

METRO

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Robert Marsland of Madison holds up his trophy after winning the first National Vocabulary Championship Monday.

Madison student a whiz at words

He's done it again. Madison's Robert Marsland, 18, took first place at the inaugural National Vocabulary Championship Monday in New York City, nabbing a trophy and a \$40,000 scholarship prize. Last year, he nailed a perfect score on his SAT college entrance exam, and in 2003 he represented Wisconsin in the National Spelling Bee.

Academy on Madison's west side, where he studies both Greek and Latin. Marsland was initially competing with 30,000 other young semantic specialists. He did well enough on a written exam to become a regional winner and qualify for a spot among the 50 finalists, who went head-to-head Monday at the New York City Public Library.

vised on the GSN (Game Show Network) on April 15 at 7 p.m., features a game show format that included a speed round, a multiple-choice round and an oral round. GSN plans to make the National Vocabulary Championship an annual celebration of the power of words and language arts. Marsland is the son of Diane and Robert Marsland and plays cello in the Wisconsin Youth Symphony Orchestra.

He is a student at the tiny St. Ambrose

The competition, which will be tele-

— Susan Troller

No decision on mayoral candidates

Downtown lobbying group can't decide which to choose

By Bill Novak
 The Capital Times

Downtown Madison Inc. is endorsing candidates for Madison City Council for the second time in its history, but what might be more newsworthy is who the organization isn't endorsing this election: Dave Cieslewicz or Ray Allen, the two men running for Madison mayor.

DMI President Susan Schmitz told The Capital Times today the organization's board of directors had planned on endorsing either the incumbent mayor Cieslewicz or challenger Allen, but ended up making no recommendation because neither candidate was able to get the support of a supermajority of the directors at the special endorsement meeting this morning.

The board endorsed aldermanic candidates this morning, but the list was not available at press time.

The Greater Madison Chamber of Commerce, a separate group, joined the endorsement parade for the first time in its 54-year history this election, endorsing incumbents Jed Sanborn, Lauren Cnare, Zach Brandon, Paul Skidmore, Tim Bruer and Judy Compton, as well as Mark Deadman in the 12th District, Joe Clausius in the 17th District, Michael Schumacher in the 18th District and Thuy Pham-Remmele in the 20th District.

Those four endorsements are in districts where incumbents are not running for re-election. The chamber also endorsed Troy Thiel in the 5th District, running against incumbent Robbie Webber.

The Dane County Democratic Party has endorsed Cieslewicz for mayor, as well as council candidates Aaron Backer in the 1st District, incumbent Mike Verveer in the 4th, Brian Solomon in the 10th, Julia Kerr in the 13th,



Cieslewicz



Allen

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Neighbors ask DNR to deny Kipp requests

By Pat Schneider
 The Capital Times

"An Inconvenient Truth: Kipp Pollutes" read the sign Maia McNamara held up silently during a state air pollution permit hearing.

Like the global warming adherents McNamara's sign invoked with its reference to the Al Gore documentary, neighbors of Madison-Kipp on Madison's east side have had their warnings of looming environmental disaster met with skepticism by the polluters, government officials, even some scientists.

Yet they gathered once again Monday to implore the Department of Natural Resources not to grant the metal fabricating plant a permit to allow it to use chlorine gas in two metal furnaces instead of one, and to increase the amount of dust and pollutants it can release into the air.

"All we've ever wanted are pollution control devices," said Rachel Roang, a director of Clean Air Madison, the grass-roots group that has battled Kipp over air pollution for years.

Roang asked DNR officials to require Kipp to install the air monitors that were required by an administrative law judge the last time the company won approval to increase its pollution limits. Kipp then asked the DNR to vacate that permit.

"We know they pulled the permit because they didn't want the monitors," Roang testified Monday.

But company spokesman Mark Meunier said in an interview Monday that the earlier

permit was dropped because of reduced demand from the auto industry for the parts Kipp supplies. Now, he said, Kipp needs approval to burn chlorine in both metal furnaces at its Atwood Avenue plant so it can move operations to the one that is now idle and repair the one it has been using. The two furnaces will never burn chlorine at the same time, he said.

Past air pollution monitors on the roof of nearby Lowell Elementary School found nothing unusual, and tests of soil near the plant for dioxin — a carcinogen formed when chlorine meets aluminum — showed no measurable amount, Meunier testified.

But Kipp neighbors spoke not only of a noxious "burnt glue" smell that aggravates respiratory conditions, but also of potential health damage decades down the road to their children, and those living beyond their neighborhood.

