist—breaking foods down into individual compounds and identifying the "targets" responsible for individual effects, such as a bitter taste. "The big problem we face in the flavor business is that when something isn't right, we just don't know why it isn't right," says Reineccius. "We empirically approach it—try this, try that, try that. Sometimes it works and sometimes it doesn't."

For example, the compounds that make up strawberry flavor don't actually taste like strawberry until they are mixed with sugar and acid, which, by themselves, don't taste anything like

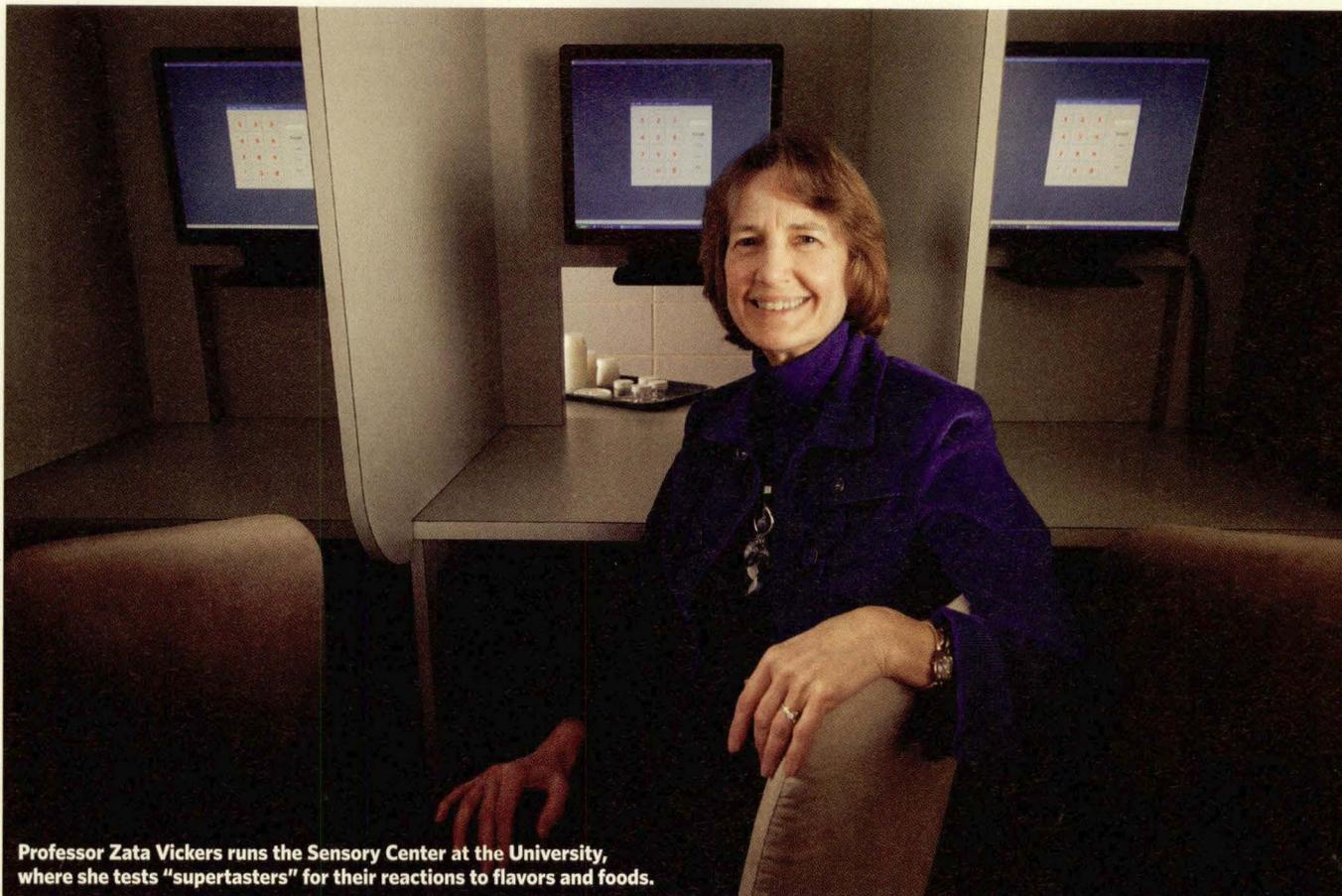
strawberries. Likewise, a chemical in oak-aged wines inhibits our perception of fruitiness—even though that chemical has no flavor of its own. In either case, ascertaining which chemicals are responsible for which flavor sensation by separating and testing compounds individually would be extremely difficult.

"The underlying basis for all of our analyses has been evaluating one thing at a time, out of context, out of the food," says Reineccius. "We assumed there were no interactions whatsoever. No sensory scientist will accept that. And yet we haven't had any other tools, any other way to approach this. We can't deal with 1,000 chemicals."

But then came flavoromics, a method to analyze compounds not one at a time, but all at once. Reineccius's breakthrough came several years ago, when he chaired a search committee for a researcher in metabolomics. Simply put, metabolomics is an emerging biological research method that characterizes the small-molecule metabolites, byproducts of metabolism, to provide insights into physiological and pathological states of an organism. After sitting through several meetings and presentations on the arcane subject, Reineccius saw an opportunity. "The whole medical profession is developing new tools, techniques, and statistics," he recalls thinking. "I'm going to take it and use it for flavor!" As it happened, Reineccius had a Ph.D. student conversant in the new field. "It just kind of came together."

Flavoromics is essentially high throughput data collection. Using gas or liquid chromatography, researchers separate and identify thousands of compounds in many kinds of foods. Then, through statistical analysis, they can correlate how varying

Continued on page 26



Professor Zata Vickers runs the Sensory Center at the University, where she tests "supertasters" for their reactions to flavors and foods.

TRAINING FOR TASTE

No matter how complicated the compounds or how sophisticated the technology to analyze them, flavor comes down to the human palate. The taster's perceptions and preferences give meaning to the chemistry.

Zata Vickers, a University of Minnesota professor of food science and nutrition, characterizes flavors the old-fashioned way, with trained tasters. She runs the Sensory Center to test human reactions to various flavors and foods for other researchers and outside companies—not just in terms of taste, but other sensations as well, such as the loud snap of a fresh apple. "In my world it's always been aroma and taste and texture and appearance and aftertaste—all those things, the whole experience," says Vickers. "We don't call that flavor. We call that the sensory properties of food."

Vickers periodically puts out the word for volunteers. She screens tasters by putting a postage stamp-sized scrap of filter paper on their tongues. The paper is impregnated with 6-n-propylthiouracil. About 25 percent of the population can't taste "prop." To them, the paper tastes like, well, paper. About 50 percent find it bitter. And the remaining 25 percent find it super bitter. It's these "supertasters" Vickers is looking for.

Her goal is to objectify a quality—flavor—that most people consider eminently subjective. But how successfully can her taste panels do that when other "tasters," such as wine lovers, for example, are almost hilariously unreliable?

"Pretty successfully," says Vickers. "We're in the business of doing that." Panelists are trained in the vocabulary of taste and are also given samples of standard compounds as a basis of comparison. In evaluating cheddar cheese, for example, "we probably have 30 different terms that can describe the flavor." These include salty, sweet, bitter, umami (meaty savoriness), diacetyl (a product of fermentation with a buttery taste), sulfur, milky, whey, and "off" flavors (such as yeasty). Supertasters learn the vocabulary and rate the intensity on calibrated scales, such as a citric acid scale or an aroma scale. From this they develop a profile of each product. A panelist may train for up to 20 hours to begin taste-testing, with additional training each time he or she moves to evaluating a different product. The result, says Vickers, "is better than the more casual wine-tasting group that gets together."

Vickers herself is a supertaster, and her years of work have given her terrific insight into the components of flavor and the vocabulary for it. But has the experience ruined her for a normal appreciation of food?

"I think there are both pros and cons," she says. Great appreciation for flavors can enhance enjoyment. It can also be a distraction to savoring food. So while she will sometimes get lost in analyzing the flavors of a fine meal, "on the other hand I still like Kentucky Fried Chicken and I still like really greasy potato skins. I have very common tastes too." —G.B.

Continued from page 24

amounts of these compounds in different samples correspond to tasters' perceptions of flavor.

"We use statistics to show certain chemicals are linked to, let's say, cooked flavor in milk or cooked flavor in jam," says Reineccius. "You run 500 different jams, they range greatly in cooked flavor, and I'll be darned, we've got this group of chemicals that we can pick out statistically that moves with people's judgment of cooked flavor."

By moving beyond the one-compound, one-flavor-at-a-time approach, flavoromics presents a powerful analytical tool to tell food companies more about the flavors of their products than they every knew before. "This would give them a good foundation to address any flavor issues in their product," says Reineccius. "This is a perfect example of . . . some fundamental work that benefits potentially all."

Reineccius had been thinking of a flavor center for at least seven years, he says. The primary reason? Money. Federal funding for flavor science has stagnated. Reineccius was eager to build the facilities needed for such research—not only for his own pursuits, but also for his students and the University.

In 2009 Reineccius hired Peterson, who earned his doctorate in food flavor and related chemistry at the University of Minnesota, away from Penn State. He gave Peterson the task of helping to figure out how a flavor center might work.

Peterson's first order of business was to build a top-flight lab. Today, the Flavor Center consists of three labs. The first is a prep lab with hoods, reactors, and the other equipment. The second room is a taste lab, where foods and other substances are separated into constituent parts. The third is the analytical lab where gas and liquid chromatography detect a dazzling variety of substances and potential stimuli in complex mixtures. Says Peterson: "My mission has been to really build my analytical capability." He has wrangled loans of equipment from manufacturers that are eager to have their instruments used in groundbreaking new research. "Bar none it is probably the most technically advanced analytical center in the country," says Peterson. "The amount of analytical horsepower we have in that lab is—there's not a lab in food science I can think of that can even come close."

Next was taking on the conceptual and marketing challenge: how to recruit sponsors by offering something of value—and

FLAVOR CENTER SPONSORS

As of fall 2011, the Flavor Research and Education Center had 13 food industry sponsors. Gold sponsors contribute \$25,000 a year; maroon sponsors contribute \$15,000. For more information, visit www.flavor.umn.edu.

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then deliver. After studying other research center models around the country, Peterson and Reineccius decided they would have to solicit suggestions for research from their sponsors and select projects with broad appeal and applicability. The Flavor Center generally would not prescribe specific remedies for specific companies but would address problems common to all or many.

Reineccius and Peterson have recruited nearly a dozen companies as gold members at \$25,000 a year, including food giants such as Kraft, Nestlé, and PepsiCo. Companies that join as maroon members contribute \$15,000 a year. The money will buy supplies, cover maintenance, and pay salaries (though not those of Reineccius and Peterson, who are paid by the University).

Sponsoring a relatively small-budget flavor center makes sense even for multinational companies with their own large research divisions. John Scire, senior vice-president for Robertet Flavors, a multinational perfumery and food and beverage flavor company and one of the initial gold sponsors, says his company was eager to support the Flavor Center when it learned of the plan. "We thought it was an excellent idea because it doesn't really exist in this format," says Scire. "Their broad stroke is that there are going to be a lot of projects, different ideas, and resources from a fundamental perspective. These can offer a lot to various members. Especially today, no company can conduct all their own research."

Gordon Smith of ConAgra says part of his job is to find ways to make use of university research and talents. ConAgra also has an interest in suggesting the kind of research that would find an immediate application. "The center is interesting for three reasons," he says. "It allows us to understand who the best and brightest students are. It allows us to talk to academics about what we believe the students should be educated in when it comes to flavor and food chemistry. And it helps us integrate the research—either the consortium research or research that is funded through other sources—to ensure that the research that is being done has a meaningful home in the [applied] world."

"There's a ton of science that needs to be done that hasn't been done," Smith continues. "Part of the role of the University is basic understanding. Their responsibility is understanding why things work and how things work. The companies are much better suited to execute, to transform that knowledge to consumer benefit, because we know our processes and we know our products and we know our consumer better than any academic ever would. That's the reason consortiums work. It's not just my money, but it's my money times 10, or however many members you have. You start to get some critical mass. That's what provides value."

But the greatest importance of the Flavor Center is to the University itself. Even with federal research money scarce, by harnessing the contributions of large food companies, the Flavor Center provides an opportunity to build facilities, train graduate students, and continue research.

