

The Wisconsin men's basketball team celebrates winning a share of its first conference title in 55 years after a 74-54 victory over Michigan.

Dear Friends of Badger Athletics,

Several years ago, the UW Department of Athletics outlined its goals in a document entitled "Keeping Big Red in the Black." It was a five-year strategic plan which sought to achieve (1.) academic excellence; (2.) competitive success; (3.) financial responsibility; (4.) gender equity; and (5.) rules compliance.

In the last year, our department accomplished some of the goals that we laid out in that 1998 plan. I want to personally thank each and every one of you -- student/athlete, coach, staff member, fan or patron -- for assisting us in our efforts to operate one of the nation's top collegiate athletic departments.

There is still much work to do, but we wish to express our appreciation for your past support as we begin to tackle the challenges ahead. In the following pages, you'll read about some of the major achievements of this division over the past year.

I hope you enjoy the inaugural edition of the *University of Wisconsin Department of Athletics Annual Report*. Thanks, again, for your generous support and undying loyalty. It's great to be a Badger. On, Wisconsin!

Sincerely,

Pat Richter
Director of Athletics

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The University of Wisconsin Department of Athletics Annual Report, 2001-02 was produced by the Athletics Communications Office.

For additional copies, contact (608) 262-1811. For more information about UW Athletics, see our website at: UWBADGERS.COM



The Badger volleyball squad registered a 27-4 overall record, won the Big Ten championship and finished seventh nationally in the final USA Today coaches' poll.

ACADEMIC EXCELLENCE

Success in the classroom

► Wisconsin student/athletes (366 men and 317 women) combined for a 2.93 grade-point average in the fall of 2001. That tied the school record (set twice previously) for highest semester GPA for student/athletes.

► Eleven Badger teams recorded grade-point averages better than 3.0 in 2001-02. The list was headed by the women's tennis squad at 3.46.

► The Department of Athletics had 146 student/athletes with a cumulative grade-point average of at least 3.5 at the end of the 2001-02 season.

► Two seniors -- Stacy Sawtele (women's track) and Nicholas Kitowski (men's crew) -- were named Frank J. Remington Scholars and received aid for post-graduate study. Both Sawtele and Kitowski will attend medical school.

► Twenty-three student/athletes were named Athletic Board Scholars. That designation went to the student/athlete in each sport with the highest GPA.

► Wisconsin had 156 student/athletes earn academic all-Big Ten mention in 2001-02. An average of 6.7 student/athletes per sport at Wisconsin earned this honor, fourth-best norm among the Big Ten schools.

► Aaron Lauber (men's soccer), Liz Reusser (women's track) and Josh Spiker (men's cross country and track) were Verizon academic all-Americans.

► The UW received an award for outstanding achievement in the "Degree Completion Program of the National Consortium for Academics and Sports."

► The following student/athletes received Verizon academic all-District 5 honors from CoSIDA: Katie Connelly (golf), Sarah Kolpin (track), Aaron Lauber (soccer), Jenny Pofahl (crew), Liz Reusser (track), Josh Spiker (track), Julie Stefan (track), Adam Wallace (track) and Kerry Weiland (hockey).

► Twenty-one Wisconsin student/athletes recorded perfect 4.0 GPAs in the spring of 2002.

ATHLETIC BOARD SCHOLARS

The University of Wisconsin Athletic Board recognizes student/athletes with the top grade-point average in each sport. Here are the 2001-02 honorees:

Ike Ukawuba, (M) Basketball
Abigail Simmons, (W) Basketball
Nicholas Kitowski, (M) Crew
Annie Trimberger, (W) Crew
Eileen Ruzicka, (W) Lt. Crew
Josh Spiker, (M) Cross Country
Sarah Kolpin, (W) Cross Country
Jason Schick, Football
Kevin Tassistro, (M) Golf
Katie Connelly, (W) Golf
Andy Wheeler, (M) Hockey
Kerry Weiland, (W) Hockey
Aaron Lauber, (M) Soccer
Jodi Zilinski, (W) Soccer
Kerry Hagen, Softball
Brian Neuman, (M) Swimming
Andrea Wanezek, (W) Swimming
Jason Gonzaga, (M) Tennis
Teresa Gonzaga, (W) Tennis
James Berger, (M) Track
Julie Stefan, (W) Track
Yael Peled, (W) Track
Jill Maier, Volleyball
Brady Reinke, Wrestling

