

# WALSAA EXPRESS

WISCONSIN AGRICULTURAL AND LIFE SCIENCES ALUMNI ASSOCIATION AND FRIENDS



UW Madison • 240 Agricultural Hall • 1450 Linden Drive • Madison WI 53706 • PHONE (608) 262-5784 • FAX (608) 265-5905

## 2008 Badger Football Schedule

Aug. 30	TBA	Akron
Sept. 6	TBA	Marshall*
Sept. 13	TBA	Fresno St.
Sept. 20	Bye Week	
Sept. 27	TBA	Michigan
Oct. 4	7 p.m.	Ohio State
Oct. 11	7 p.m.	Penn State
Oct. 18	TBA	Iowa
Oct. 25	11 a.m.	Illinois**
Nov. 1	TBA	Mich. State
Nov. 8	TBA	Indiana
Nov. 15	TBA	Minnesota
Nov. 22	TBA	Cal Poly

Home games in red

\*Fire-Up

\*\*Homecoming



## Inside This Issue:

President's Address . . .	page 2
eCALS Launch . . . . .	page 4
Foundation Partnership.	page 6
Alumni Updates. . . . .	page 8
FISC Corner . . . . .	page 9
Students Honored. . . .	page 11
Fire-Up Ticket Info . . .	page 13

## Farm Technology Days Picnic Planned

Join WALSAA at the annual Farm Technology Days Picnic on Wednesday, July 16 from 3:30-7 p.m. This year's hosts are the Natzke Family Wayside Dairy, located at 7937 Stone Road, Greenleaf. From the FTD Brown County site, go south two miles on Highway 57. Turn left onto Wayside Road, travel eight miles and turn left on Stone Road, the dairy is on the right.

Dan Natzke, along with his son Jeremy and nephew Paul, are fourth and fifth generation dairy producers. Wayside is home to 1,200 milk cows that are milked three times daily in a double-20 herringbone parlor. The current rolling herd average is 28,000 pounds of milk with 3.8 percent fat test. Corn silage and haylage are grown on the dairy's 2,400 acres.

Plan to attend Farm Technology Days, tour Wayside Dairy and join fellow alumni for food, fun and fellowship. All UW-Madison alumni are invited to stop by the UW System Alumni tent on FTD Sixth St. each day from 12:30-1:45 p.m. to reconnect with fellow alums and enjoy complimentary refreshments.

Picnic tickets can be purchased at the door for \$10 and include brats, burgers, salads, soda, milk, beer and dessert. No reservations are needed, family and friends are welcome!

## UW-Madison's Day at the State Fair

Wednesday, Aug. 6 will be UW-Madison Day at the 2008 Wisconsin State Fair - an opportunity to celebrate the spirit of Wisconsin's students, families, and communities. And to join Bucky Badger, the UW Marching Band and alumni from around the world for musical performances, science activities, and demonstrations of how UW-Madison discoveries which have fueled Wisconsin's agriculture and economy. Stop by the WALSAA table on the main mall to test your ag knowledge and take the ag quiz!

## WALSAA Board Meeting & Fire-Up

WALSAA will hold its 2008 annual meeting prior to the Sept. 6 Fire-Up at the UW-Madison Field House. Your board will be offering an important by-law change at that meeting. This newsletter serves as official notice that the by-law change will be voted on at that meeting. Change is as follows: "The Secretary will be elected and the Treasurer will be appointed by the Board annually." Fire-Up will start three hours prior to kickoff (TBA), so plan to attend WALSAA Fire-Up and come early for the annual meeting.

## WALSAA Welcomes Penn State Fans

We are planning to host a group from Penn State at the Badger Game in Madison on Oct. 11. A busload of approximately 40 Penn State alumni will be taking an ag tour during the day and tailgating with WALSAA members and hosts prior to the 7 p.m. kickoff. If you are in town and available, hold the date so you can join in the fun and get to know some of our land grant college colleagues as we share good food, fellowship and Wisconsin hospitality. Contact Liz Henry at 608-592-5299 or bothh@msn.com.



# Greetings WALSAA members and friends!



**M**any of you have been wondering "What is going on with WALSAA?" I am thrilled to announce that with this issue, we return to a regular publishing schedule of the WALSAA Express. There are many new sections in this newsletter, so read through it and contact a WALSAA board member with your feedback and suggestions. Also, if you have e-mail, send your contact information to alumni@cal.wisc.edu today to receive the eCALS electronic newsletter. This is an exciting new medium that delivers up to the minute news and event details to all CALS alumni and we hope you will be a part of that audience.

For several years now, your WALSAA board has been planning to address Rick Daluge's retirement. We knew things would change upon his departure, we had no idea how much and to what degree. Rick did a wonderful job of planning and executing WALSAA events for 36 years. He has been a vital connection to the college and has created many opportunities for students (future alumni) to link with CALS administration, alumni and industry throughout the state. So, when Rick retired last October, those of us on the board were faced with significant changes regarding how we would continue the multitude of activities and relationships that Rick developed over the years.