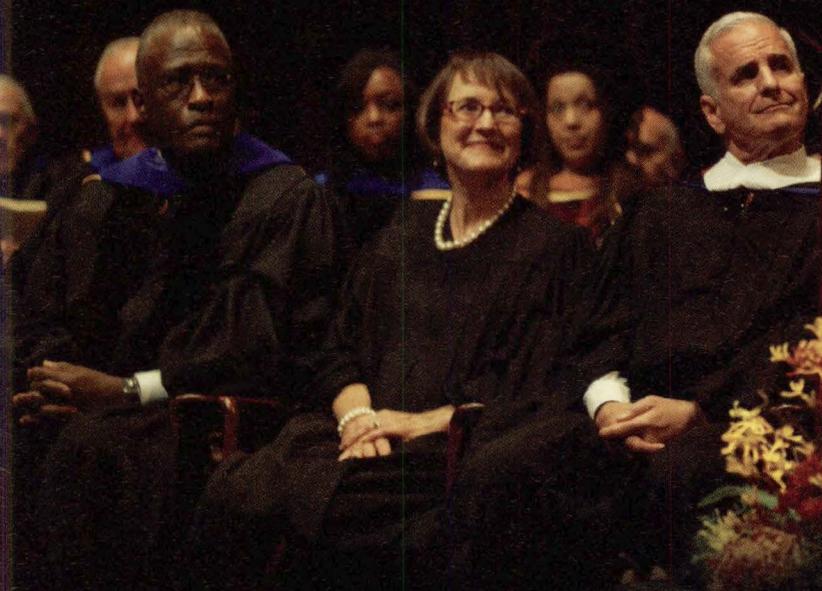
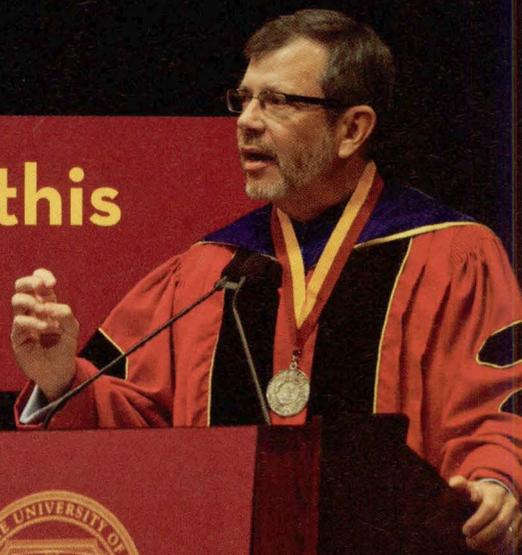
"Our job is to educate kids," says Reineccius. "That's why we're here—to educate undergrads, to educate graduate students. And where do we get money to do this? With funding decreasing, we need to find places to get support so we can give our kids an education. Without that money they don't get it. So here's a place where I believe we can have an impact." ■

Greg Breining (B.A. '74) is a St. Paul-based freelance writer.



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Is the Death Penalty Unconstitutional?

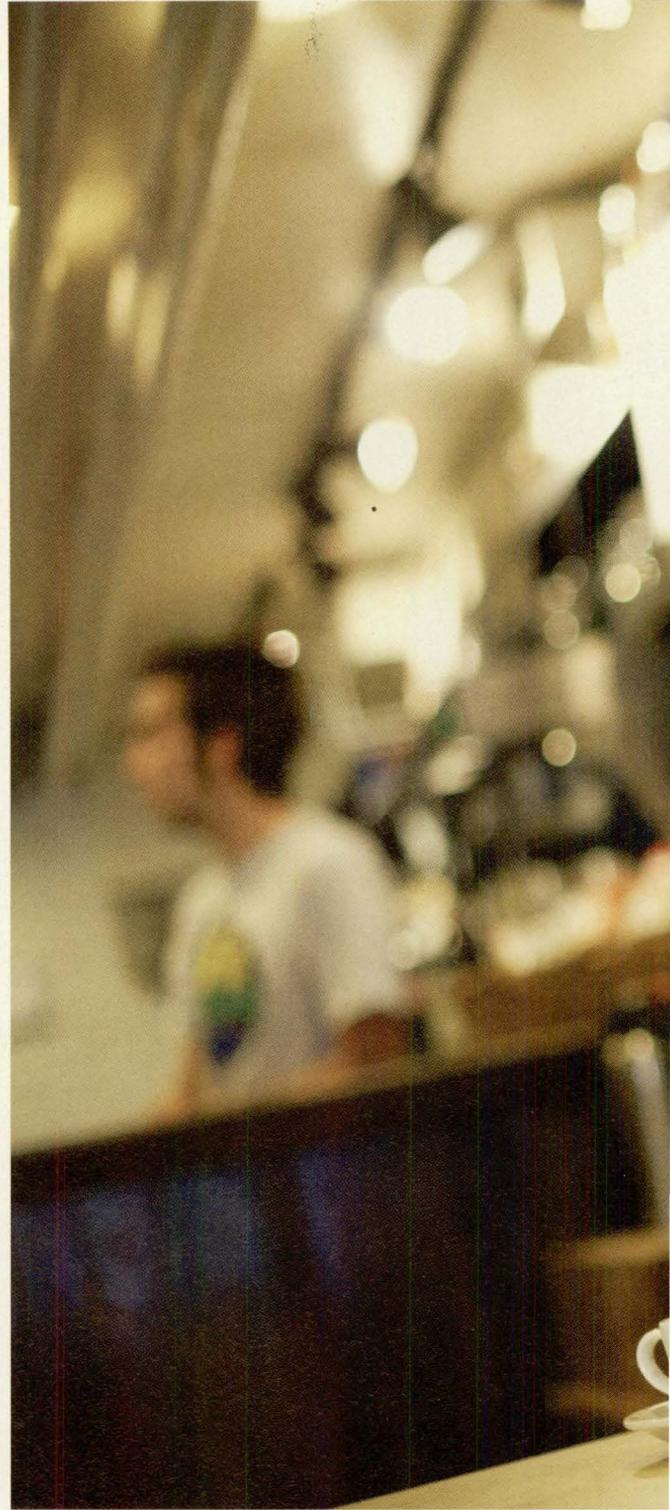
University of Minnesota
alumnus John Bessler
argues for abolishing
the death penalty
in *Cruel and Unusual*,
the law professor's
fourth book on the topic.

By J. Trout Lowen
Photograph by Ken Cedeno

*"Excessive bail shall not be required,
nor excessive fines imposed,
nor cruel and unusual punishments inflicted."
—Eighth Amendment of the U.S. Constitution*

In the acknowledgements to his forthcoming book, *Cruel and Unusual: The American Death Penalty and the Founders' Eighth Amendment* (Northeastern University Press, January 2012), law professor John Bessler (B.A. '88) likens the writing process to a mountain hike: "[Y]ou pick a trail, try to follow a few scattered markers, but occasionally wander off a not-so-worn path, getting momentarily lost in the forest as you wind your way to the top. The summit—above the tree line—often seems as if it will never come. . . ."

The same analogy might be used to describe the death penalty in America. *Cruel and Unusual* is Bessler's fourth book on the subject of executions and his most scholarly. It documents the United States' complicated relationship with capital punishment from the time of





the Founding Fathers through today and argues for its end.

“The death penalty, it seems to me, is a vestige of a bygone era, and as an attorney I feel a responsibility to work for law reform,” Bessler says. “I’ve seen the poor quality of representation that people often get, especially in southern states. One does feel the need to tell people about what’s happening in those places. The justice system in Minnesota is much different than the justice system in Texas.”

In the 1990s, Bessler worked with the Advocates for Human Rights on pro bono death penalty cases in Texas as an associate at Faegre & Benson in Minneapolis. He taught capital punishment seminars at the University of Minnesota Law School (1998-2006) and the George

John Bessler, photographed at the Modern Times Coffeehouse at Politics & Prose Bookstore in Washington, D.C., graduated from the U of M with a degree in political science.

Washington University Law School (2007-09) and now is an associate professor at the University of Baltimore School of Law and an adjunct professor at the Georgetown University Law Center.

But Bessler's longstanding interest in the death penalty is more than academic. He recently spoke with *Minnesota* magazine about what shaped his views of capital punishment.

Q: In an earlier book, *Kiss of Death: America's Love Affair with the Death Penalty*, you mention growing up in Mankato, Minnesota, the site of a mass hanging. Is that where your interest in the death penalty began?

A: Yes. I grew up not far from the execution site. That execution took place on the day after Christmas in 1862. More than 300 Dakota Indians had originally been sentenced to death by a military tribunal, but Abraham Lincoln—in an act of mass clemency—reduced the number to 38 after reviewing the cases.

One Dakota Indian was executed by mistake. He actually saved a woman during what was then known as the Sioux Uprising, now known as the U.S.–Dakota War. Lincoln had handwritten the order to try to make sure that only the Indians he had written down would be hung, but after the Indians' trials they did not keep track of who was who. It's an example from history that I think points out some of the problems with the death penalty that exist even today. You can have mistakes. The justice system is not infallible.

Q: *Cruel and Unusual* argues the death penalty violates the U.S. Constitution's Eighth Amendment prohibition against cruel and unusual punishment. You look at the evidence going all the way back to the Founding Fathers. What did you find?

A: What I found was surprising: Contrary to conventional wisdom, all of the founders weren't gung ho about executions. Dr. Benjamin Rush—a signer of the Declaration of Independence—worked for the death penalty's total abolition; Thomas Jefferson and James Madison both sought to severely curtail death sentences; and Benjamin Franklin and others saw executions as wrongful for thieves and property crimes.

Q: Who is your audience for this book? Are you trying to sway public opinion or influence the U.S. Supreme Court?

A: The book is written for a general audience, but I'm definitely hoping to reach the Justices of the Supreme Court. In one sense, I suppose you could say that one of my target audiences is just nine people. Just don't tell that to my publisher. Both legislatures and the courts are actively involved in death penalty issues, so quite a few people might find this book of interest.

Q: You describe the Eighth Amendment as an "enigma." What do you mean by that?

A: Executions in the United States are an anomaly. Europe is a death penalty-free zone; our closest neighbors, Canada and Mexico, have both abolished capital punishment; and even countries like Rwanda and South Africa have turned away from state-sanctioned executions. In America, harsh corporal punishments such as branding, ear cropping, and whipping have long been abandoned by the penal system, yet executions persist.

Q: In your view, how does the death penalty violate the Eighth Amendment?

A: Executions are cruel and have, over time, become unusual. The Eighth Amendment forbids any "cruel and unusual punishments," so if a punishment is both "cruel" and "unusual" it is unconstitutional. A lot has changed since the founding era. America once had mandatory death penalty laws, making executions the standard—or usual—punishment for murder. Death sentences are now not only discretionary with juries, but they tend to be handed out in an arbitrary and racially discriminatory manner.

Also, under existing Eighth Amendment precedent, it's considered to be cruel and unusual for a prison guard to, without provocation, beat up a prisoner. The Supreme Court says the Eighth Amendment is intended to protect prisoners from harm, yet it allows inmates to be executed. So the Supreme Court is actually inconsistent in the way it approaches it. What I'm arguing for is a principled interpretation of the Eighth Amendment.

Q: Some people will say that the Supreme Court has already ruled on the Eighth Amendment question and held that the death penalty is constitutional, with certain exceptions. What do you say to them?

A: Actually, the Supreme Court has ruled both ways. In 1972, in *Furman v. Georgia*, the Supreme Court struck down death penalty laws as unconstitutional. Although the Court reversed course and ruled the other way in 1976, each generation must decide for itself what is "cruel and unusual." As Thomas Jefferson himself said: "the earth belongs . . . to the living."

For those who argue the Eighth Amendment should be read the same way today as it was in the founding era, that is something the Founding Fathers themselves would not have anticipated. To one generation, severe corporal punishments were not considered cruel and unusual. That does not mean that to the next generation or the generation that follows such punishments will be similarly regarded. Our understanding of human rights has changed a lot since the founding era. The Constitution was written in such a way that allows future generations to take that into consideration. Plus, the Fourteenth Amendment—which guarantees "equal protection of the laws"—was put in place after the founding era.

Q: What do you say to the family of a murder victim in search of justice?

A: That's a hard question. It's tough to put yourself in somebody else's shoes. I do think life-without-parole sentences can provide justice for murder victims' families. For me, I don't see killing someone as a way to honor the victim's life. And not all families, of course, feel the same way about executions. For example, Murder Victims' Families for Human Rights, a U.S.–based organization, vehemently opposes the death penalty.

Q: Minnesota abolished the death penalty in 1911. Currently, 16 states and the District of Columbia no longer allow it, and only a few death penalty states actively use it. Most of those are in the South. Why?

A: Stephen Bright, who runs the Southern Center for Human Rights, has talked about capital punishment as being a direct descendant of racial oppression that occurred in previous times, of the lynchings that took place so often in the South. And you still have the vestiges of racial prejudice and racial bias existing in some places. One example of that is that the death penalty is inflicted more frequently on blacks who kill whites. The literature refers to this as



To hear an Access Minnesota interview with John Bessler, go to www.MinnesotaAlumni.org/Bessler.

race-of-the-victim discrimination. That's just a reality of the death penalty in the Deep South.

Q: By far, Texas leads the states in the number of executions carried out. Do you ever see Texas abandoning the death penalty?

