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February 7, 2007

UW System Board of Regents
1220 Linden Drive
Madison, WI 53706

Re: Draft Freshman Admissions Policy - Admissions Criteria

Dear Members of the Board:

I am writing to express our Firm's support of the Admissions Criteria stated in Section II of the UW System's Draft Freshman Admissions Policy (as revised 1/17/2007). Quarles & Brady LLP employs 1,000 people in our six offices across the country, with 560 of those people working in our two Wisconsin offices. Many of our attorneys and staff, like me, are graduates of the UW System and care deeply about our University. All of us care about our State and its future business climate, and recognize the significant impact the UW System has on our business climate.

Because of trends in the business world, our Firm adopted a Diversity Goal as one of 10 goals in our 2001 Strategic Plan. Our goal is "to foster an environment of inclusion, understanding, respect and opportunity for employees of different genders, races, ages, cultures, religions, disabilities, sexual orientation, and lifestyles by developing and implementing a long-term diversity program." To best represent our clients in a multicultural, multiracial world, Quarles & Brady strives to create teams of professionals with a breadth of experiences and backgrounds. We have also found that promoting a diverse workplace improves our ability to attract and retain the most talented professionals. In recruiting new lawyers, the UW Law School is an important feeder school for us; therefore, we especially appreciate the successful tradition of diversity at the law school.

Most of our clients -- which range from small privately-held businesses to Fortune 500 companies -- share the view that a diverse workplace is important. Over the past several years, more and more of our existing and potential clients ask us to provide information on our diversity policies and initiatives and inquire about our diversity statistics. In fact, growing numbers of companies are making clear that their selection of a law firm will be based, in part, on the law firm's diversity performance. In their words, rather than diversity being viewed as an exception to a list of selection criteria, it is being included as a part of the selection criteria, in addition to other qualifications.

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The revised Draft Freshman Admissions Policy takes a similar approach of including non-academic factors in addition to the very important academic factors. We commend this approach because we believe it will help ensure that the best and the brightest of our high school graduates -- of all ethnic, racial and socio-economic backgrounds -- will attend college in Wisconsin. Upon graduation, we hope they will stay here for their working careers.

Yours truly,

QUARLES & BRADY LLP

Nancy K. Peterson/mb

Nancy K. Peterson
Co-Chair, Diversity Committee

NKP:khari