

A newsletter for alumni and friends of the DEPARTMENT OF URBAN AND REGIONAL PLANNING
University of Wisconsin–Madison

FROM THE CHAIR

James A. LaGro, Jr.

Serving as URPL's chair for these past six years has been an opportunity to develop entrepreneurial skills while acquiring a deeper understanding of the university. Department chairs, like most academic administrators, face continual challenges within four areas: people, programs, funding, and facilities.



Human resource concerns are often the most unpredictable challenges for a department chair. With support from the CALS and L&S college administrations, the impacts of faculty retirements and resignations in the past six years were mitigated, in part, by recruiting and hiring four assistant professors. We also have been fortunate to develop a robust adjunct faculty of local planning practitioners, and to expand our affiliate faculty drawn from other departments on campus.

The department is currently conducting a "self study" for the reaccreditation of our masters program by the Planning Accreditation Board (PAB). The reaccreditation team will visit us in the fall of 2008. We are also developing a new dual-degree program with the School of Medicine and Public Health. Our students will soon have the option to simultaneously earn a masters degree in urban and regional planning and a masters degree in public health. Given the grow-

ing body of research on the linkages between public health and the structure of the built environment, this is an exciting new curriculum development.

Gifts to the department have grown significantly in the last few years, and this is a promising trend that we hope will continue. These precious resources help us provide nationally-prominent masters and doctoral degree programs in urban and regional planning. Bringing distinguished lecturers to campus and enabling student participation in planning conferences are two examples of the many ways in which gifts enrich our students' educational experience.

Financial support from our colleges also has been vital in enhancing our facilities. In addition to minor remodeling of our lobby and several faculty offices, the most important improvements have been the addition of new instructional technology—both in our classrooms and in our 20-seat instructional computer lab.

All in all, the state of the department is sound. Moreover, the department's future—along with the planning profession—is filled with opportunity and great promise.

Next fall, this column will be written by one of my colleagues (please visit our Web site for news about this development and much more). Without a doubt, URPL's next chair will embark on a most interesting, important, and challenging "learning experience."

Cheers!

URPL VISITOR

In February URPL was host to Professor William A. Fischel of Dartmouth College. Professor Fischel is an economist whose research focuses on issues core to urban planning, public policy, and local governance, such as land use planning, zoning, and local control.

Professor Fischel was invited to deliver a University Lecture under the cosponsorship of URPL, the Department of Real Estate and Urban Land Economics, the Department of Agricultural and Applied Economics, and the LaFollette School of Public Affairs, and with funding from the University Lectures Committee. In addition, he met with several URPL classes.

Professor Fischel's University Lecture was titled "Political Structure and Exclusionary Zoning: Are Small Suburbs the Big Problem?" The manuscript which served as the base of the lecture can be viewed at www.urpl.wisc.edu/papers.

In all of his work, Professor Fischel tends to think outside the box (from an urban planner's perspective) and thus his lecture and classroom visits were quite provocative.

INSIDE

URPL Public Service Mission	2
Current Student News	5
Faculty News	6
Donors	7
Alumni News	8



URPL'S PUBLIC SERVICE MISSION

Public service has long been an important part of URPL. Faculty, staff, and students contribute to the university, city, county, area, state, region, nation, and globe in a wide variety of ways. We invited members of the URPL community to share some of their stories of recent public service.

URPL Planning Workshop— Farmland Preservation in Jefferson County Wisconsin

Every year second year, master's students in URPL are required to work together on an applied professional planning project. The fall 2007 workshop client was the Farmland Preservation Commission (now the Farmland Conservation Easement Commission) of Jefferson County, Wisconsin. Twenty-three URPL graduate students conducted focus groups, assessed current conditions and plans, researched preservation strategies and funding options, and conducted GIS analyses of preservation scenarios for the purpose of presenting a report to the commission and the citizens of Jefferson County.

Jefferson County, which is just east of Dane County, created the Farmland Preservation Commission in order to develop strategies and policies to build on their existing agriculturally focused land-use plan. As this commission was starting its work, it contracted with URPL to develop strategies and policies, suggest alternative scenarios, and further public engagement regarding issues of vision and strategy. Jefferson County has been a leader in the state of Wisconsin in using their county zoning power to protect farmland, but faces encroaching development from neighboring counties. Jefferson County is also the first county in Wisconsin to begin developing a county-wide agricultural easement purchase program.

