When she heard the news that a gunman had opened fire in the Emanuel African Methodist Episcopal Church in Charleston, South Carolina, in June, Shevaun Watson was horrified but not surprised.

Watson, an Associate Professor of English, studies rhetoric. Most recently, she’s been interested in the rhetoric of southern heritage tourism, especially in Charleston. Over six years and countless tours – walking, carriage, Civil War, ghost, eating, you name it – she’s found a disturbing narrative interwoven in the information presented to tourists.

“The tourism industry is invested in the construction of these narratives about the past that shore up the white elite as being these imperiled people throughout history, who have had to withstand slave rebellions and hurricanes and fires and the North, and on and on,” Watson said. “(Tourism) lulls people into not being very critical about history, or about race, or about slavery. That works in just really profitable ways … in that it feeds into some of the white supremacy that we see there.”

Watson detailed her findings in a paper published in Rhetoric Society Quarterly spring issue and outlined the major problem with the narrative: It works. Tourism is a cash cow in South Carolina and especially Charleston. The state raked in $18 billion in tourism dollars alone in 2014, and 2015 is predicted to set a new record for income. Charleston is also consistently ranked as a top tourist destination, both for domestic and international travelers.

Continued on page 15
Living Learning community delves into technology revolution

By Sarah Vickery, College of Letters & Science

The Journalism, Advertising, and Media Studies (JAMS) Living Learning Community has been busy this semester.

Living Learning Communities (LLC) at UWM are groups of students who live in the same area of a residence hall who share a common learning interest - in this case, journalism. Living Learning Communities can foster friendships and help start students on an academic path that interests them.

And what a path it’s been this year for the JAMS LLC. The group was featured last month in Media Milwaukee for their work investigating the information revolution, in which each member interviewed someone at least 20 years their senior to discuss how media has changed over the years.

That may be because of the deeply personal stories the students encountered when interviewing elderly neighbors and relatives. For example, JAMS LLC student Cassandra Brett recounted how 74-year-old Sue Kashik gathered around the radio with her family to listen to President Franklin D. Roosevelt’s announcement of the bombing of Pearl Harbor. The stories are available at http://bit.ly/1PEqrXj.

The project gave students not only an insight into the ways in which technology and the dissemination of media has changed, but it also gave them a deeper understanding of what it means to be a journalist and to tell a story.

“I feel it makes a big difference in the careers of students because they get an earlier start, and it anchors them to campus,” JAMS lecturer Jessica McBride said in an email. “One student said it’s already made her want to major in JAMS in journalism, but she was unsure before.”

In addition to conducting interviews and writing stories, the JAMS LLC students toured the Fox6 News studio this semester, and will be partaking in a Diverse City tour sponsored by a local Jewish Community organization. Four students have taken on a project writing feature stories covering the latest Milwaukee Press Club Hall of Fame inductees, and introduced the inductees at the Press Club Hall of Fame dinner in October.
It's a long way from Lake Michigan to the Gulf of Mexico, but for Michael Hansen, it wasn’t too big of a jump.

Four years after completing his major in Atmospheric Sciences and graduating from UWM with a BS, Hansen is a marine meteorologist working for Wilkens Weather Technologies in Houston. The company provides custom forecasts for several clients mainly in the oil and gas industries, especially those conducting off-shore drilling in the Gulf of Mexico.

“Really, it’s anything to do in a marine forecasting environment – anything on the water is what we take care of,” Hansen said. “The work rigs that are installing oil platforms, the platforms themselves, tugs that tow barges of equipment across shipping routes. … We’ve got one luxury cruise vessel that we do forecasts for.”

Hansen has always been a weather enthusiast. He remembers what a treat it was to watch the Weather Channel when he was growing up, and he chose to attend UWM because of the university’s strong Atmospheric Sciences program and the presence of Innovative Weather, an on-campus forecasting company run by the Atmospheric Sciences program and staffed by undergraduates, graduates, and interns from UWM.

It was his experience working as an intern at Innovative Weather – and its proximity to Lake Michigan – that made Hansen stand out when he was applying for jobs. He was initially interested in working for the National Weather Service, but due to the economic downturn still plaguing the nation in 2011 when Hansen graduated, the NWS had instituted a hiring freeze. Hansen was discouraged but kept sending out resumes. Then Wilkens Weather Technologies called.