2001-02 academic all-Big Ten honorees

Basketball (M): Max Peek, Kirk Penney, Ike Ukawuba, Mike Wilkinson; **Basketball (W):** Emily Ashbaugh, Kyle Black, Leah Hefte, Jessica Liegel, Kristi Seeger, Abby Simmons, Jessie Stomski; **Crew (M):** David Farnia, Alan Geweke, Peter Giese, Benjamin Kaker, Nicholas Kitowski, Eric Knecht, Samuel McLennan, Peter Nagle, Michael Stahlman, Peter Vitko; **Crew (W):** Meredith Blair, Erin Buchanan, Erin Conlin, Kylie Fredrickson, Tara Gedman, Jeannette Moore, Jennifer Pofahl, Aliza Richman, Sara Stahlman, Annie Trimberger, Marianna Waters; **Cross Country (M):** Drew Hohensee, Josh Spiker, Colin Steele, Nick Winkel; **Cross Country (W):** Bethany Brewster, Sarah Foster, Sarah Kolpin, Leslie Patterson, Liz Reusser, Briana Stott-Messick; **Football:** Joey Boese, David Braun, Erasmus James, Chad Kuhns, Russ Kuhns, Jeff Mack, Jason Schick; **Golf (M):** Kevin Tassistro; **Golf (W):** Katie Connelly; **Ice Hockey (M):** Jake Heisler, Mark Jackson, Matt Murray, Andy Wheeler, Brad Winchester; **Ice Hockey (W):** Kendra Antony, Stephanie Boeckmann, Kathryn Greaves, Kelly Kegley, Stephanie Millar, Julia Ortenzio, Melanie Schmitt, Kerry Weiland; **Lightweight Crew (W):** Clara Bien, Katie Bohren, Lindsay Gorsuch, Alison Frohberg, Leah Hanson, Stacey Langenecker, Tessa Molter, Eileen Ruzicka, Sarah Weis, Joni Wiebelhaus; **Soccer (M):** Valentine Anozie, Phil Ayoub, Mike Congiu, Leron Gabriel, Eric Hanson, Aaron Lauber, John McGrady, Christian Poppert, Scott Repa, Eric Smentowski; **Soccer (W):** Kelly Conway, Tia Dale, Bethany Heine, Elly Patterson, Allie Rogosheske, Lauren Schmidt, Jessica Wolff, Jodi Zilinski; **Softball:** Kerry Hagen; **Swimming & Diving (M):** Brian Neuman, Dale Rogers, Matt Zuiderhof; **Swimming & Diving (W):** Molly Buhandt, K.C. Bunnell, Betsy Hassebroek, Megan Kernan, Siobhan Kernan, Gina Loechl, Jenny Lyman, Sarah McCauley, Calyn Patzer, Bethany Pendleton, Melissa Ramsey, Andrea Wanezek, Sara Wiezorek; **Tennis (M):** Justin Baker, Jason Gonzaga, David Hippee, Scott Rutherford, Danny Westerman; **Tennis (W):** Teresa Gonzaga, Shana McElroy, Linda Mues, Vanessa Rauh, Lara Vojnov; **Track & Field (M):** Jim Berger, Ashraf Fadel, Pierre Leinbach, Dan Murray, Ryan Ridge, Rob Salamo, Zachary Schott, Josh Spiker, Ryan Tremelling, Adam Wallace, Nick Winkel; **Track & Field (W):** Christine Baudry, Bethany Brewster, Tara Clack, Hilary Edmondson, Bree Fuqua, Andrea Geurtsen, Heidi Hansen, Angie Kolanko, Sarah Kolpin, Shana Martin, Yael Peled, Liz Reusser, Stacy Sawtele, Julie Stefan, Briana Stott-Messick, Becky Tuma; **Volleyball:** Erin Byrd, Lizzy Fitzgerald, Korie Gardner, Jill Maier, Marie Meyer, Angie Sanger, Sara Urbanek, Lisa Zukowski; **Wrestling:** Tony Black, Brady Reinke.

Perfect 4.0 grade-point averages in spring semester



*John Dyreby
Men's Crew*



*Tara Gedman
Women's Crew*



*Brian Grogan
Men's Track*



*Rebekah Katsma
Women's Soccer*



*Eva Payne
Women's Lt. Crew*



*Yael Peled
Women's Track*



*Melissa Ramsey
Women's Swimming*



*Jessica Ring
Women's Soccer*



*Eileen Ruzicka
Women's Lt. Crew*



*Julie Stefan
Women's Track*



*Annie Trimberger
Women's Crew*



*Andrea Wanezek
Women's Swimming*

More Classroom All-Stars

Beyond the 12 student/athletes pictured above that registered 4.0 grade-point averages as full-time students (at least 12 hours) in the spring semester, five members of the novice crew teams received the same marks. Those student/athletes were: **Mariah Alf** (women's openweight crew), **Justin Brendan** (men's crew), **Bernard Fula** (men's crew), **Leah Gordon** (women's openweight crew) and **Vanderlene Kung** (women's lightweight crew). The following four student/athletes recorded 4.0 GPAs in the spring but did not carry at least 12 hours: **Wendell Bryant** (football), **Leron Gabriel** (men's soccer), **Len Herring** (men's track) and **Charlie Wills** (men's basketball).

WISCONSIN'S 2002 BIG TEN MEDAL OF HONOR RECIPIENTS

Each year, the Big Ten Conference honors both a male and female student/athlete on each of its member campuses for proficiency in athletics and academics. It is one of the league's most prestigious honors.

Wisconsin's Medal of Honor recipients for the 2001-02 season were men's tennis player Danny Westerman and women's swimmer Andrea Wanezek

Westerman, who was named first-team all-Big Ten and academic all-Big Ten his final three years at Wisconsin,

posted a 95-55 career record. He was ranked as high as 16th nationally in 2001-02 while registering a 27-12 overall record (16-7 in duals).

Wanezek, a butterfly specialist, earned academic all-conference honors three times and was one of 21 Badger student/athletes to record a 4.0 GPA last spring. She qualified for the U.S. Olympic Trials in 2000 and earned honorable mention all-America honors as a member of the 800 freestyle relay in 1998-99.



*Andrea Wanezek
Women's Swimming*



*Danny Westerman
Men's Tennis*

2001-02 Big Ten Coaches of the Year



*Patti Henderson
Women's Tennis*



*Ed Nuttycombe
Men's Track*



*Bo Ryan
Men's Basketball*



*Jerry Schumacher
Men's Cross Country*



*Pete Waite
Volleyball*

The 2001-02 season was another spectacular campaign for the Wisconsin Badgers. A number of memorable moments stand out.

► The men's basketball team won its first Big Ten title in 55 years. Bo Ryan was named league Coach of the Year and won his 400th career game during his rookie season at UW. Kirk Penney was the UW's first first-team all-league player since 1995. UW defeated St. John's in the opening round of the NCAA tourney before falling to eventual national champion Maryland.

► A school-record 16-1 start helped BadgerBall to its highest-ever national ranking (5th by AP). Tamara Moore and Jessie Stomski were first-team all-league picks and the school's first-ever WNBA draft choices. Wisconsin advanced to the NCAA tourney for the second straight year.

► The women's lightweight crew team, under the direction of Coach Maren LaLiberty, ranked No. 1 nationally all season and placed second at its national meet (IRA Regatta). The lightweight team won four other regattas during the spring.

► The men's crew team won the prestigious Ten Eyck Trophy for the fourth straight year with a strong performance at the IRA nationals. The Badgers finished second in the IRA varsity eight, the national champi-

2001-02 BIG TEN TITLES WON BY WISCONSIN

Men's Cross Country
Women's Volleyball
Men's Basketball
Men's Outdoor Track & Field

onship race. UW's varsity eight boat won the Eastern Sprints for the first time since 1946.