The students divided into three teams for the project. The Public Engagement team, led by **Joan Huston**, conducted numerous focus groups across the county with concerned citizens, farmers, environmental and conservation groups, as well as with county and town officials. They also conducted numerous interviews with key stakeholders and devised a detailed plan for continued outreach, education, and capacity building. The public dialogue and public meetings by the students have helped to initiate a dialogue across the county about future land preservation issues.

The Policy and Strategy team, led by **Katie Davis** and **Paul Hampton**, conducted research and analysis on the current condi-



Fall 2007 URPL Workshop students

tions, plans and ordinances, evaluated Jefferson County's fiscal health and proposed funding options, provided detailed implementation recommendations, and examined best practice case studies from around the county.

The GIS team, led by **Amy Seeboth**, collected data on the natural and land features of Jefferson County and utilized a LESA (Land Evaluation and Site Assessment) methodology to illustrate alternative preservation scenarios and criteria. The commission has already begun developing their own preservation guidelines based on the LESA recommendations included in the report.

Special mention is due to **Sara Mosser**, **Sarah Elliot** and **Paul Hampton**, who served as the document editors, working long and late hours over nights and weekends to compile and edit the project into a coherent whole. And special thanks is owed to **Erin Ruth** for preparing display boards for the public meetings and presentation. **Katie Davis**, **William Holloway**, **Stephanie Lind**, **Cynthia Lin**, and **Brian O'Connor** delivered an excellent presentation on the project to the commissioners and the public.

At the February 2008 meeting of the Jefferson County Board of Supervisors, the

board unanimously passed a resolution commending and thanking the students for their excellent work. The full copy of the report and public presentation can be found at www.wisc.edu/urpl/academics/workshop/index.html.

Public Citizenship— Professor Brian Ohm

"To bring all the reserves of knowledge and inspiration of the university more fully to the service of the people."

Robert M. LaFollette explaining the Wisconsin Idea in LaFollette's Autobiography (University of Wisconsin Press, 1960)



One of the things that I find so intriguing at the University of Wisconsin—Madison is the tradition and mystique surrounding the Wisconsin Idea. An outgrowth of progressive political thought from

the early 1900s, the Wisconsin Idea is imbedded in the fabric of the university. Its emphasis on supporting the active involve-

ment of experts from the university in service that will benefit society is a natural fit for someone involved in urban and regional planning. One way the university supports this is through the University of Wisconsin Extension of which I and several other URPL colleagues are proud members.

In the spirit of the Wisconsin Idea, I have had the great fortune of being able to serve the people of Wisconsin in a variety of capacities. I have served on an assortment of state legislative study commissions, gubernatorial appointed committees, and councils related to planning. However, what I have often found most rewarding are the opportunities I have had with local government, the university community, and nongovernmental organizations. Eleven years ago, I was asked to serve on the first land trust committee for the Town of Dunn, south of Madison, helping to set up Wisconsin's first local purchase of development rights program. Later, I was asked by the Dane County Board to chair a study committee examining transportation alternatives for serving the area north of Lake Mendota and addressing strong controversy about a "north belt line": that work is ongoing.

For a number of years, I also chaired the university's transportation committee during times when the university was making some fundamental changes to the campus transportation system. Today, the university has a well managed transportation system and is a leader in promoting initiatives such as free bus passes for all faculty, staff, and students. During my service as chair of the university's Transportation Committee, I also served on the Campus Planning Committee. My service on the Campus Planning Committee came at a time when the university was updating the campus master plan. This was an exciting effort as the university is planning on some major changes to the physical design of the campus, including the demolition of the neighbor to Music Hall, the notorious though architecturally significant Humanities Building.

For four-and-a-half years, I served on the city of Madison Plan Commission: I stepped down just this past fall. I was very much honored to be asked to serve the city in this capacity. It was an interesting time for the city as it completed the city's first comprehensive plan under the State's 1999 comprehensive planning law. The city is now taking steps to implement the plan by updating its 1960 zoning ordinance. I also represented the mayor in Dane County's comprehensive planning process. Other interesting initiatives I had a chance to work on during my time on the plan commission included

the city's inclusionary zoning ordinance and revising the city's demolition ordinance. There were also numerous exciting development projects that the Plan commission approved during my tenure. URPL alumni who have been away from Madison for awhile will certainly notice some big changes to the city when they return.