“One thing they were actually really keen on was my background with Innovative Weather and some of the forecasting that I’d done on Lake Michigan. … They saw that on my resume and said, this guy doesn’t need to learn all that much more about forecasting in a marine environment,” Hansen recalled. “Granted, Lake Michigan is a lot different from the Gulf of Mexico.”

Continued on page 6
There is a story about the Holy Madman of Tsang, a 15th-century Tibetan religious figure, in which he walks through a marketplace taking alternating bites of brown sugar and feces. Today we might try to put him in a mental health facility, but back then, says Religious Studies professor David DiValerio, the Madman of Tsang was considered by some to be an enlightened being.

“We as ordinary people experience reality through conceptual categories: good/bad, right/wrong, food/not food,” DiValerio said. “So by eating feces, he’s signaling to the world the fact that he is enlightened, because he has transcended all of our imperfect human categories.”

Figures like the Madman of Tsang are the focus of DiValerio’s new book, *The Holy Madmen of Tibet*, which was released in July. The text started as DiValerio’s doctoral thesis and took on an identity of its own as he explored the concept of holy madmen, Tibetan yogis and lamas who reportedly engaged in wild behaviors which were proof of their enlightenment.

The book is the first comprehensive study of these religious figures, who began appearing in text starting around the 12th century and continuing into present day. In particular, it focuses on the most famous madmen in Tibetan history, a trio of 15th-century monks who were born within six years of each other: The Madman of Tsang, the Madman of Ü, and the most famous of the three, Drukpa Künlé.

“The stories that they tell about Drukpa Künlé are wild, the craziest things you can imagine. One time Drukpa Künlé went to a famous monastery and there were monks and a holy statue there. He refused to bow to the monks or the statue – but he would bow to the (posterior) of a woman who was seated nearby,” DiValerio said. “That’s the sort of stuff Drukpa Künlé was famous for.”

The holy madmen are remembered with fondness as cultural heroes by today’s Tibetans, but DiValerio’s work is unique in that he doesn’t treat them as actually crazy or enlightened. Instead, he tries to look at them as human beings and questions why they took on the identity of madmen.

Continued on page 12
One alumnus’ work is bringing us closer to a cure for Type 1 Diabetes – and that’s thanks in part to a helpful UWM graduate student.

Dr. Martin Hessner graduated from UWM in 1990 with his PhD in Microbiology. He is now a professor with the Department of Pediatrics and the Director of the Max McGee Research Center for Juvenile Diabetes at the Medical College of Wisconsin. He is currently working on a genomics approach that indicates the likelihood that someone will develop Type 1 Diabetes.

Type 1 Diabetes, also known as juvenile diabetes, is an auto-immune disease in which the body attacks its own pancreatic beta cells. These cells produce insulin, a hormone needed by the body to process sugars. Type 1 Diabetes, if not properly managed, can lead to heart or blood vessel disease, kidney and nerve damage, as well as other serious complications. Untreated, it can be fatal.

“The most relevant tissues needed for study, such as pancreatic biopsies, are not accessible. Therefore, it is difficult to directly study Type 1 diabetes in humans,” Hessner said. “We have developed an alternative approach where we draw plasma or serum – the liquid part of blood - from the person to be studied. We use the plasma to elicit a response in healthy leukocytes taken from a healthy unrelated donor. We ask the question, what immune factors are in the plasma of the person we want to test that will turn on genes in those leukocytes?”

Hessner and his team have worked with hundreds of families affected by Type 1 Diabetes, in some cases for up to a decade, to build up a sample bank of blood collected from both affected and unaffected children. Over time, they can look and see how the immune state measured in the blood samples changes as the disease does, or doesn’t, progress inside of the subjects Hessner and his team follow. During disease progression, inflammatory genes tend to be expressed, or become more active, in subjects progressing to Type 1 Diabetes, while other genes, called anti-inflammatory genes, are expressed more in non-progressors.

“What we find is that kids who are progressing to Type 1 Diabetes, if you look at them over time, they drive (gene) expression with their plasma, and the reporter cells exhibit an inflammatory response. You can see a crescendo in that inflammatory response as they get nearer and nearer to clinical onset (of Type 1 Diabetes),” Hessner said.

To examine the blood, Hessner and his team use a microarray to measure the response in up to 54,000 genes at once. That’s an overwhelming amount of data to sort. In order to investigate additional ways to prioritize the genes induced by plasma of patients with Type 1 Diabetes versus subjects without it, Hessner and his worked with UWM and Mathematics PhD student Sami Cheong.