► For the third year in a row, the men's cross country team won the Big Ten title. The Badgers were fifth at NAAs as freshmen Matt Tegenkamp and Josh Spiker earned all-America honors.

► Lee Evans (Fred Biletnikoff Award), Wendell Bryant (Vince Lombardi Award), Nick Davis (Mosi Tatupu Award) and Anthony Davis (Doak Walker Award) were semi-finalists or finalists for national awards. Evans broke the Big Ten record for receiving and Bryant was the league defensive lineman of the year. Anthony Davis set an NCAA freshman record with 10 games of at least 100 yards rushing. Davis gave the Badgers a 1,000-yard rusher for the ninth year in a row.

► The women's golf squad set a school record for team scoring average (312.06). The women linksters qualified for NCAA regional play for

only the second time. Jon Turcott led the men's squad by qualifying for regional play as an individual.

► The women's hockey club won 22 games, finished runner-up in the WCHA and placed seventh nationally in the final polls. Kerry Weiland became the first player in UW history to earn first-team all-America honors. Jackie MacMillan led the nation in goals-against average (1.30).

► Jeff Sauer, the fourth-winningest coach in college hockey history, concluded his 20th season on the Badger bench. Sauer won a pair of national championships at UW.

► The men's soccer team, which featured the Big Ten's leading scorer (Dominic DaPra), posted a 10-8-1 record. Forward Aaron Lauber tied a conference record by tallying four goals in a game vs. Northwestern.

► Wisconsin women's soccer recorded a 5-11-3 mark and were led by all-conference pick Allie Rogosheske who set a UW mark for career games played (85). Goalkeeper Kelly Conway recorded a 1.41 GAA with four shutouts.

► In only its seventh year of existence, the softball team advanced to NCAA tourney play led by the pitching of Andrea Kirchberg. The Badgers defeated four nationally ranked teams, including No. 1 Arizona.

►Eric Hansen guided both the women's (14th) and men's (18th) swimming teams to top 20 national finishes. Carly Piper, who won a school-record four conference titles, was Big Ten Swimmer of the Championship and Freshman of the Year. The Badger men set seven school records.

►Patti Henderson, the Big Ten and regional Coach of the Year, led the women's tennis team to second place in the Big Ten and a berth in NCAA regional play.

►Danny Westerman became the second Badger tennis player in 10

years to qualify for the NCAA Meet. He was ranked as high as 16th nationally this season.

►Wisconsin hosted the Big Ten Outdoor Track Meet and the UW men's team became the first host school to win the team title since 1970. The Badgers overcame a 20-point deficit in the final two races to win their third consecutive conference championship. Josh Spiker (1,500 meters) was an all-American and the team tied for 21st at NCAAs.

►The women's track and cross country teams were paced by Bethany Brewster, who qualified for both of

those NCAA championships. Brewster was the Big Ten's Athlete of the Year in cross country.

►Pete Waite's volleyball team won 27 games, captured its second consecutive Big Ten title, advanced to the NCAA regional semifinals and finished seventh nationally in the final coaches' poll. Lizzy Fitzgerald and Sherisa Livingston were all-Americans, while Waite was AVCA District Coach of the Year.

►The Badger wrestlers finished 26th in the national meet and were led by all-American Kevin Black, who finished fourth.

2001-02 Wisconsin all-Americans

Kevin Black, wrestling
Bethany Brewster, track
Wendell Bryant, football
Dan Buenning, football
Brendan Coyne, swimming
Anthony Davis, football
Lee Evans, football
Isaiah Festa, track
Lizzy Fitzgerald, volleyball
Len Herring, track
Meghan Hunter, hockey
Lance Jones, swimming
Sherisa Livingston, volleyball
Jenny Lyman, swimming

Matt Marshall, swimming
Sarah McCauley, swimming
Dan Murray, track
Bethany Pendleton, swimming
Carly Piper, swimming
Jabari Pride, track
Dale Rogers, swimming
Josh Spiker, cross country & track
Jessie Stomski, basketball
Matt Tegenkamp, cross country
Shannon Van Curen, swimming
Kerry Weiland, hockey
Nick Winkel, track

ATHLETES OF THE YEAR

Lee Evans (football) and Lizzy Fitzgerald (volleyball) were named UW's Athletes of the Year for 2001-02.

Evans broke the Big Ten's single season receiving mark with 1,545 yards and was a finalist for the Fred Biletnikoff Award, given to the nation's top receiver. Evans bettered UW's season receiving mark by 625 yards.

Fitzgerald earned all-America status for the volleyball team and led the Badgers to their second consecutive Big Ten championship. Fitzgerald, a senior, was named the conference's Player of the Year. Fitzgerald was also named academic all-Big Ten.

2001-02 Big Ten & Wisconsin Athletes of the Year



*Bethany Brewster
Women's Cross Country
Athlete of the Year*



*Wendell Bryant
Football
Defensive Lineman of
the Year*



*Lee Evans
Football
Wisconsin Male
Athlete of the Year*



*Lizzy Fitzgerald
Volleyball
Athlete of the Year &
Wisconsin Female
Athlete of the Year*