In the NGO context, I am pleased to have served as a founding board member of both 1000 Friends of Wisconsin and the Wisconsin Environmental Initiative. 1000 Friends of Wisconsin was instrumental in the passage of Wisconsin's comprehensive planning legislation in 1999, and the Wisconsin Environmental Initiative has been a national leader in promoting green building efforts. Currently I serve as the Vice President for Chapter Affairs for the Wisconsin Chapter of the American Planning Association.

This is a very exciting time to be involved in urban and regional planning. Issues that have been around for decades are on the radar screen of more and more people—global warming, water supply, transportation congestion, the physical design of communities, etc. There are also many new initiatives responding to these issues—sustainability, green building, new urbanism, livable communities, smart growth, etc. Planning is central to all of these. It is great to be able to play a role at the university, in Madison, and in Wisconsin.

URPL and Food Systems— Professor Alfonso Morales

URPL is among the pioneering units concerned with the study of food systems and the University of Wisconsin among the pioneering institutions in the field. Markets, farmers markets, public markets, and privately owned markets are central components to the food system and link that system to other retail activities. Markets, however, are understudied elements of food systems, and clearly link the study of food to many other social and political concerns. These overlapping concerns brought Professor Morales together with Jim Bower and the Madison Public Markets Working Group (MPMWG) to further develop the potential role for a public market.

In fall 2007 Professor Morales's class worked with the MPMWG in assisting the city of Madison in developing a public market at the Brayton parking lot near the Capitol Square. The proposed market would serve 40+ businesses, seasonal space for businesses and spaces for arts and crafts, and accom-

Continued on page 4

Your Gift Makes a Difference

Gifts to the Department of Urban and Regional Planning are critical to our success. Contributions through the UW Foundation's gift funds help us attract top graduate students and provide vital resources for planning education enrichment. Gifts support the URPL library (journal subscriptions) and computer lab (planning support software), and strengthen the URPL community in a variety of other ways. Recent gifts, for example, have funded URPL alumni receptions (at ACSP and APA meetings), the publication and mailing of this newsletter, and travel subsidies for URPL's students to attend planning conferences.

CONNECTIONS STAFF:

Pat Cantrell
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Please send submissions of material for possible inclusion in future issues of *Connections* to:

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CHECK OUT OUR WEB SITE

We invite you to visit the URPL Web site at www.wisc.edu/urpl. Now more than ever, the site provides the most complete up-to-date information about:

- ◆ Happenings at URPL *new positions available, projects, publications and research, academic programs and courses, faculty and students*
- ◆ Alumni news

Public Service

Continued from page 3

modate a 500-car garage. The market will be a public space, open to every social purpose and expected to serve every ethnic group in the city.

The students' work is part of developing momentum for the project by providing timely information for key relationships with architects, city administration, the mayor's office, representatives of various ethnic groups, as well as business interests and the neighborhood surrounding the site.

In 2008 students will continue this work in three different directions. First, they will briefly revisit surveys done in 2007 and work to generate goodwill with potential businesses. Second, they will investigate sources of funding for the project and participate in grant writing activities. Third, they will develop draft prose for the project web site and interface with various members of the MPMWG and representatives of business and government. In the fall semester Professor Morales will offer URPL 590, Markets and Food Systems, as a vehicle for the continuation of this work.

Campus Citizenship—Department Administrator Jason Josvai

Since I began with the department five years ago I have been elected or appointed to several campus-wide committees. These include the Council for Non-represented Staff (CNCS), the Provost's Domestic Partnership Task Force, and the Search and Screen Committee for the Vice Chancellor of Diversity and Climate (VCDC). Along with these I am serving on the College of Letters and Science's Classified Staff Issues Committee for the next three years.

My interest in participating on these committees stems from my personal interest in the topics as well as a sense of civic responsibility to the community in which I work. Each committee is comprised of diverse constituents who are equally dedicated to issues of social justice as I am. My specific interest

in social justice matters has been developed through such campus sponsored programs as the Leadership Institute and the Seeking Educational Equity and Diversity program, among other courses offered through the Office of Equity and Diversity.