Cheong works with statistical modeling and algorithms, and she already had a background in Biology as a mentor in the Undergraduate Research Fellowships in Biology and Mathematics program. In 2013, she was asked to help Hessner and his team explore mathematical models that could be applied their data.

“One of my tasks was to reduce the variables (the massive numbers of genes induced by the plasma samples). We were able to reduce it to about 700 genes. From there, I used some statistical algorithms to make the list even smaller. We used various statistical algorithms, such as cluster analysis and machine learning, as well as different exploratory methods, to investigate the underlying variability of the data. We were able to use the list of genes to compare the individual trend for each person,” Cheong said. “We calculated a score from the reduced variable size. We basically plotted for
Lake Michigan doesn’t get hurricanes, for instance. It lacks ocean currents and the waves are usually much calmer than you’ll find in the gulf. Hansen’s clients are interested in all of those things, especially waves. Some of the longer vessels used in installing oil platforms or underwater piping don’t handle certain types of waves well, Hansen said. They’re also worried about thunderstorms and even tropical storms.

“We handle the weather forecasts. We’ll each do between 30 and 50 forecasts a day, depending on what region we’re working on,” Hansen said. In addition to forecasts, the meteorologists also produce specialized hurricane bulletins, because those types of storms can have a massive impact – quite literally – on clients.

“We actually had a client in the Caribbean run into issues with Hurricane Joaquin,” Hansen said. He and his team were there to provide real-time support, as the office is staffed 24 hours a day, including weekends.

In addition, Hansen volunteers for other projects around the office including quality control and data management. He credits his classes at UWM and his internship at Innovative Weather for helping him succeed.

“They did a great job of giving me the basic meteorology education, and I say basic in terms of giving me the groundwork for everything I needed,” Hansen said. “UWM was able to set the bar high for my career, while Innovative Weather gave me a head start in work experience. When you boil it down, Innovative Weather was just a simpler version of what I do now.”
In the Media and Around the Community


Joel Berkowitz (Jewish Studies) was acknowledged in the Yale Daily News for providing Yiddish translations for the play “Indecent,” which will be performed by the Yale Repertory Theater. [http://bit.ly/1LmrEBM](http://bit.ly/1LmrEBM)

The city of Chicago has opened up a new urban trail, dubbed the “606”, along an abandoned rail line on the city’s northwest side. The trail is lined with cloned lilacs and other cloned plants to visually show, with observations to measure, the city’s lake effect. Mark Schwartz (Geography) is the phonological science adviser for the project. [http://bit.ly/1jL1rR3](http://bit.ly/1jL1rR3)


Anthropology impacts our lives in fascinating ways – especially when forgotten burial grounds are uncovered. Thomas Malaby and John Richards (both Anthropology) went on WUWM Radio to talk about the surprises in their field. [http://bit.ly/1QeLRaS](http://bit.ly/1QeLRaS)

Peter Paik (Comparative Literature) was featured on WUWM Radio for presenting his research on scarcity and society’s response to it during Alverno College’s “A Tapestry of Sustainability” event. [http://bit.ly/1MhH5Kn](http://bit.ly/1MhH5Kn)


Marc Levine (History) was quoted in an op-ed critiquing the Trans-Pacific Partnership trade deal in the Milwaukee Journal Sentinel. [http://bit.ly/1hCMFu4](http://bit.ly/1hCMFu4)

Student Association President Michael Sportiello (Chemistry and Philosophy) was quoted in an Associated Press article regarding a proposed law allowing concealed weapons to be carried in university buildings. [http://strib.mn/1W2GRYv](http://strib.mn/1W2GRYv)

Jennifer Johung went on WUWM’s Lake Effect to discuss BioArt, a form that uses living tissues, bacteria, and other organisms as the medium to create thought-provoking works of art. [http://bit.ly/1OH85Dt](http://bit.ly/1OH85Dt) You can read more about Johung’s research into BioArt in the June issue of In Focus at [http://bit.ly/1NM2nxW](http://bit.ly/1NM2nxW).


