Going by the (Children’s) Book

by Liam Callanan, Professor, Department of English

This essay appeared as the cover story in the Weekend Section of the Wall Street Journal, May 26, 2012

The first remarkable sight we caught in Paris was our own 4-year-old daughter. Standing on a sidewalk in the Marais, she looked around, hands on hips, and said: “I think I’ve been here.”

She hadn’t – we monitor her play dates more carefully than that – but it was a delight to realize what made her think so: books.

It’s no accident that a passport is a book, and no question that books are passports. Especially Paris books, and especially in our house. Whenever Ludwig Bemelmans’s “12 little girls in two straight lines” – including “the smallest one... Madeline” – embark on another walk through the city, we tag along. When Albert Lamorisse’s Red Balloon takes flight, we leap after the string. And when young Hugo nervously approaches the little toy shop in The Invention of Hugo Cabret, we take a deep breath and follow him.

If you’re packing for Paris, here’s advice no guidebook will give you: Bring a 4-year-old. And a 9- and 11-year-old, if you have them. Stuff their suitcases not with electronics but books – children’s books with Paris at their core – and once you land, prepare to do something really counterintuitive: Let your kids lead you around the French capital.

When my wife and I did just that for a week this spring, we not only survived, but had the most fun we’ve ever experienced in Europe. We saw things we’d never have otherwise: A tiny toy shop full of surprises so startling my daughters gasped. A restaurant so very French we were the only foreigners dining. And a bookstore where pondering a purchase caused us to rethink our lives.

We started with Madeline, because Mr. Bemelmans not only takes his book’s 12 little girls on a comprehensive Parisian tour, but also shows readers how to tour: Stick together, ignore the weather, run and play whenever possible and stay out of the metro.

It’s not that the author had anything against the subway, just that his vibrant books made me realize the obvious – it’s hard to see Paris from underground. Less obvious was that the dozen little girls don’t walk a straight line through Paris. Rather, we discovered, they embark on a wandering expedition that totals almost 16 miles. Perhaps Mr. Bemelmans took liberties; we took the bus.

The chartreuse, double-decker L’OpenTour buses, which offer hop-on/hop-off service along four circuits, can seem a little gauche. But our daughters helped us get over our inner American snobs (who can be much sniffer than any Parisian about what is or isn’t vraiment Français). To them, the buses were amazing. There was a downstairs and an upstairs – with no roof. There were audio tour headphone jacks at every seat, and the headphones, also chartreuse, were free.

Best of all, the bus helped us untangle Madeline’s twisting route. We started at the top of Paris, at the Basilique du Sacré-Cœur in Montmartre. We had to make the final climb to the hilltop church on our own, but it was early in the day and steep stairs and cobblestones were still exciting. Returning to the bus, we rolled back into central Paris, hopped off at the Palais Garnier in the ninth arrondissement and walked a few blocks down to the Place Vendôme, looking at the jewelry stores and for the jewelry thief Madeline spies there. The Jardin des Tuileries, just a little farther south, had all the birds and gardeners Bemelmans promised, plus a playground. From there, we rode to Notre-Dame cathedral, which we explored before switching to even more exotic transport – the Batobus, a boat that not only took us east to the Jardin des Plantes botanic gardens and a zoo (whose tiger Madeline tells, “pooh-pooh”)
Investing in Science Boosts Economy

This editorial first appeared in the Milwaukee Journal Sentinel on Friday, May 18, 2012

I understand that Americans must address the nation’s financial crisis, but U.S. Rep. Paul Ryan’s House budget could hurt the seed corn that fuels the nation’s economy: early stage scientific research. Scientific discoveries and innovation have been the cornerstone of America’s economic growth for the last half-century, leading to high-paying jobs and products, including the iPad, MRI and Internet.

As a scientist at the University of Wisconsin-Milwaukee, I know firsthand how science helps the economy. In fact, I am like a small business owner in many ways.

Instead of using a loan to hire employees and invest in a product, I compete for federal government grants that allow me to hire and train graduate students and pursue research. Milwaukee has been the beneficiary of my laboratory’s research through the development of unique scientific instruments to analyze various materials, from graphene structures to tissue samples.

The instruments could play a critical role in the future development of electronics and improve cancer diagnoses. One of the instruments was developed in collaboration with UW-Madison, and plans are underway with the Morgridge Research Institute to commercialize it. The successes in my laboratory would not have been possible without federal funding of scientific research.