CNCS is the equivalent of a faculty senate or an academic-staff assembly. It is a governance organization that provides an organized and systematic way for non-represented classified staff to participate at the institutional level. While serving my third year on the council, I was appointed as its representative to the provost's task force, which is charged with the mission of achieving domestic partnership benefits for the university.

The search committee for the new vice chancellor began in the summer of 2007 and was instructed to recruit an individual who will be capable of overseeing the diversity and climate initiatives for the campus as it relates to Plan 2008 and beyond. The committee received over 50 applications including several international ones. After a complicated process the top three names were put forth for the chancellor.

Recently I was appointed by the Dean to the Classified Staff Issues Committee for L&S which represents the classified staff in advising the Dean on the development and review of all College policies and procedures affecting classified staff. We have discussed issues related to parking, climate, telecommuting and flex scheduling.

**URBAN PLANNING
A "BEST CAREER" CHOICE**

In December 2007 *U.S. News and World Report* issued a story on "31 Careers With Bright Futures" as part of its Best Careers 2008 feature. Urban planner was one the careers highlighted. See the full story at www.usnews.com/articles/business/best-careers/2007/12/19/urban-planner-executive-summary.html.

CURRENT URPL STUDENT NEWS

WSPA Report

Since the last issue of *Connections*, URPL students have been making their mark on communities both around Wisconsin and the United States. This past fall, URPL Workshop students prepared a farmland preservation report for Jefferson County (see related story in URPL's Public Service). Their work was discussed in a recent edition of *Rock River Reflections* (published by the Rock River Coalition and the UW Extension), and the Jefferson County Board of Supervisors passed a resolution commending URPL students for their efforts.

URPL students are also collaborating with students in the Nelson Institute's Water Resources Management (WRM) certificate program to help restore the Bayou Bienvenue wetland in New Orleans. In addition to conducting scientific studies on the bayou, which is located in the Lower Ninth Ward, students have been working closely with members of the Holy Cross Neighborhood Association to make the wetland into an asset for the surrounding community. This multi-year project draws expertise from institutions around the country, including Tulane, Xavier, and Southeastern Louisiana Universities, the Sierra Club, the Gulf Restoration Network, and the University of Colorado at Denver. This year, participating URPL students are conducting research on topics including eco-tourism, green building, food systems, and area transportation, and several will be making visits during spring break and this coming summer.

The Wisconsin Student Planning Association (WSPA) is now under the leadership of the Class of 2009 and is ramping up for the coming year. The group is seeking community service projects and is organizing activities ranging from alumni events to new programming for prospective students. They welcome ideas from the local professional community and alumni on strengthening Madison's "town and gown" connection. You can contact WSPA and read updates on our activities by visiting its web site at wspa.rso.wisc.edu, where you can check our events calendar, suggest new resources, contact alumni, and peruse student resumes.



Bill Holloway, an URPL master's student, was named the 2007 Student of the Year by the National Center for Freight and Infrastructure Research and Education (CFIRE). Bill is currently pursuing his certificate in transportation management and policy, along with his URPL degree, and plans to pursue a career focused on the interaction between transportation infrastructure and land use in urban areas.

Bill's interests in the area of transportation planning are wide-ranging and he has been very active during his graduate career. He has played a major role in the production of the *Wisconsin Trucker's Guide*, a succinct in-truck resource for information regarding state and federal policies and regulations governing commercial freight operations, performed research in the areas of commercial truck parking and freight flows through the Mississippi Valley Freight Coalition, and helped prepare for and conduct several major conferences. During the 2006–07 school year, Bill was a member of the UW Student Bus Pass Advisory Committee and the university's Campus Transportation Committee.



Michael Rodriguez, a joint URPL-Public Affairs master's student, was awarded a 2007–08 Dwight D. Eisenhower Graduate Fellowship by the U.S. Department of Transportation. The Eisenhower Graduate Fellowship provides funding for the pursuit of master's or doctorate degrees in transportation related fields. The objectives are to attract qualified students to the fields of transportation education and research, and upgrade the scope of knowledge of the entire transportation community in the United States in all modes of transportation.

The award by The Federal Highway Administration requires that Fellows produce a professional academic research paper for presentation at the annual meeting of the Transportation Research Board. For the paper, Michael is conducting research on racial patterns in the locations of transit stations for systems that have received Federal Transit Administration New Starts funding. As part of his joint graduate studies, Michael is also pursuing a Transportation Management and Policy certificate.