Continued on page 8
Passings

Alumnus Larry N. Vanderhoef passed away on Oct. 15, leaving behind a towering legacy of service at the University of California-Davis, where he served as Chancellor for 15 years. Larry was a double-graduate of UWM, earning a Bachelor’s and Master’s of Science degree. He majored in Biology. From UWM, he went on to impact the field of higher education in several roles, including as a professor at the University of Illinois, as provost at the University of Maryland-College Park, and finally at UC-Davis, first as provost/executive vice chancellor and then as the chancellor.

Larry has countless awards to his name, including an Eisenhower Fellowship and honorary doctoral degrees from Purdue University and Inje University in Korea, as well as an honorary professorship from China Agricultural University.

The Davis Enterprise ran a touching obituary detailing the accomplishments of Larry’s life, as well as the profound impact he had upon hundreds of students and colleagues. The obituary is available at [http://bit.ly/1OGy5jS](http://bit.ly/1OGy5jS).

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Elihu Lubkin, Associate Professor Emeritus of Physics, passed away in late October. He was days shy of his 82nd birthday.

Elihu was a fixture in the UWM Physics Department for almost 40 years. He taught two generations of students over the course of his tenure, which began in 1966 and ended with his retirement in 2004. He is most remembered for his penetrating questions into all areas of physics at the department’s colloquia and seminars. He could usually be found in the front row of the audience. His colleagues remember him for his contributions, openness, and willingness to serve students and peers.

The Physics Department will gather for tea, coffee, and cookies on the third floor of the Kenwood Interdisciplinary Research Complex on Oct. 28 at 3:30 to remember Elihu’s life and love for physics. All are welcome.

In the Media

continued from page 7


Jeffrey Sommers (Global Studies & Africology) was the weekly guest on September 21 on WMTV (Channel 36) International Focus program “Refugees in Fortress Europe.” [https://youtu.be/QwcZTV00Rg4](https://youtu.be/QwcZTV00Rg4)

Erin Winkler (Africology) was part of a panel entitled “Sustaining African American Studies: Leadership of Departments, Programs, and Centers in the 21st Century” at the annual conference of the Association for the Study of African American Life and History in Atlanta on Sept. 25. She also led workshop sessions entitled, “How Do Children Develop Ideas about Race? Why Our ‘Common Sense’ Notions Are Often Incorrect, and How Anti-Racist Parenting Can Help” for the Wisconsin Child Welfare Professional Development System in Appleton, Wis. on Sept. 16 and was the invited speaker at the Minority Student Achievement Network Governing Board meeting in Chicago on June 23.

Patrick Bellegarde-Smith (Africology) attended the 27th international conference of the Haitian Studies Association (HSA), and Colloquium XI of the Congress of Santa Barbara (KOSANBA) on Oct. 20-24 at the University of Montreal, in Canada. He is the President of both scholarly associations meeting sequentially.
People in print

[http://bit.ly/1LmR0zj](http://bit.ly/1LmR0zj)


Upcoming Events

Oct. 29
Foreign Language and Literature Grant Award Ceremony. 3 p.m. Union Ballroom. The Department of Foreign Languages and Literature recognizes the Consulate-General of Japan in Chicago and the Japan Foundation. http://on.fb.me/1W7Uaw9

Oct. 30
Geography Colloquium: Decolonizing indigenieity - Indigenous struggles to reclaim spaces, reassert futures, and promote harmony in Cauca, Colombia. 2:30 p.m. AGS Library. Nick Padilla, UWM. http://bit.ly/1FY3RjT


Psychology Colloquium: Using pouched rats to detect human tuberculosis, find land mines, and do other useful things: Research, practice, and future applications. 3 p.m. Enderis 103. Alan Poling, Western Michigan University, and APOPO. http://bit.ly/1GsXDhm

Ctr. for Celtic Studies Samhain Celebration. 6 p.m. Heffter Center. Enjoy games and music with the Celtic Studies program. http://on.fb.me/1hXpiLW

Nov. 1

Nov. 2
23 years after Curtin Hall: A journey through the translation industry. 11 a.m. NWQB G540. Alumnus Peter Argondizzo, Founder of Argo Translation.

Nov. 3

Nov. 4
Chinese Day. 10 a.m. Student Union Concourse. Join the UWM Chinese program for a celebration of Chinese language and culture.

English Department reading: United We Read. 7 p.m. Stubby's Pub & Grub, 2060 N. Humboldt Blvd., Milwaukee. Creative Writing faculty and graduate students Valerie Laken, Elisa Karbin, Barrett Travis, and Christopher McAllister Williams.