*Matt Tegenkamp
Indoor Track
Athlete of the Year*

2001-02 YEAR IN REVIEW

Sport	Overall	Big Ten	Finish	National Finish / Postseason
Basketball -- Men's	19-13	11-5	T1st	1-1 in NCAA Tournament
Basketball -- Women's	19-12	8-8	T5th	0-1 in NCAA Tournament
Crew -- Men's	---	---	---	2nd at IRAs (based upon Varsity 8 finish)
Crew -- Women's	---	---	4th	
Lightweight crew -- Women's	---	---	---	2nd at IRAs (based upon Varsity 8 finish)
Cross Country -- Men's	---	---	1st	5th
Cross Country -- Women's	---	---	3rd	Brewster qualified as individual
Football	5-7	3-5	T8th	
Golf -- Men's	---	---	11th	Turcott qualified as individual
Golf -- Women's	---	---	10th	NCAA Central Regional qualifier
Ice hockey -- Men's	16-19-4	12-13-3	5th (WCHA)	
Ice hockey -- Women's	22-11-2	17-6-1	2nd (WCHA)	(7th in <i>USA Today</i> poll)
Soccer -- Men's	10-8-1	3-3	T3rd	
Soccer -- Women's	5-11-3	1-7-2	11th	
Softball	31-22	11-6	4th	0-2 in NCAA Regional Tournament
Swimming -- Men's	5-4	2-2	5th	18th at NCAAs (17th in CSCAA poll)
Swimming -- Women's	8-2	5-0	3rd	14th at NCAAs (17th in CSCAA poll)
Tennis -- Men's	9-13	2-8	T9th	Westerman qualified as individual
Tennis -- Women's	17-9	9-4	2nd	1-1 in NCAA Regional (27th in final poll)
Indoor Track -- Men's	---	---	canc.	T23rd at NCAAs
Indoor Track -- Women's	---	---	6th	
Outdoor Track -- Men's	---	---	1st	T21st at NCAAs
Outdoor Track -- Women's	---	---	5th	T59th at NCAAs
Volleyball	27-4	19-1	1st	2-1 in NCAA Tournament (7th in AVCA poll)
Wrestling	11-10	3-5	9th	26th at NCAAs

All-Sports Ranking

Shown below are Wisconsin's annual rankings in all-sports competition among Big Ten institutions. These rankings are based upon average final league standings for each sport that the school sponsors.

Year	UW Women	UW Men	Combined
2001-02	Third	Sixth	Fourth
2000-01	Second	Second (tie)	First
1999-00	Fourth	Second	Third
1998-99	First	Third	First
1997-98	Second	Third	Second
1996-97	Second	Fourth	Second
1995-96	First	Fifth	Second
1994-95	First	Fourth	Second
1993-94	Second	Second	Second
1992-93	Sixth	Third	Fourth
1991-92	First	Third	First
1990-91	First	Seventh	Fourth

The top winners

U.S. News & World Report ranked collegiate athletic departments in an exhaustive study last March. In the category of "Winners and Losers," the magazine weighed both overall winning percentage and average finish in NCAA tournament play. In that combined statistic, the UW-Madison was the 11th most-successful school nationally.

School	Win%	NCAA
1. Stanford	72.2	1st
2. Arizona	69.8	5th
3. USC	71.3	12th
4. UCLA	69.1	9th
5. Nebraska	73.7	29th
6. Florida	67.6	6th
7. Notre Dame	76.0	37th
8. LSU	66.7	8th
9. North Carolina	68.4	31st
10. Miami, Fla.	68.6	43rd
11. Wisconsin	65.8	30th
12. Oklahoma	65.2	21st

Special events on the Wisconsin campus in '01-02



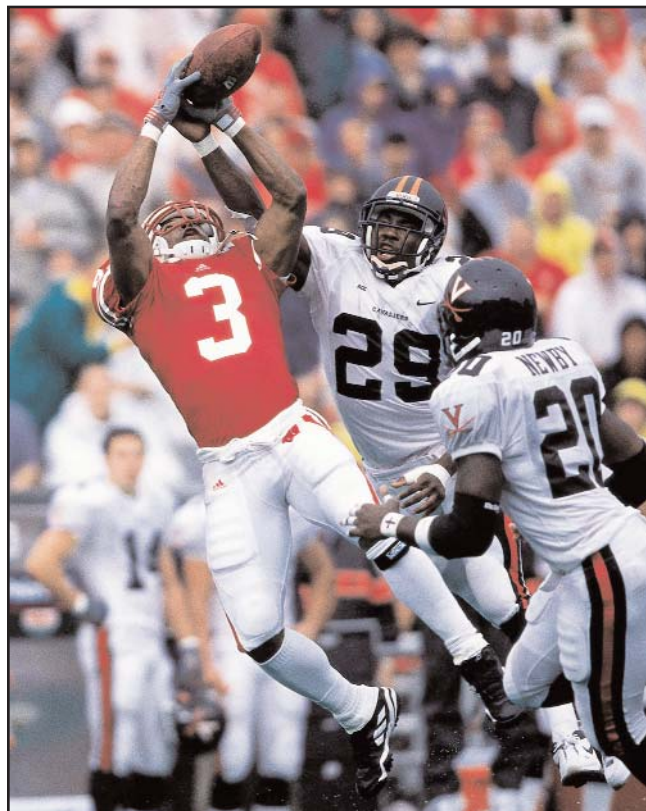
The Kohl Center played host to the NCAA Men's Basketball Midwest Regional and featured Kansas, Oregon, Illinois and Texas.



The UW-Madison was the site of the 2002 Men's & Women's Big Ten Outdoor Track Championships. The Badger men's squad won the team title for the third year in a row.



Butch Strickler (left) and Elroy "Crazylegs" Hirsch were honored at the final Butch's Bologna Bash in April.



The Badger football team opened the 2001 season by playing host to Virginia in the Eddie Robinson Classic. Lee Evans recorded 135 yards receiving and scored two touchdowns to lead the Badgers to a 26-17 victory.

FINANCIAL RESPONSIBILITY



The Badger football team has drawn capacity crowds to Camp Randall Stadium 46 times in the last nine years.

Annual Athletic Department Revenues & Expenses

Shown below is the University of Wisconsin-Madison Department of Athletics total revenues and total expenditures for the last six years (data for 2001-02 was not finalized at the time of printing).