To honor Rick's legacy, I ask that all WALSAA members

continue to support our mission and the WALSAA activities that you hold dear while also working with CALS administration and the college to offer some new activities as well. Your participation is priceless and will keep this organization strong and significant as we move into this new chapter of WALSAA history. Rick has been the face of WALSAA throughout the state and the nation for over three decades, so we have grown to associate everything WALSAA with him and the competent way he got so many things done. When you see him or Peggy at events, thank them for the outstanding dedication and service they have provided for our organization. On that note, be patient with your board and recognize the many tasks we have had to assume to keep WALSAA progressing. We are still learning and welcome your advice and involvement.

### Restructuring

Concurrent with Rick's retirement, the University performed a review of how CALS administration fulfills many of the duties and tasks Rick had traditionally done for us and the college. The result was a recommendation that we change the way WALSAA events are handled and how the Dean and CALS participate with WALSAA. This review prompted the WALSAA board to change the way we handle some of our day to day functions and how we get our work done. We needed to implement appropriate processes to meet University guidelines. These changes should be fairly trans-

parent to our members but they are new ways of doing things.

While we remain a 501.c.3 non-for-profit organization, we had some funds in an external bank account and a mutual fund to ensure access to liquidity to fund some activities faster than the UW process. We have moved most WALSAA money into the UW Foundation where our scholarship funds have always resided. This move ensures that our moneys can grow and be managed by the professional fund managers at the Foundation and that moneys donated for scholarships continue to be available far into the future for that purpose.

### By-Law Change

Another change prompted by Rick's departure is a by-law change that we will vote on at the annual meeting on Sept. 6 at Fire-Up. Rick was the WALSAA secretary-treasurer. These functions have been decoupled and Bob Kaczmarek (BA, Construction Administration, 1980) has graciously accepted the treasurer's title while Bonnie Jaedike, in the Dean's office of Alumni Affairs, has done an outstanding job as secretary.

### Dues/contributions

Another notable change has to do with dues. We will not collect annual or lifetime dues but will welcome your continued support in this area by accepting your annual or lifetime contribution directly to the WALSAA fund at the UW Foundation. This removes a step in the processing of dues and makes your entire contribution tax deductible. So continue

## President's Message cont.



## President's Message

supporting WALSA A with your time, energy, participation and financial resources by making your contributing member status an ongoing priority. Your annual or lifetime contributions will still support undergraduate scholarships, CALS Ambassadors, the WALSA A Outstanding Advisor Award and other college activities. You will also continue to receive the WALSA A newsletter, have opportunities to receive football and other athletic event tickets when available and enjoy camaraderie with fellow CALS alumni.

### Fire-Up

The final change I will note in this message is the fact that we have an excellent location for Fire-Up at the UW Field House. With this much advance notice we are certain to work out any issues we may have had to deal with last year on short notice. Our challenge comes with the UW athletic department inserting a bye game into their schedule earlier this year. That made Sept. 6 High School Band Day, which meant that the football tickets Rick usually got for WALSA A (end zone block) are now going to be filled with high school band members. We do not have access to football tickets. We worked diligently to get a date that would be early in the season, similar to when Fire-Up has been held in the past, at the convenient location of the Field House with plenty of time to notify everyone. We hope that you will still plan to attend, participate in the fun and fellowship of getting together and raising money for WALSA A scholarships and, if you can't

get tickets, perhaps take in the game at a local establishment with your friends. This is the primary reason we waited so long to send a newsletter.

Ben Miller, CALS Alumni Affairs, was able to secure a limited number of tickets to a couple of games, Aug. 30 against Akron and Nov. 22 vs. Cal Poly. If you would like tickets to either of those games, contact Ben at [bmiller@cals.wisc.edu](mailto:bmiller@cals.wisc.edu) or 608-262-5570.

### Service to members

We suspended production of the WALSA A Express over the last six months while adjusting to these changes in how WALSA A operates. But we never stopped serving our WALSA A members and community. I attended the December graduation breakfast, the Short Course Reunion, the Life Sciences Centennial Celebration and Recognition Reception, the CALS Faculty and Staff Awards Reception, the CALS Board of Visitors meeting, the Outstanding Sophomore Awards selection interviews and award presentations, CALS Student Council leadership discussion, the 2007 NAADA conference, several WALSA A board meetings and Fire-Up committee meetings, in addition to countless phone calls, scores of meetings and planning sessions. We are working hard to keep the important services and amenities we have enjoyed as WALSA A members. We are also working with Dean Jahn and the Alumni Affairs office at adding new activities and events as we speak.

Note the upcoming events in this newsletter:

- July 16 WALSA A Farm Technology Days Picnic
- July 30 Arlington Ag Research Station Dairy Facility Dedication
- Aug 6 UW Day at Wisconsin State Fair
- Sept 6 WALSA A Fire-Up

I look forward to seeing all of you at one or more of these events.