Nov. 6

Geography Colloquium: Project Picturing Milwaukee - Storytelling, Stewardship, and Community Engaged Scholarship at the Buildings-Landscapes-Cultures Field School. 2:30 p.m. AGS Library. Arijit Sen, UWM. http://bit.ly/1OKRTT9

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Upcoming Events

Nov. 6
Literary magazine reading: cream city Live! 7 p.m. Wisconsin Room Lounge. Sponsored by the English Department and cream city review. www.creamcityreview.org

Planetarium Show: Einstein’s Last Prediction. 7 p.m. Manfred Olson Planearium. Tickets are $3. Show runs Fridays at 7 p.m. through Dec. 11. http://bit.ly/1RYT6EY

Science Bag - Earth's CO2 Crises: A Case of Bad Gas. 8 p.m. Physics 137. A family-friendly show led by Margaret Fraiser, UWM. Shows run every Friday through Nov. 27 and at 2 p.m. Nov. 15. http://bit.ly/1g4KsG1

Nov. 13
Venus: Abolition Discourse, Gendered Violence and the British Caribbean Archive. 1:30 p.m. Holton 341. Marisa Fuentes, Rutgers University. Cosponsored by the Department of Africology, Department of History, Comparative Ethnic Studies program, Center for Latin American and Caribbean Studies and the Women’s Resource Center. http://on.fb.me/1M8sX1g


Philosophy Colloquium: Modal Empiricism - What is the Problem?. 3:30 p.m. Curtin 175. Ablert Casullo, University of Nebraska. http://bit.ly/1KrcqEw

Nov. 15
Science Bag - Earth's CO2 Crises: A Case of Bad Gas. 2 p.m. Physics 137. A family-friendly show led by Margaret Fraiser, UWM. http://bit.ly/1g4KsG1

Nov. 16
Jewish Studies Film & Talkback with Adam Zucker. 7 p.m. Union Cinema. Director Adam Zucker screens and hosts a talkback of his film "The Return". http://bit.ly/1t2ym0H

Nov. 19

Nov. 20


People in print


Even though they had these moments where they did these crazy things, they spent much of their lives doing completely ordinary pursuits. The Madman of Ü spent decades meditating. The Madman of Tsang is one of the most famous authors of Tibetan literature ever. (He penned the biography of the 11th-century Tibetan poet-saint Milarepa.) … That we have these madmen writing biographies of other saintly figures, to me, suggests that we have to consider them as self-aware about their relationship to their public,” DiValerio said. “With the figures that I’m talking about, there is no evidence they were actually crazy.”

In fact, through his research, DiValerio discovered that most madmen started as fairly normal children. They became monks at a young age and then, in their 20s, typically renounced their monkhood and took on the madman persona. From there, it varies. Some madmen spent literal decades meditating in caves while others became very public figures.

DiValerio spent years wading through biographies of the madmen for his research, and visited Tibet on multiple occasions to perfect his grasp of the language and interview locals. He compared written accounts of each of the madmen and began separating fact from fiction. For example, one biography of the Madman of Tsang mentions a fight where his disciples and the followers of the Madman of Ü got into a drunken brawl and killed each other, but the account is absent from the Madman of Ü’s biographies. He also used the madmen’s own writings to piece together their characters. They look remarkably sane in that light.

He came to one conclusion: Holy madness is a trope. These historical figures were likely sane men who adopted the madness theme in their rhetoric and action, and the passage of time and the ways in which narratives were handed down made them grow in stature.

DiValerio thinks that looking at the lives of the madmen can teach us something about modern religion and how we come to view individuals as holy. As religion plays an important role in politics, the economy, and society, understanding the nuances of religious individuals we hold in esteem is essential.

“The’s an in-depth look at how religion works in society, how religion is connected to power, culture, finances and all of those things. Though I’m talking specifically about the holy madmen of 15th-century Tibet, the conclusions and the ways of thinking that I’m promoting to my work apply to our thinking about religion, always and at all times,” DiValerio said. “That is the point of this work. It’s not about the holy madmen; it’s about what is religion. That’s always the question that we’re coming back to.”

DiValerio’s book is available at http://amzn.to/1hV6woh.
**Laurels and Accolades**

UWM’s **Department of Psychology** was recently named to Great Value College’s 2015 ranking of top affordable institutions for online Psychology degree programs. UWM is ranked No. 21. Schools were selected using data from the National Center for Education Statistics’ College Navigator, The Princeton Review, U.S. News & World Report, Wikipedia and more.