CATEGORY	1995-96	1996-97*	1997-98*	1998-99	1999-00	2000-01
Total Revenues	\$25,592,710	\$43,700,715	\$63,729,430	\$38,861,704	\$42,271,238	\$44,878,621
Total Expenditures	\$25,512,731	\$43,189,187	\$62,980,922	\$39,954,976	\$40,354,004	\$43,227,463
Net Margin	\$79,979	\$511,528	\$748,508	(\$1,093,272)	\$1,917,234	\$1,651,158

* -- indicates that total revenue and total expenditures were higher due to the construction of the Kohl Center

TICKET SALES CRUCIAL TO ATHLETIC DEPARTMENT'S FINANCIAL SUCCESS

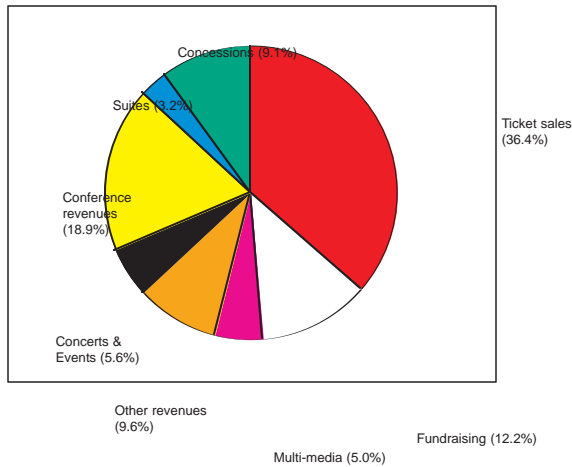
The majority of the Department of Athletics revenue is directly related to attendance at games (ticket sales and concessions). Certainly the sellouts at Camp Randall Stadium during the Barry Alvarez era have been the most significant revenue generator for the Department. The Badger football team has sold more than 57,000 season football tickets in each of the last eight years. The chart in the next column shows the number of season tickets sold.

FOOTBALL SEASON TICKETS SOLD

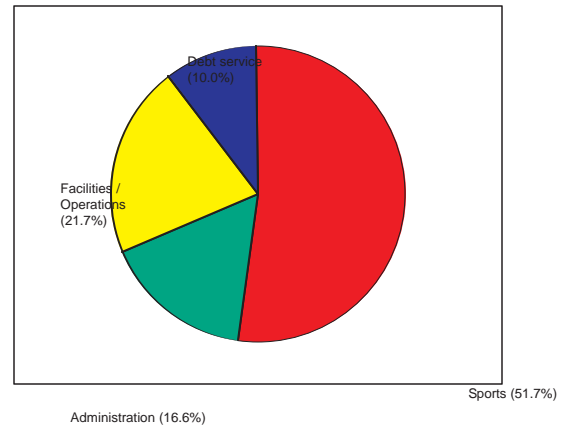
Year	Gen. Public	Students	Total
1993	29,726	11,859	41,585
1994	44,421	13,700	58,121
1995	49,508	12,463	61,971
1996	48,425	9,328	57,753
1997	50,096	9,964	60,060
1998	49,513	11,028	60,541
1999	47,832	11,541	59,373
2000	48,182	13,222	61,404
2001	48,419	13,584	62,003

Athletic Budget Overview

REVENUES



EXPENSES



BIG TEN ATHLETIC DEPARTMENT ANNUAL EXPENDITURES (FY01)

1. Ohio State \$54.7 million
2. Michigan \$48.6 million
3. Wisconsin \$48.0 million
4. Penn State \$45.0 million
5. Minnesota \$44.8 million
6. Iowa \$41.9 million
7. Michigan State . . . \$36.5 million
8. Illinois \$35.6 million
9. Purdue \$30.7 million
10. Indiana \$29.7 million
11. Northwestern . . . \$29.3 million



2002-03 Athletic Department Budget

Operating Revenue

Ticket sales	\$18,306,500
Conference revenue	\$9,510,000
Fundraising	\$6,138,300
Concessions	\$4,566,500
Concerts and Events	\$2,797,000
Multi-media rights	\$2,531,700
Suites	\$1,627,500
Other revenues	\$4,820,200
Total	\$50,297,700

Operating Expenditures

Sports	\$25,160,100
Facilities/Operations	\$10,534,200
Administration	\$8,068,400
Debt service	\$4,886,400
Total	\$48,649,100

Net operating margin \$1,648,600

Less: Capital projects \$1,035,000
Net margin \$613,600

Your gifts to the Badger Fund support our mission

In order to sustain the kind of academic and athletic success that has lifted the University of Wisconsin-Madison to a standing among the finest athletic programs in the nation, there must be widespread support.

That assistance begins with the commitment of the Board of Regents of the University of Wisconsin System, the UW-Madison Chancellor's Office and the University's Athletic Board. It continues through the combined efforts of staff and coaches and, of course, the student/athletes. Ultimately, our success depends largely on our greatest resource: the collective loyalty and generosity of alumni and friends.

One of the areas in which patrons can support the Department of Athletics is through the recently established Badger Fund. The Badger fund was created to enhance the University's athletic programs by helping to financially support more than 750 student/athletes in 23 sports as they strive for excellence both academically and athletically.

Each year the Badger Fund faces the challenge of funding the athletic scholarships and facilities for the student/athletes that represent the University of Wisconsin. Because the Department of Athletics is a self-supporting operation and receives no state tax dollars, the financial support

of alumni, friends and fans become vital for the continued success of Badger athletics.

Investing in the future of UW student/athletes symbolizes your commitment to the mission of our division. Your support of the Badger Fund helps our student/athletes strive to reach their own academic and athletic goals and assists us in developing young people who provide a positive identity for the University.

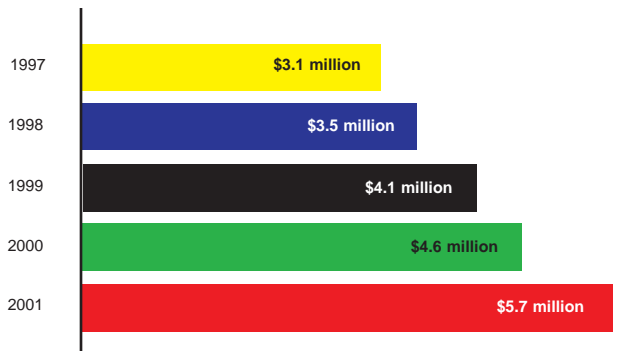
We hope that you will continue to support the Badger Fund and help us realize our funding goals. Thank you for supporting Wisconsin Athletics!