"We're a small neighborhood with a big message," said Leslie Goldberg, who fought back tears as she testified.

"Corporate greed smells like Kipp," Mindy Trudell testified.

"That's hurtful, that's very hurtful," Meunier said after the hearing.

He said Kipp has a history of beneficence over its century-plus history, including the recent removal of much of its propane gas storage from its plant so that the Atwood Community Center could get federal funding for the conversion of a nearby former industrial building as a new center.

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Residents who live near Madison-Kipp (above) told the DNR again Monday that emissions from the company's smokestacks endanger their health and pollute the environment.

MICHELLE STOCKER/THE CAPITAL TIMES

Evjue Clinic expanding its services

By Pat Schneider
 The Capital Times

Starting next week, patients of the William T. Evjue Clinic on East Washington Avenue may find less of a wait to get an appointment as the facility begins scheduling in a newly completed addition.

"On the dental side, we will go from nine suites (examining rooms) to 16, and we will have 15 medical exam rooms, up from nine," Barbara Snell, CEO of Access Community Health Centers, said today.

Access, through its Evjue Clinic at 3434 E. Washington Ave., and its South Side Clinic at 2202 S. Park St., last year served 10,800 patients, Snell said. The patients made some 12,000 dental and 25,000 medical visits.

The \$1 million expansion of the Evjue Clinic was financed through the federal New Market Tax Credit program, awarded through the Wisconsin Housing and Economic Development Authority. The program gives lenders providing attractive loans to economic development projects tax credits, which they sell to investors who use them to reduce their federal income taxes.

"We've grown significantly, over the last few years, doubling our medical capacity and tripling our dental capacity," Snell said.

Access spokesman Paul Harrison said the Evjue Clinic hoped to have seven dentists on staff by the end of the year.

Hiring them will be a challenge, Snell said, because of a nationwide shortage of dentists.

"We recruit nationally and pay a wage competitive with the local market," Snell said. "But our biggest challenge still is finding dentists."

The shortage of dentists is one reason for a large number of low-income and uninsured patients who are not able to get dental care. State dentists in private practice say that low rates of Medicaid reimbursement and excessive paperwork curtail their efforts to provide care for low-income patients.

The Evjue Clinic, as a federally qualified health care center, receives a federal Medicaid reimbursement on top of that issued through the state, adding up to about 98 percent of costs, Snell said.

She applauded Gov. Jim Doyle's plan to merge, expand and streamline medical assistance programs.

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Expert strives to reduce food confusion

By Samara Kalk Derby
 The Capital Times

Marion Nestle, an expert in food politics, travels the country talking about the scientific, social and economic factors that influence federal dietary guidance policies.

Invariably after her speeches, people come up and ask her what to eat.

"There is public confusion about nutrition and health. The public is enormously confused about what to eat," Nestle told a group of about 500 Monday night in the Union Theater as part of the University of Wisconsin-Madison's Distinguished Lecture Series.

"Eat less, move more, eat fruits and vegetables, don't eat too much junk food, and enjoy your dinner," she said, showing a PowerPoint slide early in her talk.

Supermarkets are "ground zero" for people's anxieties about food, Nestle said.

People tell her that when they go into supermarkets they become like deer trapped in headlights — they see danger everywhere. One woman told Nestle that she sometimes bursts into tears when she goes into supermarkets.

So Nestle, who lives in Manhattan where there are no big grocery stores, did some field research, visiting supermarkets in upstate New York.

A professor of nutrition, food studies and public health at New York University, Nestle's latest book is "What to Eat: An Aisle-by-Aisle Guide to Savvy Food Choices and Good Eating."

"The job of the supermarket is to sell more food, not less," she said.

Most supermarkets have the same basic layout. Customers enter in the produce area. The milk is always in the far, diagonal corner, forcing customers to travel down the aisles, exposing them to more products.

"The object of the game if you are a supermarket is to have people see as many objects as possible," said Nestle (whose name is pronounced like the verb, not the food company).

Companies pay slotting fees to place products on shelves where they are most likely to be seen because the products that are seen are the ones most likely to be bought, Nestle said, explaining that the high-priced items are at eye level and the center aisles are where the junk food is.

By definition, junk foods "are high in calories, extremely highly processed, and highly profitable for every-

body concerned," Nestle said.

A good game, she said, is to count how many places candy is sold in a grocery store. The same thing can be done with soda pop, which is sold in multiple areas in most supermarkets.

Food and beverage companies spend about \$12 billion a year in "measured media" done through advertising agencies, usually in radio, television, print and Internet, Nestle



Nestle

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