To keep our nation on a path of prosperity, it is critical that the federal government sustain science funding. Ryan’s budget plan would do the opposite. It calls for five years of decreases in discretionary spending accounts that include science. Funding for science would decrease 22% during the next 10 years, leading to major reductions in research that could create jobs, strengthen national security and improve our health.

Historically, Republicans and Democrats have agreed that federal investment in science is necessary to grow the economy. Estimates from economists suggest that at least 50% of economic growth since World War II has come from innovation tied to scientific research.

Maintaining robust funding for science has been a prudent investment for the nation. Former President George H.W. Bush put the matter succinctly: “Don’t eat the seed corn.”

That same seed corn is also crucial to many fields, including high-tech manufacturing. Recent news indicates the fastest growth in U.S. manufacturing in 10 months led to the highest close of the Dow Jones Industrial Average in four years. To stay atop the highly competitive market, the United States must continue to pursue innovation and educate new workers to work in the field.

But where do we find these workers? In my laboratory, I am creating new imaging techniques that have applications for many fields, including medical research. I mentor graduate students who learn the skills necessary to work in high-tech fields. Some of them work locally at GE Healthcare, a world leader in transformational medical technologies.

It is important to underscore that the innovation supply chain often begins with early stage scientific research. Such research may not have an immediate financial benefit, but it often pays off at a later date, creating jobs and improving the lives of all Americans. With today’s focus on immediate returns, industry has little incentive to support it. The federal government, therefore, must support scientific research, and if it does, we all benefit.

To build a better America, Congress needs to make funding science a priority.
but also beneath the Pont Neuf, the bridge Madeline teeters atop (in the first book) and falls from (in the second). Then we did a crepe-fortified march southwest to the Jardin du Luxembourg before catching a last bus northwest to Les Invalides and, finally, the Eiffel Tower.

Along the way, our delight increased each time our daughters took out books and compared what they’d read with what they were seeing. Was that the – yes it was! And over there, did she? She did, and so did we. Madeline’s Paris looked like our Paris. Some 70 years on, little had changed. We found every detail of every illustration.

Except one. The most famous landmark in Madeline’s books, her “old house… covered with vines,” is fictional. But that inspired rather than frustrated us: Could this be her house? Could that? Though a later Bemelmans book, Madeline and the Bad Hat, suggests the girls live next door to the Spanish ambassador in the eighth arrondissement, none of the buildings near there suited. We settled instead on a tidy, ivy-trimmed edifice in the third arrondissement, the Hôtel Duret-de-Chevry at 8 rue du Parc Royal. So what if it now houses the German Historical Institute? There’s a beautiful (royal) park and playground across the street and good crepes 50 meters west. Crepes again? We knew what Napoleon knew: An army marches on its stomach.

Several nights, we ate in our apartment – inspired by Madeline who, bless her, doesn’t dine out – but one night our girls begged to go to Hippopotamus, a kid-friendly French chain. Crayons at your place when you sit? Oui. Tacky décor? Non. Great food, a window table, the check when I wanted it and the only waiter in Paris who answered my stumbling French in kind, rather than switching to stumbling-but-condescending English? Big oui.

To my surprise, though, the answer was often “non” when my 11-year-old and I tried tracing the path of “The Red Balloon,” a classic short film from 1956 that won an Academy Award and Palme d’Or before becoming an equally beloved book. The story follows a boy and his balloon through hilly Ménilmontant, a (still) gritty neighborhood east of Montmartre. We found Notre-Dame de la Croix de Ménilmontant, the church where Pascal and his balloon attend (and get ejected from) Mass, and his apartment building, which features a fresh coat of paint but the exact same window grilles. We thought the photos in our book made the case, but three policewomen we met weren’t so sure. Then a woman pushing a stroller happened upon us, saw the book and the building, and glanced up at the sky. “I love that book,” she sighed.

We loved Ménilmontant, too—the barren hilltops from the book have been replaced with the green and almost vertical Parc de Belleville, which offers better panoramic views of Paris than Sacré-Cœur. In the film, Pascal rides the bus down into Paris, and we did, too—the 96 still takes the same route, winding through the Marais, and into our next book.

Author Brian Selznick has called The Red Balloon his “first trip to Paris.” With his 2007 illustrated novel, The Invention of Hugo Cabret, Mr. Selznick brought a new generation of kids back with him.