URPL FACULTY LECTURE SERIES

The 2007–2008 Faculty Lecture Series continued with four lectures in the spring semester. Lecturers and lectures included:

- ◆ February 7—Senior Scientist Susana Lastarria-Cornhiel: "Is Micro-Credit the Magic Bullet for Low-Income Households? Some Evidence from Malawi"
- ◆ March 6—Assistant Professor Kurt Paulsen: "The Effects of Land Development on Municipal Finance: Theory and Empirics"
- ◆ April 3—Assistant Professor Ken Genskow: "Social Indicators for NonPoint Source Water Quality Planning and Evaluation"
- ◆ April 24—Assistant Professor Asli Göçmen: "Challenges to Effective Use of GIS in Planning: The Case of Public Planning Agencies in Wisconsin"

Papers prepared by presenters to accompany their presentations can be found on the URPL Web site at urpl.wisc.edu/papers.

FACULTY NEWS

Professor Harvey M. Jacobs is the author of several recently released articles. Two of these reflect his current research activity in western Europe: “The Future of the Regulatory Takings Issue in the U.S. and Europe: Divergence or Convergence?” published in the winter 2008 (vol. 40, no. 1) issue of *Urban Lawyer*, and “A European ‘Growth Machine’? The Changing Role of Private Property Rights in the Planning Process,” published in French in the spring 2008 issue of *Études Foncières* (No. 132; *Études Foncières* is analogous to *Planning* or *Urban Land* magazines, focusing exclusively on land use topics of interest to French planners and developers).

At the request of the UW–Madison Land Tenure Center, Harvey has prepared a report to be distributed at an international invitational spring forum organized by LTC titled “Designing Pro-Poor Rewards for Ecosystem Services.” His report looks at the lessons to be drawn from the nearly century long effort in the United States to encourage rural landowners and users to practice resource sustainable land management practices.

In March, Harvey was the closing speaker in a two month series presented as part of the Wisconsin Humanities Council—Smithsonian Museums on Main Street exhibition *Between Fences* series in Sauk Prairie, Wisconsin.

Assistant Professor Asli Göçmen has made several presentations on her current research on GIS use in public agencies. Among these were “GIS Use Among Wisconsin’s Public Agencies: A Closer Look at Planning Departments and Counties,” to the Wisconsin County Planning Directors Meeting and “Statewide Assessment of Benefits of and Challenges for GIS for Planning Applications,” to the Wisconsin Land Information Association Annual Meeting. The “Statewide Assessment” paper was coauthored and co-presented with her colleague, URPL affiliate faculty Professor Steve Ventura and her research assistant, URPL master’s student Amy Seeboth. Asli, is designing a second phase of the study to investigate several of the obstacles that planners identified in the research’s first phase. The findings of both phases of the study are intended to help Asli

design statewide GIS trainings and related outreach activities. It is expected that the findings of the first phase study will be published in the next few months.

Assistant Professor Alfonso Morales was part of a campus team that was awarded a Baldwin grant for outreach-related research titled “Local and Regional Food Distribution.” This project builds on the long term URPL interests in food systems and Professor Morales’s interests in markets.

Professor Morales was also invited to co-organize a Kauffman Foundation supported conference at the University of Texas at Austin on Mexican-American entrepreneurship. That conference will produce an edited volume, the first solely devoted to the subject. The book is expected to break new ground in decomposing the ethnic variation of entrepreneurship and describing the entrepreneurial situation and promise of the nation’s largest ethnic minority.

At the 2008 American Planning Association meetings in Las Vegas, Professor Morales has organized a session on the subject of public markets.

Assistant Professor Kurt Paulsen published two co-authored articles in recent editions of the *Journal of the American Water Resources Association*: “Conservation Induced Wastewater Flow Reductions Improve Nitrogen Removal Efficiency: Evidence from New York City” (December 2007) and “Institutions for Interstate Water Resources Management” (February 2008).

Together with URPL alumnae Assistant Professor Mary Edwards (PhD 1997, now at the University of Illinois at Urbana-Champaign) and Assistant Professor Samina Raja (PhD 2002, now at the University of Buffalo), Kurt completed research for the Lincoln Institute of Land Policy titled “Critical Examination of Fiscal Impact Analysis.” The team presented aspects of their research at the annual Association of Collegiate Schools of Planning meetings in October, as well as at a Lincoln-sponsored conference in February.

