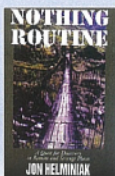




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A passion for adventure travel and wilderness exploration has led **Jon Helminiak '79** to visit nearly sixty countries and to take a stand against mainstream tourism — a theme that's woven throughout his collection of travel essays called *Nothing Routine: A Quest for Discovery in Remote and Strange Places* (Seaboard Press, www.nothingroutine.com).

Helminiak, of Milwaukee, has also orchestrated cultural exchanges and outdoor expeditions; studied in London; become a pilot, professional photographer, sea kayaker, and certified open-water scuba diver; and served as a correspondent for *Healthy Style*, which aired on PBS in the fall of 2006. In addition to his travel adventures, he's VP of Bonanza Aviation and a former UW-Milwaukee assistant chancellor.

Helminiak's body of experiences has inspired a dream. Based on his belief that travel builds character, promotes reflection and perspective, and nurtures growth and confidence, his goal is to have "every parent view adventure or wilderness travel as being equally as important to his or her child's future as a college education."

But how to accomplish this? For starters, Helminiak hopes to establish a nonprofit that would subsidize trips for youth and families who otherwise could not afford them.