The book largely takes place in a historic train station, Gare Montparnasse, which was replaced in 1969 with a more modern depot and a much-reviled black tower. But as with Madeline’s house, this made our search for the book’s elements an enjoyable adventure. The massive station clock Hugo peers through? We found it on the fifth floor of the Musée d’Orsay (turn left after the Renoirs). The vast station, we decided, is not unlike the current Gare du Nord. Hugo’s film research can now be done at the Cinémathèque Française museum and library. The book’s little toy shop, meanwhile, is hidden among some clothing stores in the fourth arrondissement.

Lynn Rovida’s 161-square-foot store, Tumbleweed, is not exactly a toy shop but a “boutique d’artisanat d’art ludique,” which my girls determined was a long way of saying “wow.” Ms. Rovida left them agog with her demonstration of a set of tiny wooden puzzle boxes. Only by following a secret series of as many as 35 steps – which may involve spinning, sliding secret panels or a delicate swoop into the air – will the marquetry boxes open.
We bought one (seven steps, and Ms. Rovida showed us how, though she usually gives customers two months to solve it on their own), but the Paris purchase that haunts us most is one we didn’t make. We were at the Red Wheelbarrow, an English-language bookshop on the Right Bank. My daughters were burrowed into a cozy corner with a chair, lamp and children’s books piled high on all sides. “Can we buy it?” they asked.

I thought they were talking about a book, but the shopkeeper, Penelope Fletcher, explained: The store was for sale. Family reasons. Ms. Fletcher smiled at my daughters; she has a daughter, too. The store, she said, was long part of her daughter’s life.

My girls looked up at me. We’d done Paris by the book, but buy the bookstore? Let’s just say this volume ends, “To be continued…”


Nonprofit Management Institute Hosts National Group

The Helen Bader Institute for Nonprofit Management (HBI) (Public and Nonprofit Administration) hosted the summer retreat of the Nonprofit Academic Centers Council (NACC) at UWM in June. NACC is a membership association of 50 university-based nonprofit centers and programs in the United States, Canada, the United Kingdom, and Australia. Center directors from throughout the U.S. attended from institutions including DePaul University, Notre Dame, Arizona State University, Indiana University, University of San Francisco, University of San Diego, Northpark University, Cleveland State, Portland State and Baruch College. The event was sponsored by the Helen Bader Foundation.

Center Directors engaged in lively discussion about the importance of graduate education in nonprofit management and the role of nonprofit academic centers in the community and university, using the development of UWM’s Helen Bader Institute for Nonprofit Management as an example. Joining the dialogue were Doug Ihrke (Public and Nonprofit Administration), Robin Mayrl from the Helen Bader Foundation, former UW-System Regent Danae Davis, Institute Leadership Council co-chair Mary Beth Malm and graduate program alumni Nikiya Harris and Jason Parry.

UWM’s Provost, Johannes Britz, addressed the group at lunch. Britz engaged in conversation with Center Directors focusing on the decreasing public support and growing costs of higher education to students. The Provost contrasted UWM and the U.S. with other countries as well as public investment in higher education with incarceration costs. Center Directors talked with Britz about the challenges facing institutions of higher education including the “burden of proving our relevancy,” with Britz noting that “the core value of education is never in the political equation.”

France Via Children’s Books

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Six students from the College of Letters & Science were honored by the Institute for Service Learning for their participation in service learning experiences:

**Jomarie Coloriano**, a sophomore Anthropology major, worked with the Kenosha Literacy Council as part of her service learning for English 150, Multicultural America. Instructor Melissa Schoeffel noted that Jomarie’s “reflective writing about the experience shows clearly how well she has built and continues to build relationships with the people there. She explores the advantages and limitations of being bilingual in a culture that privileges English (and English-only), using it as a way to examine what it means to ‘be American’ and what it means for Spanish-speaking immigrants to consider the United States as ‘home.’ In this examination, she reveals how (linguistic and ethnic) prejudice has affected her own life and the life of her partner at KLC, and in doing so, reminds us what it means to build community across perceived lines of difference.”

**Freshman Lindsey Dickhut** was nominated by Professor Gregory Jay. As a student in his seminar class, “Multicultural Milwaukee,” she chose a service learning experience at the Jewish Museum Milwaukee. With her fellow research group members, Lindsey spent time at the Museum watching and transcribing oral histories of significant Jewish leaders, businesspersons, and citizens of Milwaukee. Professor Jay noted, “This work can be tedious, but it is of great importance in building the knowledge archive for the community and the Museum. She showed real critical thinking skills in discussing how her knowledge of the city had grown, how she had come to understand concepts such as ‘ethnic succession,’ and how her connection to the city had strengthened.”