A: It's certainly possible. The death penalty is still popular there, but the *Dallas Morning News* editorial board recently asked lawmakers to impose a moratorium on executions. Recent polls show that, when offered a choice, more Americans actually prefer life-without-parole sentences to death sentences.

Q: You argue that prolonged incarceration on death row is cruel and unusual punishment. Why?

A: In 2008, a California commission found that 30 inmates had been on that state's death row for more than 25 years; 119 had been on death row for more than 20 years; and 240 had been on death row for more than 15 years. In the founding era, executions took place in days or weeks—at most months—following a death sentence. Such long delays, Justice Stephen Breyer writes, could be considered “especially cruel” and “unusual—whether one takes as a measuring rod current practice or the practice in this country and in England at the time our Constitution was written.”

Q: Even after 9/11, the number of death sentences handed out in the U.S. has declined sharply, from more than 300 a year in the mid-1990s to just over 100 a year in the last few years. Any idea why?

A: I think all the DNA exonerations of death row inmates—17 at last count—have really made people start questioning state-sanctioned killing. The now universal availability of life-without-parole sentences and maximum-security prisons has also made death sentences unnecessary.

Q: The United States is one of only a handful of countries that still executes people. How much does international opinion and practice influence the Supreme Court's thinking?

A: The Supreme Court interprets the U.S. Constitution, but America is also part of the international community. When the Supreme Court struck down juvenile executions as an Eighth Amendment violation in 2005, the Court relied upon its reading of U.S. law. At the same time, however, the Court emphasized that the U.S. had become—along with Somalia, which lacked a functioning government—one of only two countries that was, at the time, still allowing the practice. Only the U.S. and Somalia had failed to ratify a U.N. treaty banning such executions.

Q: What's next for you? Do you anticipate writing more on this issue in the future?

A: Yes. I'm working on a book now about Abraham Lincoln and his role in executive clemency cases during the Civil War. ■

J. Trout Lowen (B.A. '89) is a writer and editor living in Minneapolis.

Excerpts from *Cruel and Unusual*

By John Bessler

A death sentence all by itself is a traumatic experience, but living for years or even decades under a sentence of death amounts to what capital defendants describe as a “living death.” Executions in colonial times and early America were carried out in a matter of months, weeks, or even days; in the mid-1700s, executions occurred two days after sentencing or, if a death sentence was imposed on a Friday, then on the following Monday. Even when contested legal issues arose, most capital cases through the early 1800s were resolved within

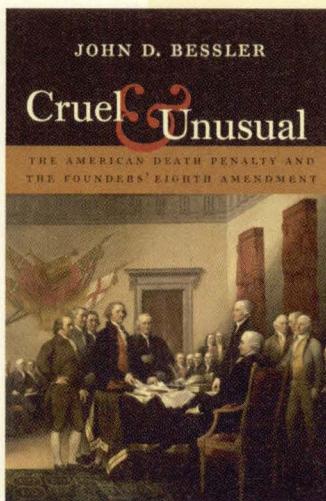
six months of the conviction. By the end of the 1960s, however, the average time spent on death row had grown to almost three years, with much longer delays still to come. Today's lengthy periods of pre-execution confinement, coupled with harsh prison conditions and the routine delays associated with capital litigation, have served to intensify prisoners' suffering, especially since death row inmates are routinely confined to their six-by-nine-foot cells for twenty-three hours each day.

“Revenge is sweet” is an oft-heard refrain, with new brain imaging research suggesting exactly why so much pleasure is derived from retaliating against others for their despicable acts. Using positron-emission tomography technology to measure blood flow in male subjects' brains,

researchers found that imposing penalties activates a region of the brain known as the dorsal striatum, a brain region associated with enjoyment and satisfaction. In other words, when something bad happens, people are hardwired to want to exact revenge.

The seeds of the death penalty's abolition were planted in the Enlightenment by the Italian philosopher Cesare Beccaria. Those seeds sprouted in America under the watchful eye of Benjamin Rush and his friend William Bradford, and were further cultivated by Founding Fathers such as Benjamin Franklin, James Wilson, Thomas Jefferson, and James Madison. Beccaria authored *On Crimes and Punishments* in the 1760s, nearly 250 years ago, but his vision remained unfulfilled in his lifetime—and it was left to future generations to pick up the torch where he left off.

Though history is instructive when it comes to constitutional interpretation, it remains just that, and Americans should no longer use history to turn a blind eye to what is happening in the bowels of our nation's prisons or to what is at stake from a moral standpoint when it comes to executions. After all, it is our nation's citizenry, the living, who, as their own governors, bear the collective responsibility for those days and times when prison officials, behind closed doors, load up and deliver syringes full of deadly chemicals to inmates strapped down on gurneys.



Pigeon Patriot

Seventy-five years ago, famed behavioral psychologist B.F. Skinner began his career at the University of Minnesota, where he devised a plan to defeat Nazi Germany in World War II that was so unusual it just might have worked.



B.F. Skinner took a teaching position at the University of Minnesota beginning in 1936. He is pictured here in 1942.

In May 1937, *Life* magazine featured an innovative University of Minnesota psychologist and his clever lab rat. B.F. Skinner had taught Pliny, a white rat, to earn and spend “money.” Pliny learned to pull a chain at the top of his wire cage in order to release a marble—the cash in this exercise. A series of photos show Pliny picking up the marble between his little paws and hopping it over to a slot in the floor of the cage. When Pliny inserted the marble, a lever triggered a mechanism that produced a bit of biscuit. Like working a vending machine, Pliny slipped his coins into the appropriate slot and got a snack in exchange. **S** The tone of the *Life* story is precious, and Burrhus Frederic Skinner, the young U of M psychology professor who devised the experiment, is mentioned only briefly—and then only to suggest that even he believes the experiment proves

merely “how much can be done with an animal if proper patience were taken.” But the article could also be counted as the beginning of B.F. Skinner’s public career and a nod to the direction psychology research would take.

Over the course of a long career that stretched for more than 50 years to the 1980s, B.F. Skinner became the most famed behavioral psychologist in the nation. Author of a popular and much-discussed utopian novel, *Walden Two*; a seminal study in the psychology of language use, *Verbal Behavior*; and perhaps his most famous work, *Beyond Freedom and Dignity*, Skinner was one of the most influential and controversial scholarly figures of his day.

In September 1971, Skinner appeared on the cover of *Time* magazine beneath the ominous headline, “B.F. Skinner Says: We Can’t Afford Freedom.” The article placed Skinner at the forefront of a popular and academic debate between critics who argued that he neglected the importance of free will in favor of a rational and overly scientific approach to the human condition. Most subtleties in his points of view were lost in the popular exchange, and Skinner’s theories became, generally speaking, associated

with cold-hearted science.

But Fred Skinner, as he was known to family and friends, was hardly a household name when he arrived at the University of Minnesota in the fall of 1936, fresh out of Harvard, where he’d been a highly regarded and brilliant young fellow. The department chair at the U of M, Richard Elliott, also a Harvard man, was pleased to land a newly minted fellow alumnus for his psychology department.

A junior faculty member interested in a relatively new form of psychology called behaviorism, Skinner was odd man out in a department primarily focused on correlating human interests with appropriate job and educational pursuits. Psychology at Minnesota in the 1930s was focused on differential and industrial psychology. Its various research projects would culminate in the creation of a slew of tests and studies, including the famed Minnesota Multiphasic Personality Inventory, designed to measure and describe personality

BY TIM BRADY



traits. Elliott had an interest in behaviorism, however, and also wanted to broaden the horizons of the psychology department. Thus Skinner was given free rein to pursue his research interests.

His antecedents in the world of behavioral psychology were Russian scholar Ivan Pavlov (1849–1936), whose famous studies of salivating dogs were first published in English in 1928, and American John Watson (1878–1958). Their work directly challenged early psychological research, which had centered on studies of human perception, cognition, and the physiology of the brain. Watson and Pavlov were interested in animal behavior instead of the internal processes of the human mind. They argued, in Watson’s words, that “psychology as the behaviorist views it is a purely objective experimental branch of natural science which needs introspection as little as do the sciences of chemistry and physics.”

While drawn to these founders, Skinner was soon taking their work one step further into something he dubbed “radical” or “descriptive” behaviorism. He would publish his first major work on the topic, *The Behavior of Organisms*, in 1938. Skinner’s idea was to create conditions in which animal behavior could be studied and modified through a process called operant conditioning. By molding exercises that featured denial and reward—offering Pliny a biscuit if he dropped a marble into a slot, none if he failed to do so—certain behaviors were reinforced and others discouraged. Animal behavior could ultimately be modified through the operant.

The first step was to create the appropriate working environment for his animals, which Skinner did as a graduate student at Harvard. He was given access to a workshop and tools and designed and constructed a space where a rat could do its thing free of distraction. This was the forerunner to the box that would house Pliny at the University of Minnesota. Novel equipment in Skinner’s early career, these contained environments, known as “operant conditioning chambers,” or Skinner Boxes, would eventually become standard equipment in behavioral scientists’ laboratories around the world.

A gift for design and inventiveness characterized Skinner throughout his long career. His chatty three-volume memoirs, published between 1976 and 1983 (the second volume, *The Shaping of a Behaviorist*, details his years in the Twin Cities), are full of tales of gadgetry he invented for research, classroom demonstration, or use around the house. In preparation for the birth of his second daughter, for instance, Skinner constructed a crib-sized envi-

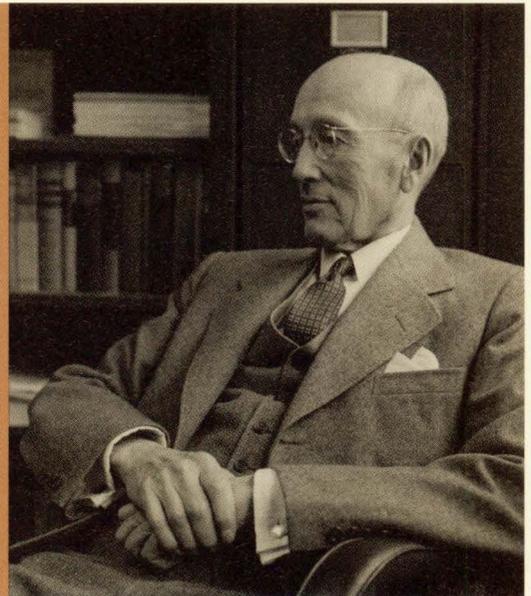
ronment that was designed to be a protective haven for the little girl, Debbie, while his wife, Yvonne, worked

around the house. The “baby tender,” as Skinner called it, was a climate-controlled box with a large picture window, stimulating mechanisms (like rings that would sound a whistle or play music when pulled), and a 10-yard-long sheet stretched over the canvas bottom of the box that could be rolled, like a cloth restroom towel, to a clean portion when the baby wet the floor.

Later critics would see the baby tender as an extension of Skinner’s laboratory boxes and charge him with cold-heartedly experimenting on his own daughter. (Debbie was rumored to have developed deep psychological problems as an adult and to have

Above: A lab rat in a Skinner Box, a controlled environment designed to reinforce desired behavior, photographed in 1964.

Right: Richard Elliott, chair of the U’s Department of Psychology, brought Skinner to Minnesota from Harvard, which was also his alma mater.



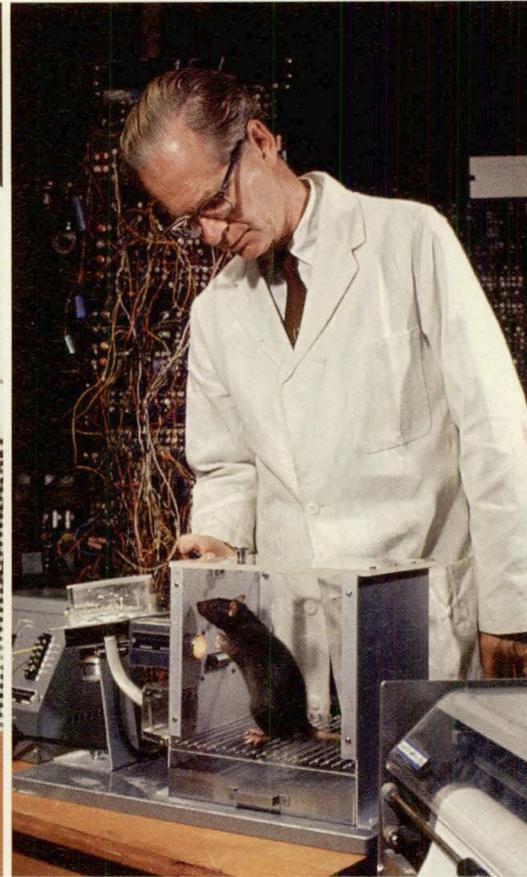
committed suicide, neither of which is true.) To Skinner’s mind, however, the device was simply a practical household tool and he was proud enough of it to contact the *Ladies’ Home Journal* and suggest they feature the tender in an article. Despite some questions about the efficacy of the sheet roller, in particular, the *Journal* sent a photographer to the Skinner home in St. Paul and published a story in 1945.