**Emily Latch (Biological Sciences)** received a $450,000 National Leadership Grant from the Institute of Museum and Library Services. Her work, in collaboration with the San Diego Zoo, will use genomic technologies to integrate DNA data into Species Survival Plans, to make better breeding recommendations for captive populations and, ultimately, to improve conservation of the world’s most endangered species.

**Cottrell Scholars** are named by the Research Corporation for Science Advancement for their outstanding teaching and research in chemistry or physics. **Paul Lyman and Patrick Brady (both Physics)** represent UWM among this prestigious group.

**Chia Vang (History)** shared in an $80,000 grant from the Greater Milwaukee Foundation. She and her collaborators, the Southeast Asian Educational Development, Inc. and the Hmong American Peace Academy Charter School, are the organizers of the Hmong Milwaukee Civic Engagement Project. This two-year project will provide training to Hmong Americans in Milwaukee.

**Mark McBride (Biological Sciences)** received $620,000 for three years from the National Science Foundation to explore two fundamental bacterial processes, cell movement and protein secretion, and the interactions between them.

**Gyaneshwar Prasad (Biological Sciences)** received an award from the Early-concept Grants for Exploratory Research (EAGER) program in the amount of $286,000 for 2 years from the National Science Foundation to study nitrogen fixation by bacteria. EAGER supports “high-risk-high payoff” transformative research.

**Clark Evans (Atmospheric Sciences)** has been awarded $164,000 as part of a larger $2 million multi-institution National Science Foundation grant entitled, “Big Weather Web: A Common and Sustainable Big Data Infrastructure in Support of Weather Prediction Research and Education in Universities.” The goal of this research is to develop and implement a distributed numerical weather forecasting system, the output from which will be used to study the predictability of high-impact meteorological phenomena.

**Katie Paugh (History)** was awarded the Berkshire Conference of Women Historians Article Prize for the best article on women, gender, and/or sexuality published by a woman resident in North America, for “Yaws, Syphilis, Sexuality and the Circulation of Medical Knowledge in the British Caribbean and the Atlantic World,” published in the *Bulletin of the History of Medicine* in 2014.

**Carolyn Eichner (Women’s and Gender Studies and History)** was elected to the board of the International Federation for Research in Women’s History (IFRWH) as the representative for the United States.

**Samantha Bergman (Psychology)** was selected by the Mid-American Association for Behavior Analysis to receive the Forrest J. Files Student Research Award for her project, “Effects of programmed errors of omission and commission during auditory-visual conditional discrimination training with typically developing children.” Winners of this award receive $100 and are the only invited student presenters at this single-track conference.

**Michael Harman (Psychology)** was selected as the best poster presentation for his project, “Effects of reinforcer duration and duration-correlated stimuli in preference in pigeons” by the Mid-American Association for Behavior Analysis at their annual convention.
Each year, UWM recognizes some of its most outstanding and accomplished alumni with several awards. We are thrilled to count several Letters & Science graduates among those ranks.

Graduate of the Last Decade (GOLD) Award: Graduate

Kristen Roche, PhD Economics '11.

Kristen is becoming known nationwide for her research into women in the workplace, entrepreneurship, and self-employment. Kristen is an assistant professor at Mount Mary University and is the director of the university's MBA program. Her research has been featured in *Fortune Magazine*. In addition, she serves as board president of the Women's Center in Waukesha.

Graduate of the Last Decade (GOLD) Award: Undergraduate

Hemad Fadaifar, BA Communication '08.

Hemad is the marketing director of the Persian Rug Gallery and owns Movida Restaurant in Milwaukee. In 2014, he was chosen as the winner of the Dos Equis "Stay Thirsty" grant, which he used to travel the world in search of new tastes, adventures, and ways of thinking. He is a regular guest of UWM’s entrepreneurship club.

Paul Imig, BA Journalism and Media Communications '10.

Paul holds perhaps the most coveted job in Wisconsin: The Green Bay Packers beat writer for Fox Sports Wisconsin. He is a Fox Sports TV correspondent and regularly appears on the radio show "Green Bay Packers Insider." At UWM, Paul completed an internship with the Milwaukee Bucks and freelanced for the *Associated Press*.