**Jessica Dompke** is a sophomore majoring in English who completed a service learning experience at Our Next Generation through English 150, Multicultural America. Nominated by Instructor Scott Walter, he notes “Jessica clearly demonstrates her knowledge and understanding of Our Next Generation’s mission statement, roles in the community, and the societal issues that have an impact in the lives of the community members the agency serves. Jessica is able to identify and address issues that affect the lives of the individuals she was working with, and suggest ways in which individual and collective actions can directly address a problem, and envision collaborations with others in a community to help solve the problems the community members are encountering.”

**Jason Kehlenbrink**, a junior Conservation and Environmental Sciences major, completed his service learning at Alliance for the Great Lakes. From the Alliance, Todd Brennan nominated him with high praise: “Jason visited Big Bay Beach with two other students rain or shine. He recognized that this beach was a beach we wanted to monitor intently, and he ensured he did a quality job. He is a dedicated student who represents our agency, this city and UWM with the highest of integrity.”

**Senior Scott Lausten** graduated with a Geography major in May, but not before working with the Milwaukee County Parks for his service learning through Architecture 350, Green Architecture. According to Brittany Pierpont from the Parks, “Scott and two other students were given the task of designing a hiking trail system for Franklin State Natural Area (SNA).” He coordinated site visits to layout the hiking trail system, applied sustainability techniques to the final design, and utilized GPS to map the final trail route. Scott also used soil and topographic maps to address potential erosion issues.

**Sophomore Cassie Krystosek** received the Distinguished Community Service Award based on her work with Summit Educational Association where she completed a service learning experience in fall but then continued solely as a volunteer during the spring semester. At Summit, Cassie tutors a fourth grader one-on-one in math and reading and provides the student with guidance to set weekly academic goals. Cassie intends to declare a Psychology major.
English Department Awards Ceremony

On May 10th, the Department of English presented their awards for achievement in teaching, writing and scholarship. The awardees were:

**Teaching Excellence Awards**
Jessica Nastal, Graduate Teaching Assistant  
Christopher Lyons, Academic Staff

**The Sheila Roberts Prize**
Mollie Boutell – “Intimates”

**The Ellen Hunnicut Prize**
Kathryn Nesheim – “Four Thousand Twenty-Four”

**UWM Poetry Manuscript Award**
1st Place: Brittany Cavallaro  
Runner Up: Ellen Caswell

**The Wladyslaw Cieszyński Literary Prize**
Joseph Rein – “Encyclopaedia Alanica”  
Colleen Abel – “Hypatia”

**The Academy of American Poets**
Colleen Abel – “The Sleep Suite”

**The William Harrold Memorial Award**
Brittany Cavallaro – “Personal History”

**The Faculty Fiction Award**
Richard Sweitzer

**Frederick J Hoffman Award**
Michael Sanders – “Our Mechanic Dance’: The Dynamics of Body Movement in Muriel Rukeyser’s ‘The Theory of Flight’”  
Rachael Sullivan – “The Dam as Monument of Latourian Possibility in Muriel Rukeyser’s ‘Body of Wakening’”

**Alice Gillam Award**
Kristin Ravel

**Tinsley Helton Dissertation Fellowship**
Paige Conley

**James A. Sappenfield Fellowship**
Ghassan Abou-Zeineddine, Avery Edenfield, Adam Pacton, Alison Sperling, Katherine Morrissey, and Rachael Sullivan

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**Fiscal Year Will End With A Record**

The article above epitomizes why our development team works diligently to raise funds on behalf of L&S. It is all about supporting students and faculty through scholarships, fellowships, and gifts for program operations. Despite challenges in the current economic environment, there is good news to report for Letters and Science.

The L&S development team with the support of faculty and academic staff has raised a record $2,466,800 which is $1.3 million ahead of where we were at this time last fiscal year. At the time of this writing, there are a few weeks yet to go, and we are projecting a record setting fundraising year – stay tuned for the final total in July.