During his years at the University, Skinner became engaged in Minnesota popular, political, and social culture of the day. Accord-



Above: B.F. Skinner built a "baby tender," a climate-controlled playpen with a 10-yard-long roller towel stretched across the bottom so that his daughter Debbie would have a safe environment while his wife, Yvonne, kept house. Mother and daughter are pictured in 1945.

Right: Skinner with a rat in a Skinner Box, photographed in 1960.



ing to his memoirs, the inspiration for *Walden Two* came during a dinner party at the home of Alfred Pillsbury, held as World War II was nearing a close. Skinner was seated next to Hilda Butler, wife of St. Paul attorney Pierce Butler Jr. The two were engaged in a conversation about war veterans returning to civilian life. Skinner had been reading a history of utopian and perfectionist movements in American life and found himself arguing that young soldiers should take their "crusading spirit" out into American society to build a new culture. "I said they should experiment," Skinner would later write. "They should explore new ways of living, as people had done in the communities of the nineteenth century. She [Hilda Butler] asked for details." So Skinner went home and began to make notes for the book that would become *Walden Two*.

Skinner's most famous work in Minnesota began in the spring of 1940. On a train to a conference in Chicago, while staring idly out a rail car window, he was pondering the war in Europe. He recalled the recent massive Nazi air raid on Warsaw, in which the Germans had employed hundreds of old and obsolete planes with no expectation that they would return, instead ending their flights as bombs in the destruction of the city. Suddenly a flock of birds appeared outside, wheeling in formation as his train car passed by. "Suddenly I saw them as 'devices' with excellent vision and extraordinary maneuverability," Skinner wrote in his memoirs. "Could they not guide a missile?"

By the time he got back to Minneapolis, he was eager to test the idea. Skinner visited a local poultry store that supplied pigeons to Minneapolis's Chinese restaurants. He bought several birds and devised a harness from a man's sock, which restricted the pigeon's

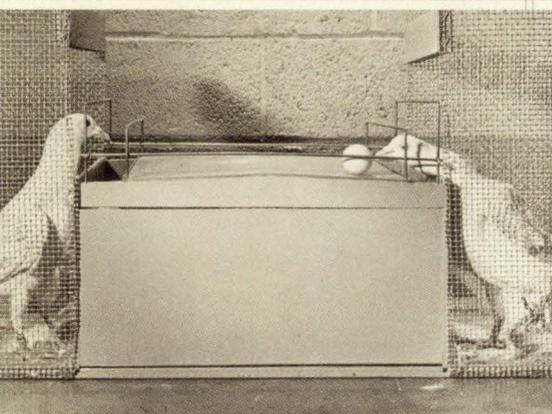
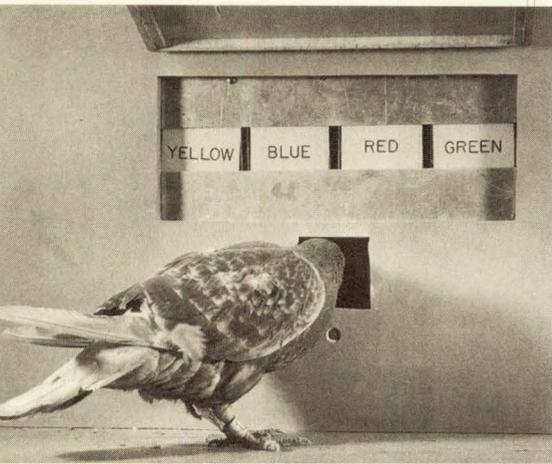
wings and legs but kept its head and neck free. Then Skinner designed an apparatus that propelled the pigeon toward a target, guided by the bird's own vision and movements of its head and shoulders. He attached lightweight rods in horizontal and vertical lines alongside the neck of the pigeon and hooked them up to a hoist set in a track above the bird. "By lifting and lowering its head the pigeon closed electrical contacts operating [the] hoist, and by moving its head side to side it drove the hoist back and forth on [the] overhead track," Skinner wrote later. He then put a bull's eye on a target across the room in his laboratory. By steering with its vision and moving with the aid of the rods, the hoist, and the physical movements of its shoulders and neck—and while being rewarded with grain along the way—the pigeon was able to steer itself across the room toward the target. Again and again and again.

"In great secrecy," Skinner says, he took the idea to a professor in the Department of Aeronautical Engineering who thought he might be able to build a model plane for the pigeon to guide in a test. Skinner also visited John Tate, the dean of U of M faculty, who came to Skinner's office to view a demonstration of the pigeon experiment. Tate was impressed enough to contact the chair of the National Defense Research Committee (NDRC) in Washington, D.C., about the experiment. Here things bogged down when Skinner was asked how his pigeons would perform in the midst of a sky full of flak and airplanes, which had obviously not been accounted for in Skinner's initial experiments. The NDRC could not fund further research and the pigeons were retired.

But not forever.

Skinner hauled them out again on December 8, 1941, the day after Pearl Harbor. Now enlisting the help of a pair of psychol-

BABY TENDER AND PIGEON PHOTOGRAPHS © BETTMANN/CORBIS; SKINNER WITH RAT PHOTOGRAPH © GETTY IMAGES



Top: In a 1950 experiment, one of Skinner's pigeons matched a colored light with a corresponding colored panel in order to receive a food reward.

Bottom: In another 1950 experiment designed by Skinner, two pigeons pushed a ball back and forth. If one missed the ball, it rolled into a trough and the opponent was rewarded with food.

ogy graduate students and with some aid from the University, Skinner decided to use his pigeons to steer a bomb that would be dropped on a target rather than the ground-to-air system he had first envisioned. The basic idea—harnessing a pigeon to a projectile and having its vision and muscle movement guide the missile to a target—remained, but now that bull's-eye would be straight below. Once again, the pigeons performed admirably, and by March 1942 Skinner was confident enough to again approach the NDRC. Again, he was turned down. His experiments were deemed “perhaps feasible” in Washington, but “perhaps” wasn’t good enough to secure funding.

While the idea of using pigeons to guide missiles might seem far-fetched, there were, in fact, others during World War II who were also using animals as purveyors of weaponry. A Swedish sociologist was training seals to attach defusing devices to moored harbor mines. And the Sovi-

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et Union, desperately low on anti-tank weaponry as the Nazis swept toward Stalingrad, trained dogs to attach magnetized mines to the underbellies of German tanks on the battlefield.

Virtually every major corporation in the United States was interested in developing projects that might secure government contracts during the war, and Minneapolis-based General Mills, Inc., was among them. James Ford Bell, founder and chairman of General Mills, decided to invest in Skinner's pigeons. The research division at the company gave Skinner a start-up grant of \$5,000 and lab space on the top floor of its flour mill complex in downtown Minneapolis. Skinner once again enlisted the assistance of his grad students and took a leave of absence from his work at the U.

In September 1942 they began work on a system that would allow pigeons to guide bombs toward a specific target. They advertised for birds and briefly considered using crows instead of pigeons (*Minneapolis Star-Journal* columnist Cedric Adams put out a call for birds on their behalf). That idea was abandoned when the crows proved too difficult to train.



James Ford Bell, founder and chair of General Mills in Minneapolis, invested in B.F. Skinner's pigeon project during World War II.

The device Skinner and company ultimately created began, again, with a man's sock used as a jacket over which was fitted a harness. A pigeon was placed in a tiny cockpit in a lens-tipped cone that was attached to the weapon. The target below was projected from the lens to a screen in front of the birds. Crossing beams of light signaled the spot on the screen the pigeons were trained to strike with their beaks. During training, when a pigeon pecked at the proper target, a small plate of grain swung down before the bird and reinforced its behavior.

In March 1943, a pair of engineers from Washington, D.C., came out to observe Skinner's work. Impressed, they recommended that the office of Scientific Research and Development (a successor to the NDRC) offer a grant of \$25,000—about \$325,000 in today's dollars—for continued study. Skinner and his colleagues began

perfecting the system, adding, among other modifications, two more pigeons to the cone to increase the odds of an accurate strike. "If the missile were approaching two ships at sea," Skinner explained, "all three pigeons [housed in the cone] might not choose the same ship, but at least two must do so, and the system

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The nose cone from B.F. Skinner's pigeon-guided missile experiments is on display in the Smithsonian Institution's "Science in American Life" exhibit.

Of his years at the University of Minnesota, Skinner later wrote, "I liked the Twin Cities, but they were not only the Midwest, they were on a spur track off the east-west routes. Under wartime restrictions I had attended no professional meetings and had lost contact with my old friends in the East. Psychologists were

could be arranged so that the third would be punished for its minority opinion and would change to the other ship."

In the end, fierce competition in the development of missile guidance systems, along with a lingering skepticism about placing bombs under the control of pigeons bound in men's socks, doomed Skinner's plan. Work on the project continued into 1944, but it had run out of steam. Skinner, who had postponed work on a Guggenheim fellowship to take up Project Pigeon, as it had been dubbed, now opted to turn back toward his scholarly work.

A year later, the University of Indiana offered the behaviorist a significant raise and the chairmanship of its psychology department. In 1946, he and Yvonne packed up their two girls and the baby tender and headed for Bloomington, staying for the next two years before he took a tenured position at Harvard, where he would remain for the rest of his career.

too busy with the war to pay any attention to rat experiments or a book like *The Behavior of Organisms*—only eight copies of which had been sold in four war years—and no one seemed to be taking up the study of operant behavior."

Skinner's great fame was yet to come. In time, his name would be as familiar as any scholar's in the nation. He would collect numerous awards and honors, including the National Medal of Science. Even his missile would find a place in American history. The cone can be viewed today at the Smithsonian Institution's American History Museum in "The Science in American Life" exhibit. Skinner died in Cambridge, Massachusetts, in 1990. He was 86.

Tim Brady is a freelance writer in St. Paul and regular contributor to Minnesota.



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In Good Hands

Backup senior guard Nicole Mastey, who played fewer than eight minutes last season, did not necessarily seem a natural choice to co-captain the Gophers women's basketball team this year—except to her teammates. They selected the senior from Becker, Minnesota, to lead the team along with standouts Kiara Buford and Jackie Voigt. “We didn’t have to think about it too hard, because of all she does for us,” says Buford, also a captain in 2010-11.

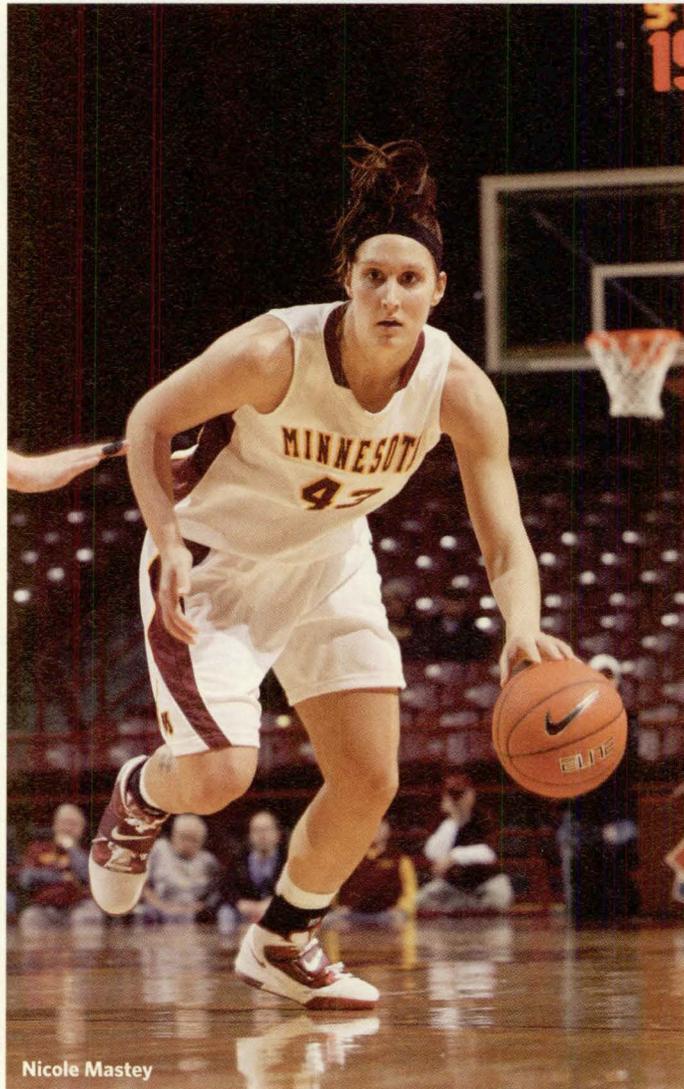
Mastey, a major in recreation, park, and leisure studies, established herself as an important presence on the team despite her scant time on the floor. Ever upbeat, she is an indefatigable cheerleader on the bench. Extra responsible, she texts reminders to teammates about important deadlines. A good listener, she’s the one they turn to with problems. “She’s always played the motherly role,” Buford says.