In January **Senior Scientist Susana Lastarria-Cornhiel** attended a microfinance workshop held in Malawi, Africa to present

the results from a rural microcredit study. Her research, financed by The World Bank, sought to determine the socioeconomic effects of micro-credit on rural households. The study was undertaken by researchers from the University of Wisconsin–Madison, with Susana as principal investigator collaborating with colleagues from Bunda College in Malawi. Representatives from government agencies, rural finance institutions, NGOs, and academic institutions attended the workshop. The presentation was well received and the ensuing discussion was particularly helpful for the officials from the major microfinance institution in Malawi. The study was subsequently presented in the spring semester URPL Faculty Lecture Series (see related story) and the paper can be downloaded from the Web.

FACULTY SABBATICALS

Jim LaGro and **Dave Marcouiller** have been granted full academic year sabbaticals for the 2008–09 school year.

Jim is finishing his sixth and final year as department chair. Upon his return from sabbatical Jim plans to take up the role of a regular, full-time teaching and research faculty member. For his sabbatical year he will be in Washington, D.C., where he has received a fellowship for the American Association for the Advancement of Science (AAAS). Jim will serve as a science, technology, and policy fellow in the area of energy, environment, agriculture and natural resources. He will be placed with a federal agency (such as the EPA; Department of Energy; U.S. Forest Service; U.S. Army Corps of Engineers; the placement is still pending) where he will learn about federal policy analysis and decision making, and they will draw upon his expertise.

Dave plans on spending the fall semester in Norway, where he will work with a colleague at a northern college on issues related to rural tourism. His plans for the spring semester are still taking shape.

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ALUMNI NEWS

John M. Bryson (MS 1974, PhD 1978), the Associate Dean of Research at the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota, has been named the McKnight Professor of Planning and Public Affairs at the university; the McKnight Professorship is endowed by the McKnight Foundation.

Rich Gross (MS 1977) is the Vice President and Director of California Programs of Enterprise. Enterprise is a national nonprofit with 25 years of experience in the community development and affordable housing field. It was founded over two decades ago by urban visionary James Rouse and his wife Patty with the goal of making sure every American lives in a decent, affordable home.

Sandra Lee Pinel (MS 1979, PhD 2007) has taken a position as Assistant Professor of Communities and Bioregional Planning in the program of Conservation Social Sciences, College of Natural Resources, University of Idaho in Moscow, Idaho.

Denny Coleman (MS 1986, attended 1973–75) is the President and CEO of the St. Louis County Economic Council. He was recently re-elected to the board of the International Economic Development Council and is Chair of IEDC's Planning and Business Development Committee.

Ellen M. Bassett (MS 1989, PhD 2001), has moved to Portland (Oregon) State University (from Michigan State University) to take up a faculty position in the School of Urban Studies and Planning. She will teach classes in the broad area of land-use planning and hopes to continue her long-standing involvement in African urban settlement issues.

P. Anthony Brinkman (MS 1992) is an assistant professor at the University of Nevada, Reno, Department of Geography, where he is directing the master's program in land use planning policy; he takes up this position after several years on the faculty in the Department of Geography and Urban

Planning at Wayne State University in Detroit Michigan.

Sharon Hausam (PhD 2006) is teaching a course this spring semester at the University of New Mexico's Community and Regional Planning program on "Process and Issues on Native American Lands."

S. Craig Johnson (MS 2007) has been hired to be the Housing Policy Coordinator for the Metropolitan Consortium of Community Developers, an association of local nonprofit community development organizations in Minneapolis, Minnesota.

Drew Pennington (MS 2007) has taken a Community Planner position with the City of Beloit, Wisconsin.

Nathan Sandwick (MS 2007) has been selected to serve a two year fellowship with the National Resources Defense Council's Smart Growth Program in Washington D.C.

Keep Us Posted!

Please help! We are trying to modernize and update our alumni data. Your e-mail address will help us keep track of you and facilitate communication when you want to contact your fellow alumni.

Have you moved? Yes No

When did you graduate from URPL? _____

Name: _____

Address: _____

E-mail: _____ Phone: _____

Where are you working? _____

Title: _____

Address: _____

Any comments or news to share?: _____

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