Thank you to all of our generous alumni, faculty, staff, friends and supportive corporations who make it possible to celebrate the accomplishments of students like the English students mentioned above and all of the other students whose educational journey can be made just a bit easier.
Passings

Jeffrey Hayes, Professor of Art History, died on June 18th of esophageal cancer. A champion of self-taught folk artists, he served the UWM community for 30 years. Notable works of Professor Hayes include publications on Blackmon, a Milwaukee self-styled preacher and painter; Oscar Bluemner; and former demolition expert turned sculptor Dr. Evermor. He founded and directed the Master’s in Liberal Studies (MLS) degree program. It is the only degree of its kind in the state of Wisconsin and, in the tradition of the liberal arts, emphasizes breadth of learning across disciplines, critical thinking, clear communication, and integration of knowledge. Professor Hayes is survived by his wife, Leslie, sons Eli and Zachary Hayes; his daughter, Ursula; and grandsons. A full obituary can be read at http://www.jsonline.com/news/obituaries/hayes-cu5s970-160143155.html

Jocelyn Flashinski passed away unexpectedly on June 8, 2012. She received her B.S. degree in Psychology from UWM and worked for over ten years as a therapist for children with autism spectrum disorder. She worked first with ABN, the Autism Behavioral Network, and most recently with ABA, Applied Behavior Analysts. She cherished her clients and worked with dedication to help them succeed. Jocelyn’s favorite pastimes were reading, seeing her friends, and taking care of her new home. Condolences may be expressed at www.meredithfuneralhome.com. We extend our deepest sympathies to Jocelyn’s family.

Newsletters from around L&S

Department of Spanish & Portuguese:

Center for Latin American & Caribbean Studies:
http://clacsuwm.typepad.com/novidades/

Ring of Fire

The annular eclipse that occurred on May 20th was the first of its kind to be visible from the mainland United States since 1994. The next opportunity to see one isn’t until 2023.

This picture, taken by Physics Professor David Kaplan from his apartment, was captured using a digital SLR camera with a solar filter. A stormy afternoon cleared up just in time, with the lingering clouds adding a dramatic aura to the photo. Unfortunately, the Sun set before the Moon made it all the way across.

In general, the phenomena of eclipses help build awareness and interest in the subdisciplines of astrophysics and cosmology. Astrophysicists, such as UWM Professors Kaplan and Dawn Erb, may not study solar eclipses, but they do follow the eclipses of other stars as part of their work mapping the universe.
Students Inducted into New Honor Society – Nu Lambda Mu

A graduation reception was held on June 5th to honor students who completed the Graduate Certificate in Nonprofit Management and the MS in Nonprofit Management and Leadership in 2011-12. At the reception, students and alumni were also inducted into the Nu Lambda Mu Honor Society recently established by the Nonprofit Academic Centers Council. The mission of Nu Lambda Mu is to advance the study of nonprofit organizations and their function in society, and to promote scholarly achievement among those who engage in these academic pursuits. Inductees included Andrea Breitenstein, Tracy Holmes, Anne Le Plae, Mark Rice and David Totsky. Rodney Swain, Dean of the College of Letters & Science, joined Doug Ihrke, Director of the Helen Bader Institute for Nonprofit Management, in recognizing the students for their many achievements.

In the Media and Around the Community

Jeffrey Sommers (Africology) was an invited participant for the Astana Economic Forum in Kazakhstan convened by President Nazurbayev from May 22-24, 2012. The meeting was attended by several past and present heads of state and prime ministers, 12 Nobel Prize Laureates, and a global community of academics and policymakers. Jeffrey presented “The Entropy of Debt: The Need for a New Demand and Investment Driven Economic Order,” held economic policy meetings with government officials, including the Deputy Prime Minister, and spoke with local media.

The Cultures and Communities Program was identified as a positive example of “Publicly Engaged Scholarship in the Humanities, Arts, and Design” in a paper published in A Working Guide to the Landscape of Arts for Change recently released by Animating Democracy, A Program of Americans for the Arts. [http://bit.ly/N384py](http://bit.ly/N384py)

The Wall Street Journal published an article in its “Careers” section based on research conducted by Kathryn Fonner (Communication) and a colleague from Northwestern University. Their study finds that staying in constant touch via email, meetings or other means doesn’t boost telecommuters’ or office workers’ feelings of closeness to their co-workers. Other publications that picked up the information include Forbes and Human Resource Executive Online. [http://on.wsj.com/Ltc9mJ](http://on.wsj.com/Ltc9mJ) and [http://bit.ly/KDSGQh](http://bit.ly/KDSGQh)

Jeffrey Sommers (Africology) co-authored “Latvia is no model for an austerity drive,” which appeared in Financial Times, a well-respected international publication of economic and financial news.