With her strong work ethic and drive to improve her skills, Mastey pushes her teammates to better themselves. Last season, she showed up half an hour early for practices to learn her new guard position—she was willing to switch from forward for the team. She set the pace in drills, finishing first in the line sprints. She added extra workouts in the summer and reported this fall in the best shape of anyone on the team.

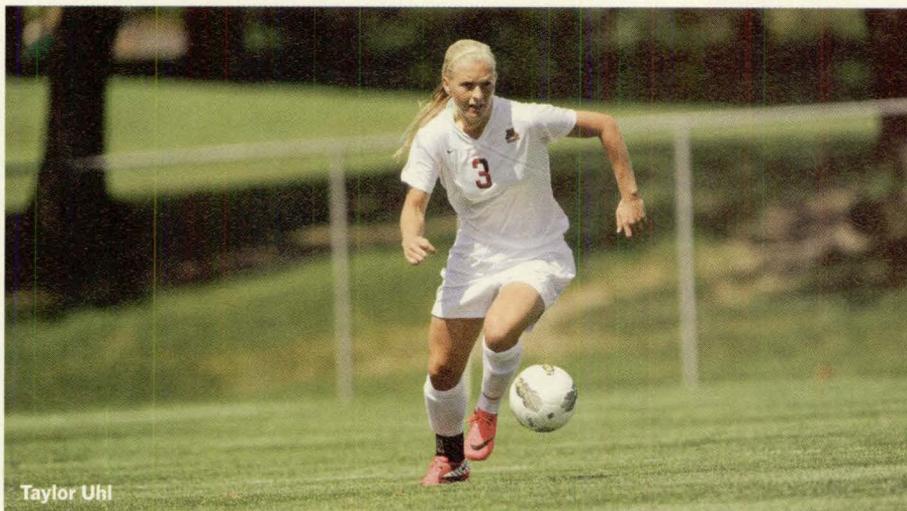
Recruited out of Becker High School with her twin sister, Brianna, a 2008 Minnesota Ms. Basketball finalist, Nicole could easily have become discouraged watching her sister excel for the Gophers. But, characteristically, Nicole remains her sister’s biggest fan. “I want her to do well,” she says. “I love that we’re on the same team.”

When Coach Pam Borton announced Mastey’s selection as team co-captain, that was the ultimate affirmation. “It’s refreshing that teammates see all the hard work I’m doing, even if I’m not on the floor,” Nicole says. “It’s a great feeling that they respect me.”

—John Rosengren



Nicole Mastey



Taylor Uhl

Uhl Named Top Freshman

Big Ten soccer coaches named Gopher freshman forward Taylor Uhl the conference Freshman of the Year, and unanimously voted her onto the All-Freshman Team. Uhl, from Eden Prairie, Minnesota, led the Gophers in points (30), goals (13), and shots (68) and is tied with three other players for a team-high four assists.

Fellow freshman Becca Roberts, a midfielder, was also named to the All-Freshman Team. The Lino Lakes, Minnesota, native tallied five points (two goals and one assist) in her first season.



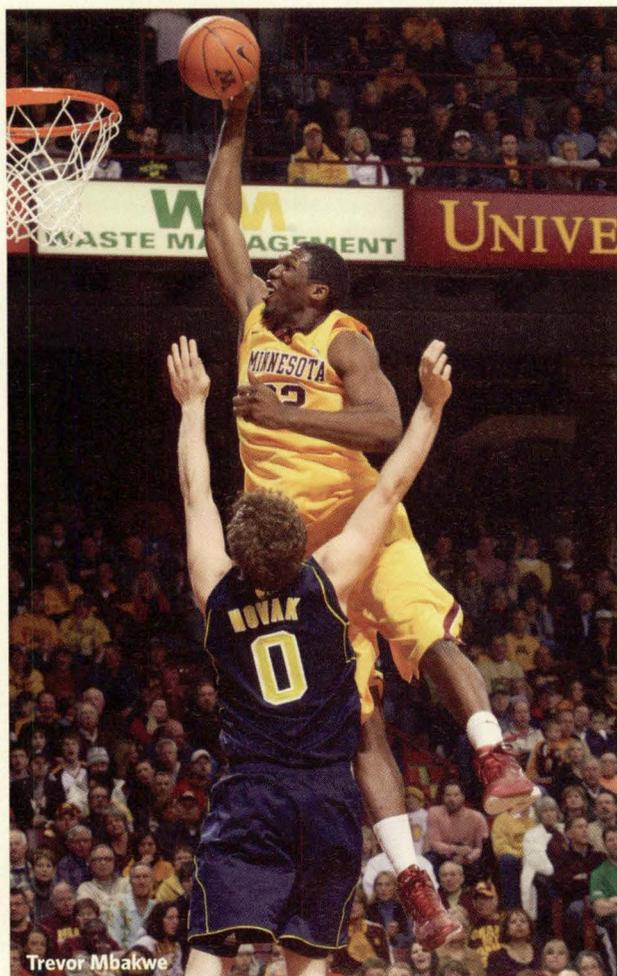
Border-to-Border Domination

The Gopher men's hockey team got off to its best start in a decade after sweeping a two-game series against rival North Dakota at Mariucci Arena in November. The wins sent the then-9-1-0 Gophers to the top of the national polls, a ranking they retained after splitting a two-game series against Wisconsin the following weekend. The win against the Badgers marked the 300th career victory for Coach Don Lucia. Pictured here are senior goalie Kent Patterson and freshman defenseman Ben Marshall. Patterson made 24 saves against North Dakota in his fifth shutout of the season.

Quotebook

"Those kids have been good to us and taking care of us, and you know, we're not doing very well. So I said, 'Let's reward them.' So we are going to feed them lunch on game day. They deserve that."

—Gopher football coach Jerry Kill on buying University of Minnesota students hot dogs, chips, and candy at the Iowa game on October 29. Kill was at the food giveaway prior to the game to thank students in person. The Gophers defeated the Hawkeyes 22-21.



Trevor Mbakwe

A Major Early Season Loss

Calamity visited the Gopher men's basketball team seven games into the season when leading scorer and rebounder Trevor Mbakwe suffered a torn ACL in his right knee during a game against Dayton on November 27. The 6-foot-8-inch, 245-pound senior forward will miss the rest of the season.

Mbakwe drew national attention for his leaping ability and aggressive, consistent play. He had been named to the John R. Wooden Award watch list, presented annually to the nation's top collegiate basketball player, and was on the preseason All-Big Ten First Team. The leading rebounder for Team USA at the World University Games this summer, Mbakwe was averaging 14 points and 9 rebounds per game at the time of his injury.

Athletes, Not Babes, Sell Tickets

Mary Jo Kane says there's an assumption about female athletes, and it goes like this: If they would only show a little more skin—you know, something like a beach volleyball uniform—then maybe they'd pack arenas a little more often.

Kane, director of the University of Minnesota's Tucker Center for Research on Girls and Women in Sport, heard the sentiment so often that she began to dig into the archives on that scantily clad assumption. What she found was nothing, nada, not a word.

"In almost 50 years of sport research, the empirical data is completely silent on this question," says Kane. "And there appears to be nothing in marketing either."

So Kane and student Heather Maxwell (Ph.D. '09) completed the first-ever research on the connection between consumer perceptions of female athletes and ticket sales. Their findings, published in the May *Journal of Sport Management*, surprised even them. Kane and Maxwell discovered that rather than making consumers more interested in buying tickets or attending games, images of sexed-up women athletes actually produced the opposite effect in several controlled focus groups, including 18- to 34-year-old women and 35- to 55-year-old men. Many study participants called the "cheesecake" images dopey or even disgusting. Most telling of all, images of women athletes dressed as athletes and performing as athletes produced the highest scores in terms of consumer interest in buying single-game or even season tickets.

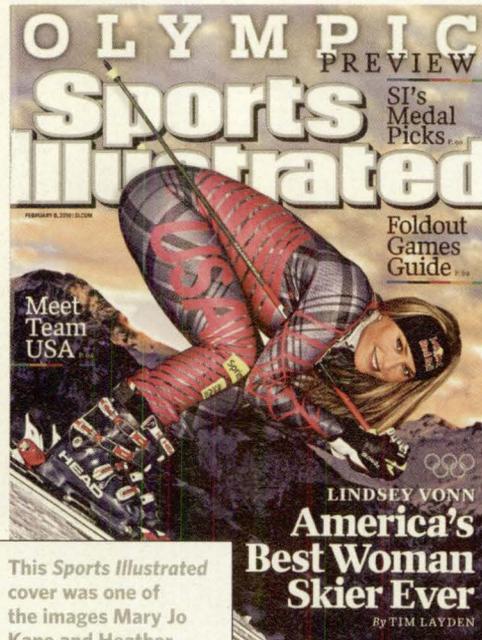
The outliers were 18- to 34-year-old males, who, far from being offended by the sexy images, instead deemed them "hot." Images of sexed-up female athletes, such as one of IndyCar racing star Danica Patrick sprawled across the hood of a car in a swimsuit, made the 18- to 34-year-old guys more likely to read a magazine article about women's athletics, and even to watch a game on TV, but not necessarily to buy a ticket to a game and certainly not to buy season tickets.

"We now have empirical data and it's very clear," says Kane. "Portraying women athletes as athletes is a smart marketing strategy for most consumer groups. And on the flip side, portraying women athletes as sex objects produces a significant backlash among most consumer groups."

Kane and Maxwell seem to have hit a nerve in the zeitgeist. Media has interviewed Kane more than 15 times about the research, and *The Nation* magazine asked her to pen an article about it for the July 2011 issue. She's also in talks with WNBA officials, who have asked her to consult on marketing strategy.

"What we'd love to see now is more consumer research along these lines," says Kane. "That's the nice thing about consumers. If you ask them what they think, they have no qualms about telling you."

—Alyssa Ford



This *Sports Illustrated* cover was one of the images Mary Jo Kane and Heather Maxwell used to measure consumer response to images of female athletes.

To hear an Access Minnesota interview with Mary Jo Kane visit www.MinnesotaAlumni.org/Kane.



Herb Brooks (B.A. '62) began his collegiate coaching career in 1972 when he took over a struggling Golden Gopher men's hockey program. In an interview in the December 1972 issue of the *Alumni News* (the name of this magazine at the time) he said, "I didn't take this job to be a loser. I had a pretty good insurance job which a lot of people thought I was crazy to leave. When I quit, my dad said he must have raised an idiot for a son. When things get a little tough for us I think about

that and chuckle. But I have no regrets. We're going to make this the No. 1 hockey school."

Brooks would go on to coach three national championship teams in his seven seasons at Minnesota. He left the U in 1979 to coach the U.S. Olympic hockey team, which upset the Soviet Union and then defeated Finland for the gold medal to pull off the legendary "Miracle on Ice." He went on to coach three pro hockey teams.

Brooks died in a car crash in 2003.



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A Natural Scholar

Growing up in three households can be disorienting. It can also produce a genius. Such is the case with University of Michigan public historian Tiya Miles (Ph.D. '00), who in September was named one of 22 recipients of the 2011 MacArthur Fellowship, an enviable distinction also known as a “genius grant.” The prestigious fellowships, which come with a \$500,000 no-strings-attached cash award, are presented annually to individuals who have shown extraordinary creativity and dedication to their pursuits. Miles’s scholarship explores the complex interrelationships between African and Cherokee people living in colonial America. But her work also encompasses her passions for nature and education.

For Miles, nature was a comforting anchor as she moved between her mother’s, her father’s, and her grandmother’s homes while growing up in Cincinnati. In each place, she found a special spot of her own in the nearby outdoors: a meadow with robins’ eggshells for her to ponder, a honeysuckle with shade for her to sit and think, a garden in which to watch the world go by.

Miles is concerned, though, that many urban girls, and particularly girls of color, lack the connection with nature that was so crucial to her own development. For too many of them, the outdoors are either an alien experience or a source of illness: Poor communities of color disproportionately bear the brunt of environmental hazards that impact health, such as air pollution, landfills, incinerators, and toxic waste dumps.

So Miles, chair of the Department of Afroamerican and African Studies at the University of Michigan, has created a program for pre-adolescent girls called ECO Girls (Environmental and Cultural Opportunities for Girls). Detroit- and Ann Arbor-area girls meet on weekends with college student volunteers to expand their awareness of environmental issues, create art that links them personally to the natural world, and explore their culture’s particular historical relationships with the environment.

“I really want to bring together environmental and cultural education in order to broaden the girls’ horizons,” says Miles, who has twin daughters and a son. Gardening lessons, for instance, include the history of African American migration to Detroit in the early 20th century and a discussion of the agricultural practices that African Americans incorporated into urban



Tiya Miles with ECO Girls Thalia Epps, 8, and Camille Thomas, 7

gardens. “We’ll be trying to get them to recognize that who they are is connected to where they are and the natural world around them,” she says.