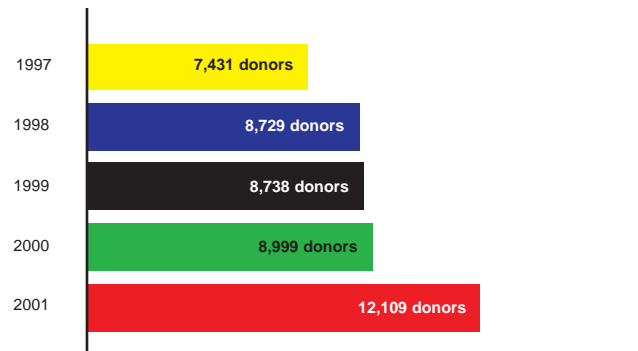
More than 200 student/athletes, representing each of UW's 23 athletic teams, participated in the fourth annual thank-a-thon last April. Student/athletes contacted more than 4,000 donors to thank them for their loyalty and support over the past year.

Badger Fund annual fundraising

ANNUAL GIVING TO ATHLETICS



NUMBER OF DONORS GIVING TO ATHLETICS



Endowed scholarships last a lifetime

Michael & Edith Agazim
Memorial Scholarship
Theodore & Marcella Albrecht
Scholarship
Barry & Cindy Alvarez
Scholarship
Alan Ameche Scholarship
Anita J. Angus Scholarship
Badger Advantage Club
Scholarship
Badger Crosscourt Club
Scholarship
P. Goff Beach Memorial
Scholarship
Art Brazy Scholarship
Neal & Joann Brunner Scholarship
Dick & Marlene Cable Scholarship
Rex Capwell Scholarship
Charles H. Carpenter Scholarship
Bob & Honner Cooper Scholarship
Robert J. Curry Family
Scholarship
Oscar & Ellie Damman Memorial
Scholarship
Raymond M. & Margaret F. Davis
Scholarship
Jim Demetral Scholarship
James Iloriot Scholarship
Alfred & Bernice De Simone
Scholarship
Chuck & Jane Ellis Scholarship
Peter Gambino Memorial
Scholarship
Mel Goldin Memorial Scholarship
Sarah Gornick Memorial
Scholarship
Alice Higgitt Helminiak
Scholarship
Elroy Hirsch Scholarship
Hoop Troop Scholarship Fund
John Jardine Memorial Scholarship
Warren R. Jollymore Memorial
Scholarship
Jim Kalscheur/Ron Krantz
Scholarship
Jerry & Kelley Kilcoyne
Scholarship
Jean W. Kilgour Scholarship
Ken & Betty Kruska Scholarship
Forrest & Mildred Kubly
Scholarship
Mildred K. & Kenneth J. Kuebler
Scholarship

SCHOLARSHIP ENDOWMENTS

For a student who wants to participate in intercollegiate athletics at the University of Wisconsin, one of the greatest opportunities available is an athletic scholarship.

Many alumni and friends have contributed to the Division of Intercollegiate Athletics by establishing endowed scholarships to help student-athletes take full advantage of the academic and athletic experience at UW-Madison.

These scholarship endowments benefit today's student-athletes as well as those in future years.

The endowed scholarships listed on this page provide full or partial scholarship support for Badger student-athletes. The Wisconsin Athletic Department thanks these donors for their tremendous support of Badger Athletics.

Lakeland Union High School
Scholarship
Lloyd Larson Scholarship
Edessa K. Lines Scholarship
Marnee Loeffler Memorial
Scholarship
Steve Lowe Memorial Scholarship
Richard Ludtke Memorial
Scholarship
George A. Martin Memorial
Scholarship
Henry McCormick Memorial
Scholarship
Richard W. & Ellen H. Meister
Scholarship
Gary Messner Scholarship
Tim & Beth Mielcarek Scholarship
Charlie Mohr Memorial
Scholarship
Frank Molinaro Memorial
Scholarship
Robert Monteith Scholarship
David R. & Anne G. Nerenz
Scholarship
Albert O. Nicholas Scholarship
Buzz & Kit Nordeen Scholarship
Harold Ofstie Memorial
Scholarship
Francis A. Ogden & Mary Louise
Monteith Scholarship

Kathryn E. Parkinson Scholarship
Ralph E. Petersen Scholarship
H.H. Petrie Memorial Scholarship
James Plopper Scholarship
Purple Moon Foundation
Scholarship
Floyd W. & Ruth B. Radel
Scholarship
Louis F. Reinke Scholarship
Frank J. Remington Fellowship
Pat Richter Scholarship
Fred H. Ripley Scholarship
Carol Robinson Scholarship
Howard & Helen Rogers
Scholarship
Paul & Diane Root Scholarship
Harold & Doreen Scales
Scholarship
William E. Schmidt Scholarship
Ursula Schmitt Scholarship
Armund J. Schoen Scholarship
Schreiner-Hoskins Scholarship
Kenneth M. Schricker Memorial
Scholarship
Peter Seligman Scholarship
George Shinnery Family
Scholarship
Marv & Judy Siegert Athletic
Scholarship
John Simcic Scholarship
C. Harvey Sorum Memorial
Scholarship
William & Eva Mae Stolte
Memorial Scholarship
Guy Sundt Scholarship
Peter Tegen Scholarship
Verick/Gasparado Family
Scholarship
Charles H. Vogts Scholarship
Gerald & Lucy Welch Football
Scholarship
Francis A. & Elizabeth N. Wiesner
Scholarship
Tom Wiesner Scholarship
John M. Williams Scholarship
Wisconsin Eastern Alumni
Scholarship
John E. & Glenn M. Wise
Scholarship
Women's Intercollegiate Sports
Club Scholarship
George L. Wright Scholarship
Alan Zussman Scholarship

Capital projects

Wisconsin continues to invest in the overall student/athlete experience with dedicated efforts toward facility improvement. Two of the largest on-going projects in Athletics are the \$99.8 million Camp Randall renovation and the \$6.2 million crew house.

The first phase of the

stadium project, which occurred last summer, included the upgrade and relocation of utilities and construction of a loading dock at the facility.