Patrice Petro (Ctr. for International Education) gave the keynote lecture at the launch of the new Center for Global Studies at the University of Amsterdam. Her presentation titled “Globalisation and the Humanities: Cosmopolitanism, Cities, Security” addressed the ways in which the humanities contribute to globalization research and how this research engages with some of the most important issues at play in the humanities. Patrice also gave a series of lectures at York University in Toronto as part of their Summer Institute in Film. Her topics covered “Globalization and Film and Media Studies.”

The Clinical and Translational Science Institute of Southeastern Wisconsin (CTSI) and its partnering institutions, including UWM, recently sponsored a drug development collaborative workshop focusing on the formation of drug discovery partnerships. Scientists from the Department of Chemistry presented two plenary sessions: “Medicinal Chemistry and Lead Optimization: Subtype Selective GABA Ligands as Potential Therapeutic Agents” by James Cook, PhD, and “High-Throughput Screening Assay Development” by Alexander “Leggy” Arnold, PhD. Dr. Cook and Dr. Douglas Stafford, Director of UWM’s Milwaukee Institute for Drug Discovery, also facilitated a breakout session. [http://bit.ly/KDSGQh](http://bit.ly/KDSGQh)


Shelly Schnupp (Public and Nonprofit Administration) presented a workshop entitled “Results-Based Nonprofit Program Development” at the YWCA USA Conference in Washington, D.C., in May.

Douglas Ihrke and Barbara Duffy (Public and Nonprofit Administration) presented “Examining and Explaining the Nature and Extent of Board Conflict in Two Countries” at the Association for Research on Nonprofit and Social Economy Research (ANSER) held in Waterloo, Canada from May 30th-June 1st.
L&S Laurels and Accolades

The Psychology Department’s clinical program has been accepted for membership into the Academy for Psychological Clinical Services. The Academy recognizes clinical programs with "strong commitments to, and established records of, successful clinical science." UWM is now in the good company of institutions such as Harvard, the University of Illinois, Ohio State, Northwestern, and Yale. In other news from the department, the Behavior Analysis Course Sequence has been formally approved by the Behavior Analysis Certification Board. Graduates of the Psychology Department’s Master's and Ph.D. programs will be automatically eligible to sit for the examination to become BCBA’s (nationally) and licensed behavior analysts (in Wisconsin). UWM has the only BACB-approved sequence in the State of Wisconsin.

Congratulations to Richard Monti (Philosophy) and Susan Lima (Psychology). Both were recipients of a 2012 Student Accessibility Excellence Award. The awards honor those who demonstrate awareness of, and sensitivity to, students with unique needs. Richard’s nominator described his lectures as so well-delivered that a note-taker wasn’t required. His teaching led the student to “love Latin so much that I considered linguistics as a field, despite the fact that I was so established in the sciences and determined to pursue particle physics.” It was noted that Susan “went above and beyond any expectations to facilitate, share and encourage learning. She always was positive, compassionate and patient.”

Psychology graduate students Gustavo Medrano and Susan Tran received American Psychology Association Student Travel Awards to attend the 2012 convention in Orlando.

Graduate students Brooke Drew (Anthropology) and Kelsie Pattillo (Linguistics) are the 2012-13 recipients of the Chancellor’s Golda Meir Library Scholar Awards. The $5,000 awards support the research of outstanding UWM graduate students, and include special assistance from the UWM Libraries for the completion of the recipients’ dissertations.

L&S People in Print


New Video

Pa Kou Lee is a Sociology major and campus ambassador

In mid-twentieth-century America, mass tourism became emblematic of the expanding horizons associated with an affluent, industrial society. Nowhere was the image of leisurely travel more visible than in the parade of glossy articles and advertisements that beckoned readers from the pages of popular magazines. In Richard Popp’s The Holiday Makers, the magazine industry serves as a window into postwar media and consumer society, showing how the dynamics of market research and commercial print culture helped shaped ideas about place, mobility, and class. By offering a prototype for new forms of marketing thought that connected leisure, lifestyles, and a postindustrial service economy, the selling of midcentury travel helped to usher in a more segmented and experience-oriented consumer culture.