ECO Girls exemplifies Miles’s approach to scholarly life, which began when she was a graduate student in the University of Minnesota’s Department of American Studies. “I’ve always wanted to connect thought and values to action in the world,” she says. When she discovered that the curators of Diamond Hill, a 19th-century Cherokee plantation in Georgia that is now a historical site, were not telling visitors about the Cherokee family’s ownership of slaves, she worked with them to remedy the omission. Students in a public history course she later taught at the University of Michigan wrote papers about the plantation and compiled them into a booklet that is now available to visitors there. Miles’s 2010 book that tells the story of Diamond Hill,

The House on Diamond Hill: A Cherokee Plantation Story, was awarded the 2011 National Council on Public History Book Award.

Miles envisions ECO Girls as a way to encourage and teach girls to become stakeholders in nature. There will be field trips, of course. And an Earth Day slumber party at the Leslie Science and Nature Center in Ann Arbor. One of Miles's first assignments to program participants, though, blossoms directly from her own roots in Cincinnati: "Find a spot somewhere outdoors that is uniquely yours."

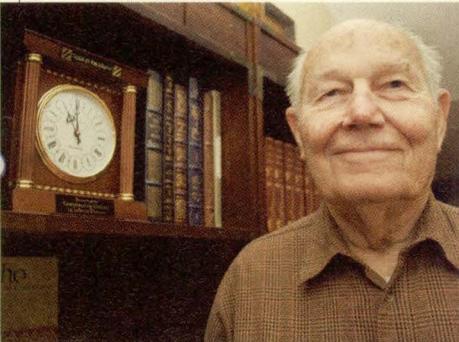
To learn more about ECO Girls, go to www.environmentforgirls.org. To view a video of Miles talking about her public history work, visit www.MinnesotaAlumni.org/TiyaMiles.

—Danny LaChance

Merci Beaucoup, Monsieur Hicks

"I'm not a hero. I'm just one of the old GIs," says Harold Hicks (B.S. '41). The French Republic, however, begs to differ. In February Hicks was one of 14 American World War II veterans the French government recognized by bestowing the Legion of Honor, its highest award. The Consul General of France in Atlanta—Hicks lives in Townsend, Georgia—presented the award as "an expression of France's eternal gratitude for those who liberated it from oppression from 1944-45."

After earning a degree in chemical engineering at the University of Minnesota, Hicks joined the Army. He participated in eight major battle campaigns in



Harold Hicks stands next to a clock the commanding general of the 3rd Infantry Division presented to its members.



View of Downtown Minneapolis from Coffman Memorial Union, East Bank campus

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MINNE - COLLEGE IN Arizona

Saturday, January 14, 2012
12:30-6:30 PM

Hampton Inn, 14783 W Grand Ave., Surprise, AZ

Keynote Address: Living on a Shrinking Planet:
Challenges and Opportunities for a Sustainable Future
Dr. Jonathan Foley, Director, Institute on the Environment

Reception with Dr. Eric Kaler,
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MINNE - COLLEGE IN Florida

Saturday, January 21, 2012
12:30-6:30 PM

The Inn on Fifth, 699 5th Ave. South, Naples, FL

Keynote Address: Loving Someone Who Has Dementia: How to Find Hope While Coping with Stress and Grief. Dr. Pauline Boss, Professor Emeritus, College of Education & Human Development

\$55 for members
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www.MinnesotaAlumni.org/FLMinnecollege

Reception with Dr. Maureen Reed, Chair of the University of Minnesota Alumni Association

Rooted at Ground Zero

University of Minnesota civil engineering graduate Natalie Hammer (M.S. '97) played a small but significant part in creating the National September 11 Memorial in lower Manhattan. The memorial was unveiled on September 11 of this year, the 10th anniversary of the terror attacks on the World Trade Center.

A key design element of the memorial is the urban forest of 400 mature swamp white oaks, each harvested from a 500-mile radius of the World Trade Center site or from the other loca-



Natalie Hammer pictured with photographs of some of the equipment her company designed

tions impacted on 9/11. The oaks surround the two reflecting pools that sit in the footprints of the twin towers. The challenge facing designers of the memorial was how to transport the trees to the elevated memorial plaza. The trees were grown in large wooden planters and each tree, combined with its box and soil, can weigh up to 10 tons.

Enter HMR Supplies, the heavy equipment manufacturing company Hammer co-owns with Chris Holland. Based in Forest City, Iowa, the company designed the Straddle Mover, which was used to move and plant the trees. Officials with the memorial first approached the company for ideas in 2009 and again in 2010, but didn't give the go-ahead until February 2011, just seven months prior to the dedication. Hammer says they had to move fast. "It was important for the equipment to be able to carry the tree in the center of all the axles, be capable of traversing sideways, and be able to negotiate openings on the surface of the plaza," she says.

"We did it primarily because it was the 9/11 memorial," Holland says. "Everybody put forth a lot of effort and had a lot of pride in what they were doing in order to get it done in time."

To see the Straddle Mover in action, go to www.YouTube.com/HollandDollies. —L.W.

North Africa, Sicily, Italy, and France from 1941 to 1944, culminating in Hicks's role helping to liberate the Dachau death camp. After leaving the armed services in 1946 with the rank of major, the Twin Cities native had a 40-year career with the Hercules Powder Company, whose plants he managed around the United States and Asia.

—Laura Weber

A Social Journalist to 'Like'

In barely a year, Vadim Lavrusik (B.A. '09) has gone from social media intern at the *New York Times* to working side-by-side with Facebook founder and CEO Mark Zuckerberg.

In April Lavrusik, former editor-in-chief and co-publisher of the *Minnesota Daily*, became manager of the journalist program at Facebook, an ambitious initiative that seeks to encourage journalists worldwide to use Facebook to find sources, interact with readers, and advance stories. Lavrusik's job is to build tools and manage programs that help journalists do that—a sign the social media behemoth aims to move beyond its familiar social networking role to become a serious actor in the media ecosystem.

Lavrusik came to the United States at age 8 from his native Belarus and immersed himself in journalism immediately upon arriving at the University of Minnesota from Eden Prairie (Minnesota) High School. During his tenure at the *Daily* he oversaw redesign of the print edition and website and brought the publication deeper into the digital era—with blogs, multimedia,

forums, Facebook, and Twitter—and graduated in four years, summa cum laude. Then it was off to New York, where he earned a master's degree from Columbia University Graduate School of Journalism in 2010. He was also community manager and social media strategist at Mashable.com, a leading news site dedicated to covering digital culture.

In addition to his duties at Facebook, Lavrusik is an adjunct teacher of social media for journalists at Columbia. Journalism education will continue to be valuable in the digital era, he says. "Today, everyone is a reporter but not everyone is a journalist. Journalists are information engineers. They look at disparate pieces of information and construct an account that is a reflection of the closest thing to the truth as possible.



Vadim Lavrusik

"My time at the University not only exposed me to new career possibilities, but also prepared me with the skills I need to thrive in the workplace," Lavrusik says. "It seems like it was yesterday that I was at the U, but at the same time with how fast the last few years have evolved in the [news] industry, it seems like another era."

—L.W.

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Alumni Association **Angle**



Call Waiting Count it among the relics of mid-20th-century life: waiting in line to use the public telephone. This photograph was taken in Pioneer Hall, the men's dormitory, in 1946. The postwar enrollment boom strained resources in every area of student life at the University of Minnesota, and Pioneer Hall's population nearly doubled as University housing officials worked to accommodate returning soldiers. Pictured from left to right are Bob O'Connor, Harry Erickson, Conrad Frydenlund, William Wronski, Tom Enright, and George Miller.

INSIDE

Inspirational
Volunteers

A Festive
Homecoming

Saturday
Wake-Up Call

Announcing the 2012
Annual Celebration

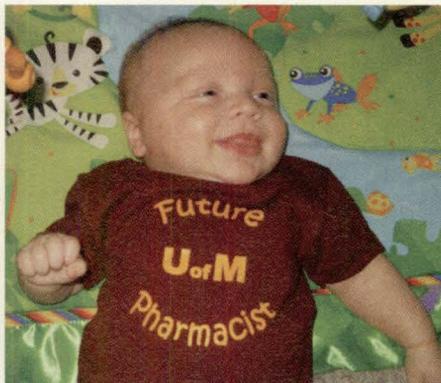
PHOTOGRAPH COURTESY OF UNIVERSITY ARCHIVES

Awards Honor Exceptional Service

The Alumni Association honored the individuals, chapters, and societies that make exemplary contributions to the University and the Alumni Association at the annual Alumni Awards celebration on October 20.



Left: College of Liberal Arts honorees Kong Pha, Elora Turner, Uriel Rosales-Tlatechi, and Lolla Mohammed at the CLA Dean's List and Exceptional Students Celebration



Right: Five-month-old Spencer Anthony McMillen, son of Amanda Westerlund-McMillen (Ph.D. '09) and Rich McMillen, sports a T-shirt from the Pharmacy Alumni Society's Future Pharmacist Initiative.

Advocate of the Year

Governor Mark Dayton was an unwavering champion for the University of Minnesota throughout the 2011 legislative session. Dayton vetoed legislation that would have damaged the University's ability to compete in the biomedical field, and he facilitated a higher education funding roundtable amid contentious budget negotiations. Dayton also secured passage of a bonding bill providing \$88.8 in state funding for the University capital improvement projects.

Outstanding Society of the Year

The 900-member-strong Pharmacy Alumni Society (PAS) earned recognition for its wide range of programming and broad impact among students, alumni, and others.

Outstanding Alumni Chapter of the Year

The Arizona West Valley Chapter has become a vital presence for University of Minnesota alumni in the Phoenix West Valley area. This past year members of the chapter mentored the fledgling Arizona East Valley Chapter by meeting with organizers and offering suggestions for getting the chapter up and running.

Faculty/Staff Volunteer of the Year

Roger Caspers (B.A. '93) graduated from the College of Food, Agricultural and Natural Resource Sciences (CFANS) and has been a volunteer ever since. He serves the Departmental Council on Alumni Relations, the CFANS Golf Scramble for Scholarships, and the Homecoming Committee. A U employee for more than 20 years, he is the research plot coordinator in the Department of Agronomy and Plant Genetics.

Student Volunteers of the Year

Environmental management and policy senior Hannah Rusch helped establish the University of Minnesota chapter of Universities Fighting World Hunger and was involved with the annual Borlaug Food and Fund Drive to benefit Second Harvest Heartland food shelves. A member of the CFANS student board, Rusch has made a special effort to engage alumni and the CFANS Alumni Society Board.

Pharmacy student Katrina Sacchetti. As a student member of the PAS board of directors, Sacchetti helped double student membership in the Alumni Association. She was also involved in the Minnesota Pharmacy Student Alliance's annual auction, which raised \$20,000 for special projects and attendance at professional meetings.

Programs Extraordinaire

Last year the College of Design Student and Alumni Board set out to engage alumni and professionals in a creative way. They succeeded with **Design in 7**, a fun, innovative, fast-paced program that features seven top professionals in the design field sharing personal tales from the trenches.

The College of Education and Human Development Alumni Society's **Saturday Scholars** is an innovative continuing education program that brings alumni to campus for professional development and interaction with faculty and administration.

CLA Dean's List and Exceptional Students Celebration

Last April the College of Liberal Arts (CLA) Alumni Society teamed up with the college's Student Board leaders and staff to sponsor the CLA Dean's List and Exceptional Students Celebration. The event honored dean's list students, recipients of numerous prestigious University-wide awards, and finalists for nationally esteemed honors such as the Fulbright Award and Rhodes Scholarship. The celebration, held in conjunction with a free School of Music concert at Ted Mann Concert Hall, brought together more than 600 alumni, donors, students, faculty, and staff.

National Board Chair

What Excellence Looks Like

Alumni Service Awards

The **Alumni Service Awards** are presented annually to dedicated volunteers who serve the University, its schools, colleges, departments, or the Alumni Association. The recipients were:

- ✦ James Alexander (B.S. '54), College of Pharmacy
- ✦ Bruce Beckman (B.S. '90, M.B.A. '99), Carlson School of Management
- ✦ Janny Brust (M.P.H. '87), School of Public Health
- ✦ Marcia Carthaus (Ed.D. '73), College of Education and Human Development
- ✦ Jim du Bois (B.A. '87), College of Liberal Arts
- ✦ Archie Givens (B.A. '66, M.A. '68), University of Minnesota Alumni Association
- ✦ Gayle Hallin (B.S. '70, M.P.H. '77), School of Nursing
- ✦ Roger Haxby (B.S. '58), College of Science and Engineering
- ✦ Paula Mazzacano (M.A. '82), Humphrey School of Public Affairs
- ✦ Thomas Meyer (B.A. '74), College of Design
- ✦ Randall Schiethl (B.S. '77, M.B.A. '84), College of Science and Engineering
- ✦ Bonnie Welshons (B.S. '82), College of Food, Agricultural and Natural Resource Sciences
- ✦ Roy Wetterstrom (B.S. '86), Carlson School of Management
- ✦ George Winn (D.D.S. '66), School of Dentistry

Attending the inauguration of new University of Minnesota President Eric Kaler (Ph.D. '82) in September and listening to his address, I was struck by two things. First, not a millimeter of difference separates what President Kaler and the Alumni Association want to accomplish for the University. We are on the exact same track. Second, everything boils down to excellence.