Community Service Award

Kenneth Munson, BA Political Science and History '84

Kenneth is the CEO of Community Care, Inc. and has a history of advocating for vulnerable populations. He worked for the Department of Health and Human Services on a national level and the Department of Health Services in Wisconsin. He is active in a number of volunteer capacities and has dedicated his career to helping others.

Mark Sabljak, MA Communication '79

Mark is the publisher of the *Milwaukee Business Journal* where he has encouraged his staff to tackle southeastern Wisconsin’s challenging issues, like teen pregnancy and race relations. He has contributed greatly to several Milwaukee organizations, including the Boys and Girls Clubs, Public Library, Public Museum, Symphony Orchestra and Ballet. In addition, he serves on the Greater Milwaukee Committee’s education committee and is an external advisor to the UWM School of Education.

Lifetime Achievement Award

Robert Cialdini, BS Psychology '67.

Robert is one of the world’s most cited social psychologists and a *New York Times* best-selling author. He is the president of Influence at Work, an executive-training firm, and since his retirement from Arizona State University in 2008, has continued to write, research and lecture world-wide. He has pioneered observations into what influences behavior in social situations and caught the public’s attention with his 1984 book *Influence: The Psychology of Persuasion*, which has been translated into 26 languages.
Unfortunately, says Watson, it’s likely that this beloved narrative is preventing people from really talking about the city’s historical involvement in the slave trade and its legacy of racism. It creates an environment where people may very well buy into the idea of whites being a beleaguered group, or might decide to open fire at a historically black church.

“That unwillingness to engage in the hard conversations really hampers our ability to respond productively to these kinds of race-related problems that we continue to have. I think tourism plays some role in this. I was not surprised that (the shooting) happened in Charleston,” Watson said.

What’s more, she’s seen tourists playing straight into the narrative, though she hasn’t conducted all of the research she would like to do on this particular subject. She’s been on several historical tours where those in the group asked not to hear about the city’s history of slavery, even on outings billed specifically as slavery tours.

“When I did chime in one time and said I would like to hear a little bit about it (the tour guide said), ‘Oh, it looks like we have a Yankee in our midst.’ I don’t think there is a mechanism where people who might share my same concerns could really actually say something,” Watson said.

Watson conducted her research by not only participating in the city’s tours several times over, but also by poring over tour guide manuals, studying literature on other tourism draws like monuments, and closely examining the economics of the industry.

In her research, she found hidden costs to Charleston’s tourism industry, first among them accurate history. Some of the tour guides in Charleston were working from manuals that hadn’t been updated in four decades and were giving out incorrect information. Another cost is to the city’s residents. For example, historical preservation of old buildings makes housing prices extremely expensive, driving out the middle class, especially black middle class residents.

Watson would like to see that change. She thinks better education for Charleston’s tour guides and measures in place to protect against structural inequalities that make things like housing unaffordable could help. She also wants to see the city do more to promote African American tourism, especially if the revenue could be channeled to help the city’s struggling lower class.

But, it’s hard to change a system that is generating millions in profits and employing a significant portion of the city’s residents.

“It’s a self-propagating, feel-good, making-money system, but it’s had huge impacts on the place that I think are related to racism, hate crimes, and the tragedies that we saw at the AME Church,” Watson said. “And unfortunately, I think in tourism, that church will just become part of a larger narrative.”

Diabetes research

every time-series data that we had and looked at what the trend is for everybody. They have some idea from that approach that if someone has an upward trend, they are likely to develop Type 1 Diabetes. If they have downward trend, they are not likely to develop Diabetes.”

Much of Cheong’s work was trial-and-error as she put together various algorithms to try and see which model would work best to distinguish between the healthy blood samples and the samples with Type 1 Diabetes. It took a lot of time, but eventually, Cheong said, “I was able to find the best algorithm to separate the two groups. I was able to identify genes that contribute to the separation.”

Now, two years later, Hessner is using Cheong’s algorithm and his team’s research in clinical trials.

“We can use Sami’s algorithm and others to study trends in the immune state of an individual and make predictions whether they’re progressing or non-progressing. We can also use these same algorithms see the effect of therapeutic intervention,” Hessner said. “We’re looking at different clinical trials to see how the inflammatory state associated with Type 1 is altered when different drugs are tested.”

Hessner hopes that this research can lead to better treatment options for Type 1 Diabetes, and eventually, even a cure.