The remainder of the project, which includes overall stadium renovation (more restrooms and concession stands, wider concourses, etc.) and the cre-

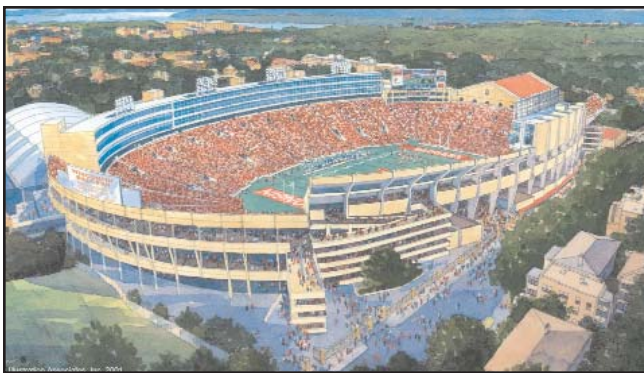
ation of suite and club level seating has been delayed pending a commitment for a significant private gift.

UW-Madison Chancellor John Wiley has made the Camp Randall project one of his campus priorities.

The crew house, which included a \$2.2 mil-

lion fundraising campaign, will be built on the Lake Mendota shore above the existing crew house.

The construction will be a vertical expansion with both a street and upper level. The facility will triple the size of the current boathouse to accommodate all three Badger rowing teams.



An artist's illustration of what Camp Randall Stadium (upper left) will look like once a \$99.8 million facility renovation is completed. The project includes wider concourses, more restrooms and concession stands plus suite and club level seating areas. The university's new crew house (upper right) will be a 48,000-square foot facility to be used by the school's nationally renowned rowing teams.

Learfield & adidas agreements top marketing efforts



One of the major components to running a fiscally sound Division I athletic department is the establishment of strong marketing partnerships.

In the last year, the University of Wisconsin-Madison was fortunate to enter into agreements with Learfield Communications to manage its multi-media

rights and with adidas to serve as the athletic department's exclusive supplier of shoes and apparel.

The seven-year deal with Learfield (if the two option years are fulfilled) would pay the university \$27.1 million.

After securing the UW rights, Learfield developed Badger Sports Properties as the operational unit to manage the school's media and marketing rights.

The Learfield/BSP tandem is responsible for live radio play-by-play broadcasts, coaches' radio and TV shows, facility sig-

nage and event promotions among many other sponsorship opportunities.

The agreement with adidas will provide the Department of Athletics with apparel and equipment for all of its intercollegiate teams, cash compensation and enhanced licensing opportunities.

The five-year contract with adidas has a total value of \$9.2 million.

The worth of the footwear, apparel and equipment provided by adidas is estimated to be more than \$8 million over five years. In addition, the



Department will receive a total cash compensation of \$1.2 million (\$200,000 in the first year and \$250,000 in the last four years of the contract term).

In exchange, adidas will have the exclusive license to produce replica jerseys and sideline apparel for sale to the public.

GENDER EQUITY & RULES COMPLIANCE

UW is Title IX compliant

The Office of Civil Rights (OCR) announced last year that the Wisconsin Department of Athletics had achieved compliance with the Title IX legislation, which strives for representation of its male and female student/athlete populations in proportion to the respective undergraduate male and female enrollments at the school.

Figures for the 2000-01 academic year show that women comprised 52.44 percent of the school's student/athletes, while the UW's undergraduate enrollment was 53.29 percent women.

"The Department of Athletics has worked long and hard to provide opportunities for female student/athletes on this campus," said Pat Richter, the institution's Director of Athletics. "I am pleased that the Office of Civil Rights has recognized our efforts."

A complaint was filed against the University in 1989 and since then, the UW-Madison has added three women's sports -- softball, ice hockey and lightweight crew -- to provide more opportunities for female student/athletes.

UW LAUDED FOR GENDER EQUITY

U.S. News & World Report ranked Wisconsin in its top 20 schools nationally for successful compliance with Title IX guidelines. The publication recorded figures for the percentage of female student/athletes at each institution compared to the percentage of female undergraduate students at the school. Wisconsin's differential was the 19th-best figure nationally.

UW-Madison receives certification from NCAA

The National Collegiate Athletic Association (NCAA) announced in February that the University of Wisconsin-Madison was one of 12 member schools that passed the association's second cycle of certification.

This designation means that the institution operates its athletics program in substantial conformity with operating principles adopted by the Division I membership. The second-round of certification is being completed on a 10-year cycle. All 321 members of Division I must participate in the certification process.

"It's an important endorsement for the institution and insures that we are operating our program within pre-established guidelines," said Director of Athletics Pat Richter.

The certification process, which involves a self-study led by the school's chief executive officer, includes a review of these primary components: governance and commitment to rules compliance, academic integrity, fiscal responsibility and commitment to equity.



NCAA rules education bolstered by software

The task of following NCAA guidelines for member institutions is a shared responsibility for many individuals. Understanding the myriad levels and intricacies of the rules is a tough chore.

The University of Wisconsin has taken a national leadership role in educating its staff, coaches, student/athletes and booster club organizers on NCAA rules compliance.



With the full support and leadership of Chancellor John Wiley, the University purchased an educational computer software package produced by Learning Insights. The program is called "Stay in the Game: Compliance

Rules & Regs."

The software includes a comprehensive review of the major areas of rules compliance that athletic departments face each and every day.

The software provides actual NCAA legislation, results of real-life violations, case studies and test questions. There are sections devoted to unethical conduct, benefits, amateurism, academic eligibili-

ty, financial aid, recruiting and boosters.

The Learning Insights software will be available for the general public to use this fall. Running an athletic department today within the guidelines established in the 466-page NCAA Manual is difficult. Helping all constituents better understand the rules is a major step toward NCAA rules compliance.

U-RAH-RAH, WISCONSIN!

NATIONAL W CLUB HALL OF FAME INDUCTS SEVEN

The seven newest members of the UW Athletic Department / W Club Hall of Fame were inducted during ceremonies on Sept. 7th. The inductees were **Steve Alley** (hockey), **Jim Bakken** (football), **John Jamieson** (golf), **Ray Patterson** (basketball), **Dave Suminski** (football), **Dick Murphy** (boxing) and **Heather Taggart** (soccer).

▶ Alley helped UW win two NCAA championships and played on the '76 U.S. Olympic team.

▶ Bakken had a 17-year NFL career with St. Louis has worked for the Athletic Department since 1990.