The underpinnings of the Alumni Association's vision are engagement, partnership, and advocacy. These are the themes that President Kaler returns to again and again when speaking to various audiences, including the Board of Regents, the business community, and alumni. Forging new partnerships in the broader community is critical to the University. And President Kaler has said numerous times that he needs fellow alumni to be highly engaged on behalf of their alma mater.

You already know that the University is a world-class institution. You've seen the acknowledgement of the quality of your education in the eyes of potential employers or new acquaintances when you've said that your degree is from the University of Minnesota. For alums, the value of our degrees is a lifelong concern, and it's tied to the hope that students of today and tomorrow have an even better experience at the U than we did and that the value of a U degree continues to appreciate every year. The reality is, however, that no institution is standing still. It's either moving forward or it's falling behind.

President Kaler has devoted the next chapter of his life to ensuring that the University makes strides in every area and from inside out. In his inauguration speech, he mentioned "excellence" more than a dozen times. He spoke of his first encounter with excellence at the U, when he attended as a graduate student on a fellowship, and said the U must be excellent in everything it does or needs to consider not doing it. And he sees alumni playing a key role in the U's excellence.

"Alumni, we need you," he said. "We need your input. We need your financial support. We need your energy. Please consider how you can best give back, with your time, your talent and your treasure."

So, what does excellence look like? To me, excellence is evident when the University of Minnesota is referenced in "paragraph two" of a newspaper story, whether that story is about water quality, HIV/AIDS research, or resolving geopolitical conflicts. Excellence is evident in articles about U of M experts or research breakthroughs, about current or former U faculty winning the Nobel Prize in economics, about an alumna awarded a MacArthur "genius" grant.

As alumni, our role is to make sure that the U is excellent and that the U's value is recognized. Every day, we can have a positive impact on the U. At a minimum, we all need to become knowledgeable about what's going on at the U and carry that message to other people and groups, especially our elected officials in the state legislature.

On February 1, 2012, the Alumni Association is hosting the annual Legislative Briefing where President Kaler will explain what alumni can do on behalf of the University. Please join us and fellow alumni and friends. I look forward to seeing you there as we work together to move this great institution forward. To register for the Legislative Briefing, go to www.SupportTheUumn.edu.



Maureen Reed

PHOTOGRAPH BY JOSH KOHANEK

—Maureen Reed (B.A. '75, M.D. '79)

A Special Wedding Venue

When famed architect Antoine Predock designed the McNamara Alumni Center in the late 1990s, he set out to create a building that would reflect Minnesota's lakes, woods, northern lights, and the Iron Range. That vision took shape in the building's unique architectural elements, including its granite-covered geode exterior, star-shaped glass fissures, indoor and outdoor water features, and Memorial Hall, the 85-foot-tall copper and wood main atrium. University of Minnesota Alumni Association life members receive up to 20 percent off room rentals at this award-winning venue. And on Friday and Saturday evenings, D'Amico Catering's minimum requirements are reduced 15 percent for life members.

Director of marketing and sales Amy Leyden says the modernity of the McNamara Alumni Center is appealing for brides and event planners and inspires creativity. "We see fun uses of copper and wood, brushed silver, organic fabrics and décor



University Hall in the McNamara Alumni Center set up for a wedding reception

inspired by the space," Leyden says.

Event planners have access to 35,000 square feet of meeting space, made up of 10 rooms on the first floor of the McNamara Alumni Center. An addition to the building in 2010 created a new area for medium-sized and smaller events: University Hall is ideal for dinner receptions of up to 150 guests, and the adjacent Maroon and Gold Room makes an intimate ceremony space or place to gather before dinner.

The Knot, a wedding-related media company, recognized the McNamara Alumni Center with a grand prize for overall branding in the Advie Awards, a competition recognizing design excellence in the wedding industry.

Visit the McNamara Alumni Center's comprehensive website and reserve space at www.mac-events.org. For details about discounts available to Alumni Association life members, visit www.MinnesotaAlumni.org/mcnamaraalumnicenter.

—Jennifer Benson

Organic Delights at the Campus Club



Campus Club fare, left to right: bruschetta, fried plantains, and walleye

Panoramic views of downtown Minneapolis and the Mississippi River, along with a central University location on the fourth floor of Coffman Memorial Union, make the Campus Club an attractive destination for daily and special events.

The Campus Club, which is celebrating its centennial year, is a nonprofit membership organization open to U alumni, faculty, staff, and students. A popular meeting place for lunch, happy hour, and parties, it also has a long tradition hosting wedding receptions, groom's dinners, and other special events. Campus Club dining access and event space reservations are limited to club members.

University of Minnesota Alumni Association members can join the Campus Club for \$260 per year, a \$40 annual savings over regular membership. Details on this offer and a special rate for alumni living outside of the Twin Cities metro area can be found at www.MinnesotaAlumni.org/campusclub.

The club incorporates locally sourced organic ingredients into creative, memorable dishes. Menus highlight varieties of fruits and vegetables developed at the University, cheeses made at the University Dairy Lab, and produce grown especially for the Campus Club by Cornercopia, the U's student-run organic farm. A network of local farmers also supplies produce.

Campus Club executive chef Beth Jones feels fortunate to have Cornercopia available. "It's a very collaborative relationship," Jones says. Cornercopia students meet with Jones each spring to discuss her wish list for planting and then arrive each week throughout the growing season to deliver raspberries, tomatoes, zucchini, and more. Jones finalizes event menus the week prior, allowing room to include unexpected, organic delights from Cornercopia.

More information about the Campus Club's event services and membership is available online at www.campusclubumn.org.

—J.B.

The U of M Bookstores—Not Just for Students

Whether home is in the Twin Cities or thousands of miles away, members of the Alumni Association can take advantage of the wide selection of general interest books and Gopher merchandise available through the University of Minnesota Bookstores. Everything from bestsellers to Gopher sweatshirts, pens, coffee mugs, and notebooks are available in-store at Coffman Memorial Union and the St. Paul Student Center and online at www.bookstores.umn.edu. Members of the Alumni Association receive a 10 percent discount on both in-store and online purchases.

Book enthusiasts can take advantage of unique programs such as Signed First Editions, which gives readers the opportunity to acquire a signed first printing of a newly published book. Past Signed First Editions selections include *The Confession* by John Grisham, *Smokin' Seventeen* by Janet Evanovich, and *The Pillsburys of Minnesota* by Minneapolis author Lori Sturdevant. Literary specials include the Bookstore Big Ten, which saves 25 percent on the staff's selection of 10 new titles each month. And the Bookstores frequently host author readings, all of them available by podcast at the Bookstores website. Noted authors who have appeared include David Sedaris, Thomas Friedman, Siri Hustvedt, Mary Sharratt, John Najarian, and more. Sign up to receive advance notice of author readings at the Bookstores website.

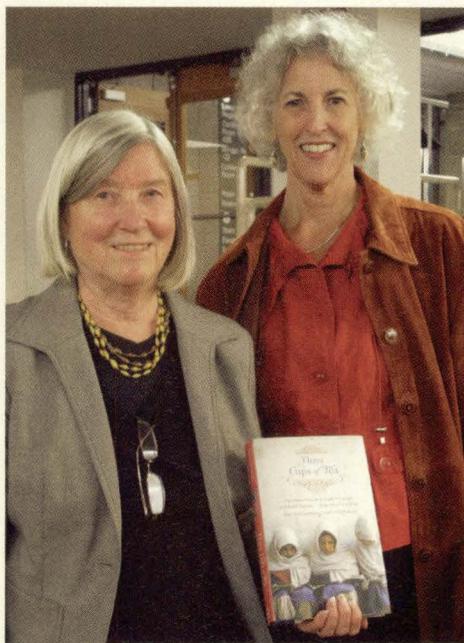
U of M Bookstores marketing manager Kari Erpenbach (B.A. '87) says making a purchase supports the University. "We work to bring our customers quality products at the best possible pricing—and, as a department of the University, our proceeds go back into the U to support its programs and mission."

—Shannon Edholm

LearningLife Expands to Saturdays

Is texting the death knell of the English language? University of Minnesota professor and linguist Anatoly Liberman has thought-provoking—and perhaps surprising—opinions on that question. Plan to discuss them with him on March 17 during one of the new Saturday morning seminars offered by the College of Continuing Education's LearningLife program.

Better yet, plan to attend all three Saturday morning seminars. On February 18, University professor of political science Tim Johnson will discuss the Supreme Court and the right to privacy, and on February 25 counterterrorism expert Jarret



Journalist Sharon Schmickle (left) and University of Minnesota English Professor Madelon Sprengnether led a discussion on the controversy surrounding the book *Three Cups of Tea* at a Saturday morning seminar earlier this year.

Brachman will talk about how al-Qaeda has evolved after the deaths of Osama bin Laden and Anwar al-Awlaki. The Saturday morning sessions, which are held in the Continuing Education and Conference Center on the St. Paul campus, run from 9 to 11 a.m. and include a continental breakfast.

The new Saturday programs come in response to participant comments, says LearningLife director Margy Ligon.

"We've paid attention to what our participants tell us, and what we've heard is that they're working adults who are busy with lots of commitments. They want to stay active in quality lifelong learning, but the amount of time they can commit to it is getting shorter and shorter," Ligon says.

LearningLife's winter offerings also include 16 short courses and two daylong 101 classes. Some topics are on the serious side—

such as an introduction to Arabic language, culture, and etiquette—while others are decidedly lighter. A two-session class will explore 1950s culture through the music and poetry of Elvis, Patsy Cline, and the Beats. Another class, held February 2 and 9, will feature local chocolatier Anna Bonavita discussing the fine chocolate renaissance.

Members of the Alumni Association receive a 10 percent discount on LearningLife courses. Fees vary according to the offering. For details, go to www.MinnesotaAlumni.org/CCE.

—Cynthia Scott

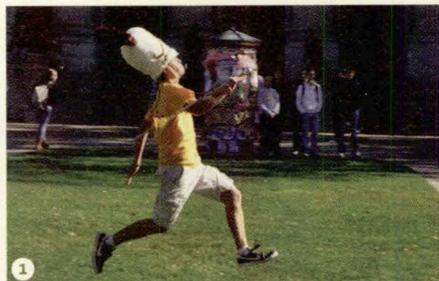


Kick Off Spring with the Annual Celebration

Make plans now to join alumni and friends of the University of Minnesota on the evening of April 20 at the 2012 Alumni Association Annual Celebration. Watch for details at www.MinnesotaAlumni.org and in the next issue of *Minnesota*.

Homecoming Glittered

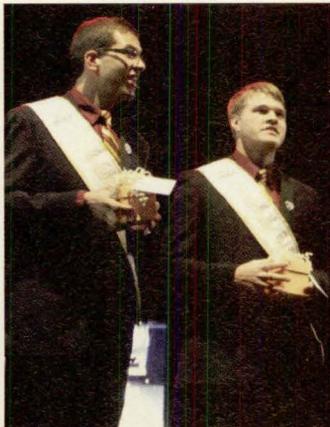
Campus took on a festive atmosphere the week of October 16 for Homecoming, with the theme All That Glitters Is Gold. Thousands of alumni, students, faculty, and staff lined University Avenue the evening of October 21 for the parade, featuring head football coach Jerry Kill and his wife, Rebecca, as grand marshals. The Gophers lost to the Nebraska Cornhuskers 14-41 on Saturday.



1



6



2



5



3

Clockwise from top right

1 Drum major Brandon Folkes high steps his way across Northrop Mall at the start of a flash mob by the University of Minnesota Marching Band.

2 Dan Swendsen is crowned Homecoming King. Other candidates, left to right, are Mason Boutros, Doug Manthei, Muaz Rushdi, and Kevin Walker.

3 The Writing Department's parade contingent. Left to right are Matthew Leo, Gary Killian, Janet Moses, and Kathie Jacobson.