▶ Jamieson coached the Badger golf team to its first Big Ten title in 1957 and later served as director of the UW Alumni Association.

▶ Murphy compiled a 69-5-2 collegiate record and was the 1951 NCAA champion at 155 pounds.

▶ Patterson was a two-time captain of the Badger basketball team and eventually became president of the Milwaukee Bucks.

▶ Suminski was a lineman for Heisman Trophy winner Alan Ameche and an all-star for three years in the CFL.

▶ Taggart led the women's soccer team to a second-place finish in the NCAA tournament and was named Goalkeeper of the Year. She is currently a physician in Omaha.



The 2001 inductees into the National W Club / Athletic Department Hall of Fame were (l to r): Ray Patterson, Jim Bakken, Steve Alley, Mrs. Jamieson (for John Jamieson), Heather Taggart, Dick Murphy and Dave Suminski.



Jeff Sauer, the winningest coach in WCHA history, retired from coaching duties last spring. Sauer's teams won two NCAA titles.



The first annual Legends of Wisconsin Classic featured the return of many former Badgers to the University Ridge Golf Course.

“Good Guys”

The Sporting News saluted 99 “Good Guys” in professional athletics last year, and the list included five former Badger student/athletes. **Michael Finley** (Dallas Mavericks), **Curtis Joseph** (Toronto Maple Leafs), **Scott Mellanby** (St. Louis Blues), **Troy Vincent** (Philadelphia Eagles) and **Jerry Wunsch** (Tampa Bay Bucs) were recognized for their off-the-field charity work.

THE NEWEST BADGER COACHES

Four new head coaches will be making their debuts next fall. Two of them -- **Mark Johnson** (women's hockey) and **Maren LaLiberty** (women's openweight and lightweight crew) -- are very familiar faces.

The other new head coaches are **Mike Eaves** (men's hockey) and **Jeff Rohrman** (men's soccer).

Johnson, a former Olympic hero from 1980, takes over the women's hockey program after six years as an assistant with the UW men's team. LaLiberty, who coached the women's lightweight crew team to second place nationally last year, takes over the openweight program, too.

Eaves, the school's career scoring leader, led the U.S. to a gold medal last summer at the World Junior Championships. Rohrman comes back to the Midwest after seven years at nationally respected Maryland.

Badgers helping out in the community



Bucky Badger is a frequent visitor to schools in the Madison area.



Members of the women's hockey team visit a fourth grade class.



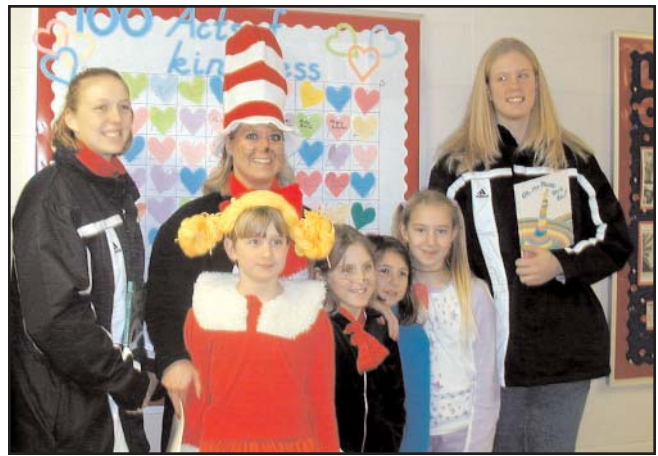
The women's basketball team helped build the "Kids Crossing," a playground in Fitchburg.



Bookin' it with Bucky is one of the department's best outreach efforts. Bucky goes to area schools to read with students.



Members of the Wisconsin football team make weekly trips to the UW Children's Hospital during the academic year.



Several UW volleyball players participated in the "Read Across America Day" at the Cottage Grove Elementary School.

Web site is the source for Badger sports info

The Department of Athletics has made a strong commitment toward bringing its news straight to the fans. The Badger web site (UWBADGERS.COM) produces news updates multiple times daily to keep fans date on the happenings of their favorite athletic teams.

Web users can tune in for live video streaming of media conferences, chat with coaches, staff and student/athletes, order tickets on-line or listen to live radio broadcasts of games.

The Badger web site is maintained internally by a dedicated team of technical experts and an experienced and enthusiastic editorial staff.

The Athletic Department site is the most visited one on the UW-Madison campus, averaging more than 1.4 million page views monthly.

In April of 2001-02, each visitor to our website spent an average of 24 minutes per visit checking out the latest news. That was an improvement of almost seven minutes over the prior reporting period.

Be sure to keep an eye out this fall for the unveiling of a re-design that will make our site even more easily navigatable, pleasing to the eye and a worthwhile daily experience for those who want the latest information on the Badgers.



Here's a sneak peak at the new look of UWBADGERS.COM, which will be unveiled in the fall of 2002.



Jane Albright's dream was for her seniors to play before a capacity crowd in the Kohl Center. In a "Cram the Kohl" promotion, a Big Ten-record 17,142 fans watched BadgerBall face Minnesota.

Thanks for supporting the UW!

The University of Wisconsin was the only school in the nation that ranked among the NCAA's top 20 in attendance for six different sports in 2001-02 (Ohio State and Texas has four each).

The Badger men's hockey team led the NCAA in average home attendance (11,807) for the 28th time in school history. Wisconsin's volleyball team, which attracted an average of 3,745 fans per game, ranked third nationally. Both the men's (6th) and women's (9th) basketball teams rated among the NCAA's top 10 by averaging 16,811 and 7,244 respectively. Women's hockey was seventh.

BadgerBall also broke a Big Ten record when 17,142 fans came to the Kohl Center for a game vs. Minnesota.

For the 10th season in a row, the Badger football team ranked among the NCAA's top 20 for attendance. Last fall's home game norm of 77,998 was 16th-best nationally. More than 62,000 fans bought season tickets to home games, a school record.

Here are the UW's attendance rankings for 2001-02:

Sport	Rank
Men's hockey	First
Volleyball	Third
Men's Basketball	Sixth
Women's Hockey	Seventh
Women's Basketball	Ninth
Football	Sixteenth