4 The University of Minnesota Marching Band trombone section during the flash mob on Northrop Mall.

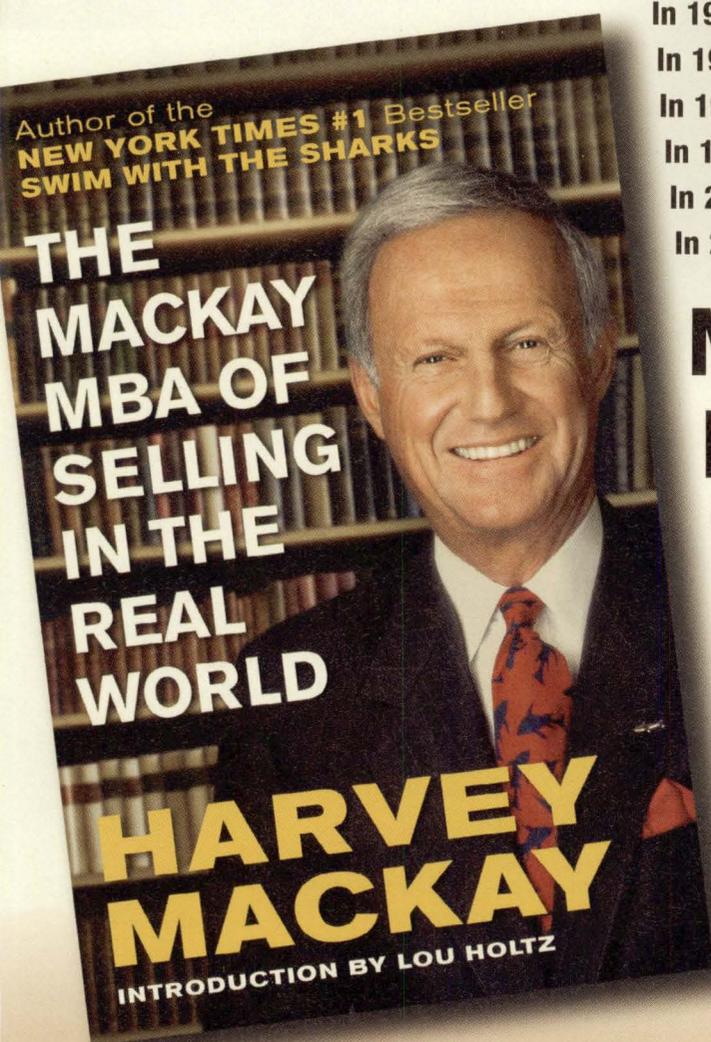
5 Students get pumped up during the Pepfest in TCF Bank Stadium.

6 Students scrub graffiti from a trash receptacle during Thank U, a community-wide service day.



4

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In 1988, you were invited to *Swim With the Sharks...*

In 1990, a *Naked Man Offered You His Shirt...*

In 1997, you learned to *Dig Your Well Before You're Thirsty...*

In 1999, you discovered how to *Push the Envelope...*

In 2005, he really got you *Fired Up!...*

In 2010, you *Used Your Head to Get Your Foot in the Door!...*

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The legendary Harvey Mackay is back with the sum total of decades of sales know-how, teaching go-getters how to make the sale and hit the numbers, day in and day out.

In his irrepressible and irreverent style, Mackay shares decades of solid-gold selling wisdom, with inspirational lessons such as:

- Big shots are just little shots who kept shooting
- Helping someone up won't pull you down-and could very easily pull them to your side
- Be like the turtle: If he didn't stick his neck out, he wouldn't get anywhere at all

Covering everything from how to find the right mentor to earning the loyalty of your customers to overcoming rejection, Mackay delivers road-tested, real-world selling advice that has stood the test of time.



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FY11 ANNUAL REPORT



Thank you for being a member of the University of Minnesota Alumni Association! Membership dues help strengthen the Alumni Association by supporting communications, advocacy initiatives, services,

and events that benefit our alumni, students, and friends. Our business is your business and while these pages provide only a snapshot of our important work, I invite you to see how your membership helps our efforts to strengthen the University of Minnesota. As we plan for the future, we will work to be vital and relevant to stakeholders by enhancing our programs and services, encouraging meaningful engagement, and advancing our mission and goals. Go Gophers!

Phil Esten

Phil Esten
President and Chief Executive Officer,
University of Minnesota Alumni Association

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION 2010-2011 HIGHLIGHTS

- Completed a **new five-year strategic plan**, Beyond Traditions: Vision 2016, **involving more than 4,000 stakeholders** in the process of developing a transformational plan for alumni relations
- **Visited 40 Minnesota communities** through the **Statewide Speakers Tour**, highlighting the U of M's impact on the state
- Hosted a University-wide awards event to honor **12 winners** of the U's Alumni Service Awards and the Alumni Association's own volunteer award recipients
- Co-hosted the **University's Legislative Briefing** with nearly 400 alumni and friends attending
- Informed and engaged nearly **59,000 members**, including more than **1,500 student members** and **16,600 life members**
- Welcomed more than **13,000 new graduates** to the ranks of alumni with a complimentary one-year membership in the Alumni Association
- **Engaged thousands of alumni around the world** in collegiate alumni society and geographic chapter programs and events
- **Collaborated with 19 campus partners** to offer **valuable benefits** and **programming** for alumni of all ages
- **Connected nearly 2,000 students** with alumni mentors through the **Mentor Connection** program in partnership with collegiate alumni societies
- Co-hosted the **Distinguished Teaching Awards to honor 15** of the University's **best teaching professors**

STATE CHAPTERS

NATIONAL CHAPTERS





UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION®

Where members are ambassadors

FINANCIAL SUMMARY

for fiscal year ended June 30, 2011

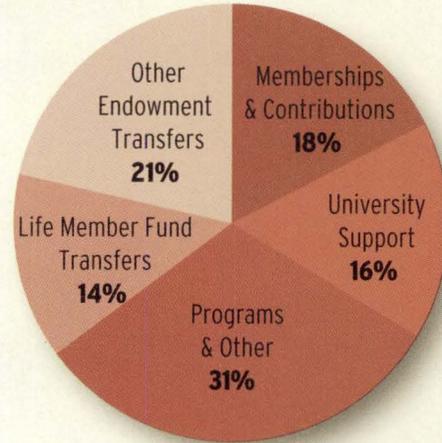
FINANCIAL POSITION

Cash and Investments	\$ 23,625,000
Accounts Receivable and Prepaid Expenses	408,000
Fixed Assets	265,000
Total Assets	\$ 24,298,000
Accounts Payable and Accrued Expenses	\$ 107,000
Deferred Revenue	4,024,000
Total Liabilities	4,131,000
Net Assets	20,167,000
	\$ 24,298,000

OPERATIONS

Memberships and Contributions	\$ 720,000
University Support	662,000
Programs and Other	1,286,000
Life Member Fund Transfer	565,000
Other Endowment Transfers	883,000
Total Revenues and Transfers	4,116,000
Programs and Activities	1,087,000
Membership	1,112,000
Publications and Communication	940,000
Advocacy and Service	353,000
Supporting Services	624,000
Total Expenses	4,116,000

REVENUES AND TRANSFERS



EXPENSES



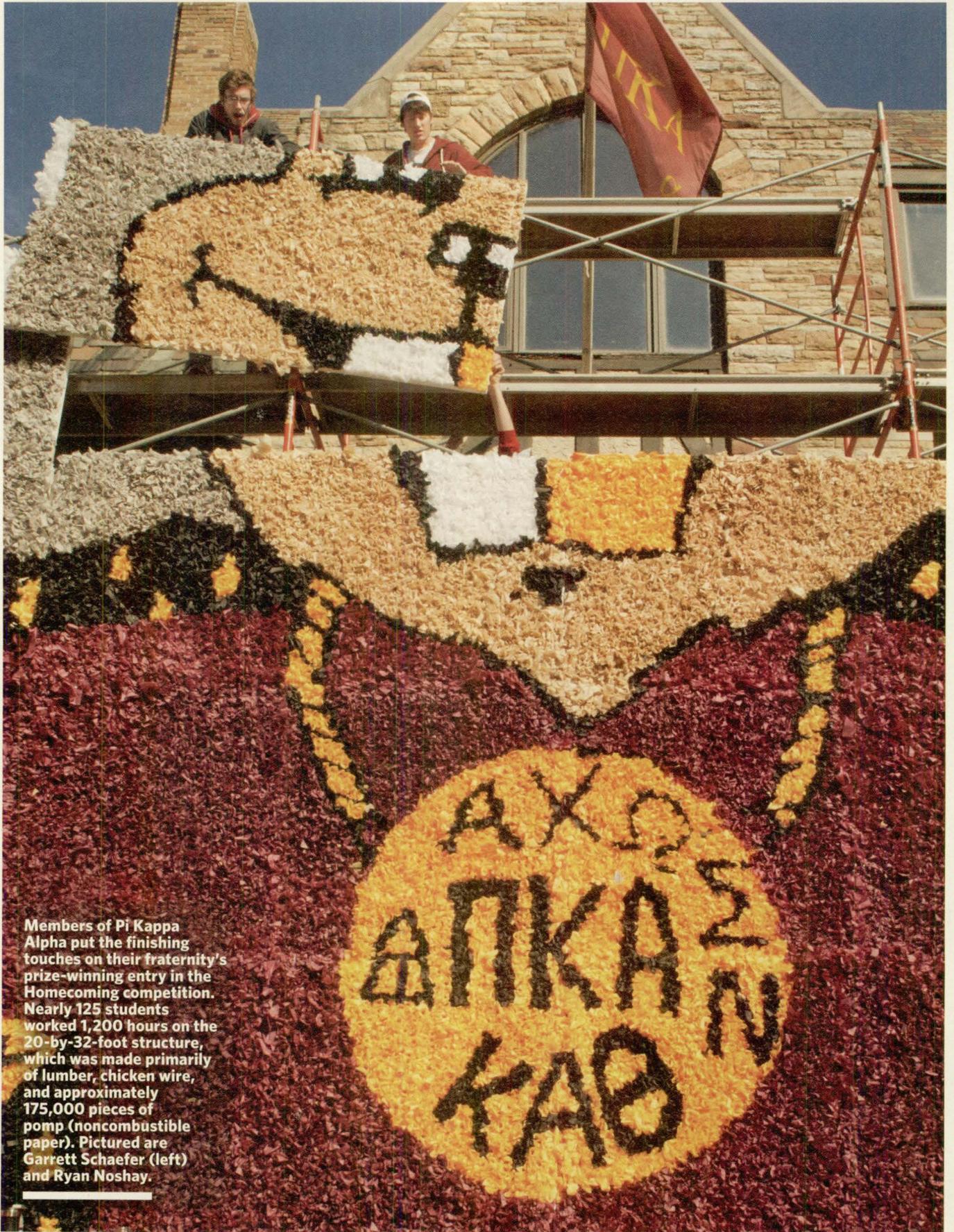
INTERNATIONAL CHAPTERS



COLLEGIATE SOCIETIES

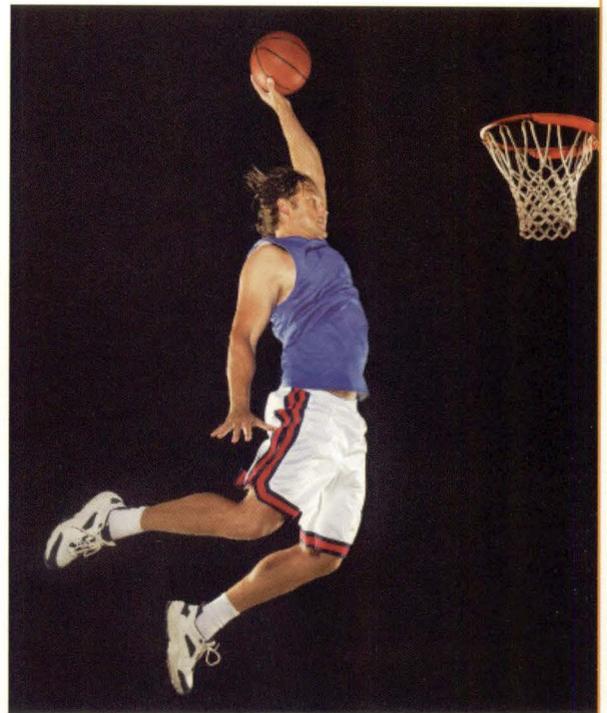
- Band Alumni
- College of Biological Sciences
- School of Dentistry
- College of Design
- College of Education and Human Development
- College of Food, Agricultural and Natural Resource Sciences
- School of Journalism and Mass Communication
- Law School
- College of Liberal Arts
- Carlson School of Management
- Medical School
- Mortuary Science
- School of Nursing
- College of Pharmacy
- Humphrey School of Public Affairs
- School of Public Health
- College of Science and Engineering
- College of Veterinary Medicine

For more information about your Alumni Association visit:
www.MinnesotaAlumni.org



Members of Pi Kappa Alpha put the finishing touches on their fraternity's prize-winning entry in the Homecoming competition. Nearly 125 students worked 1,200 hours on the 20-by-32-foot structure, which was made primarily of lumber, chicken wire, and approximately 175,000 pieces of pomp (noncombustible paper). Pictured are Garrett Schaefer (left) and Ryan Noshay.

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UNIVERSITY OF MINNESOTA
ALUMNI ASSOCIATION



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