I invite you contact me or any of your WALSA A Board members to volunteer to serve on a committee, participate in any upcoming event and share your ideas for how we can serve our state, our college and alumni to fulfill our WALSA A goals of providing scholarships, networking and connections for all CALS alumni.

I would like to thank Steve Thomas, our immediate past president for so amicably initiating the successful implementation of all this change. Steve worked very hard as our president and exhibited strong leadership in maintaining what is important to all of us about our organization.

I am confident that each of you will contribute whatever you can; time, money, expertise to ensure the continued success of WALSA A and the networking opportunities we all cherish.

Thank you for your patience as we move into this new era for WALSA A. After 36 years, the effort that Rick and the college have invested in WALSA A continues to pay off. Your organization is still going strong, help us as we work together to fulfill our mutual goals. Go WALSA A!

*President Liz Henry*



## Thank You For Your Support



**F**ellow  
WALSAA  
Members  
and Extended  
Alumni,

I want to convey my thanks and appreciation for the support alumni has given WALSAA this past year. It has been an interesting year within the organization. We have needed to plow through challenges facing the organization with Dean Daluge's retirement and the corresponding restructuring of the support mechanisms for WALSAA. The board continues to work through these things to determine our most prudent operational procedures and needed organizational changes. There is an undeniable commitment on the part of the Dean's office for what WALSAA is and how we work together moving for-

ward to connect present and future alumni of CALS.

I want to thank everyone for their words of encouragement, passion for the College of Agriculture and Life Sciences and commitment to WALSAA. It is the volunteers who commit to give of themselves, their time and their financial resources who make this organization what it is. This commitment will propel us into the future as we continue to define how more alumni can know what WALSAA does and how they can be connected to their time at CALS. I look forward to continuing to serve on the board.

I give special thanks to our newly-elected President, Liz Henry, who as vice-president, was my eyes and ears in Madison. Liz is a tireless volunteer who attended many meetings and events on behalf of WALSAA that my schedule would not allow. She has dem-

onstrated great commitment in WALSAA being an even stronger connection to CALS. Thank you, Liz.

WALSAA is on the cusp of a potential great expansion of alumni involvement. Our organization has traditionally been very Agriculture dominated with less involvement from our comrades of Life Sciences. With the Office of Alumni Affairs having two people focusing on CALS Alumni relations we hope to offer a broader scope of connections, events and opportunities for you. We have some exciting times ahead.

I encourage each of you to browse through this issue of WALSAA Express and check out the CALS website to consider how you can get involved.

Thank you for the opportunity to serve WALSAA.

ON WISCONSIN!

*Past President Steve Thomas*

## Alumni eCALS Scheduled For Launch

UW-Madison CALS has launched an alumni edition of eCALS this summer to share college and campus news, promote involvement opportunities, and give alumni a chance to share their news as well.

Feel free to submit articles for Alumni eCALS to [alumni@cals.wisc.edu](mailto:alumni@cals.wisc.edu). Suggestions for articles include: Announcements, Career, Congratulations, Class Notes, Events, In Memoriam, In the News, International, Involvement Opportunities, Lifelong Learning, and Research.

Currently, more than 25 per-

cent of CALS alumni have an e-mail address listed in the UW-Madison alumni database and will receive Alumni eCALS.

Alumni can update their contact information by sending new information to [alumni@cals.wisc.edu](mailto:alumni@cals.wisc.edu).

Remember that sharing eCALS with people outside of the college isn't just okay - it's strongly encouraged. The CALS community extends far beyond our departments and centers. Almost everything we do involves friends and collaborators who work elsewhere on campus, throughout the UW

System, or in countless businesses, nonprofits, and government agencies. Because they have a stake in the areas of science where we do research and education, they're likely to have an interest in the same events, news and announcements that go to our faculty and staff. Help them get to know the college better.

Anyone can subscribe to eCALS by sending a blank e-mail message to: [join-ecals-extras@lists.wisc.edu](mailto:join-ecals-extras@lists.wisc.edu).

Direct questions to Bonnie Jaedike at [bjaedike@cals.wisc.edu](mailto:bjaedike@cals.wisc.edu) or 608-262-1445.

# Connecting the College and Alumni



## Dean's Message



**G**reetings, WALSAA members, and welcome back to the WALSAA Express! I hope this newsletter continues to be

a vital link between WALSAA and CALS, because I deeply value and cherish our partnership and consider you to be critical to our college's future.

The past 24 months have brought considerable transition for both the college and its alumni. Most significantly, we saw the retirement of Rick Daluge, who for 35 years has been the leader of this organization and a vital link between CALS and our alumni. WALSAA also welcomed Liz Henry as president to succeed Steve Thomas, who has been an outstanding and committed ambassador for the college and WALSAA. These changes have required some new thinking about how we can best align ourselves to meet the needs of our alumni, and I want to again thank Rick - not only for his years of service, but for his counsel and leadership. The college, WALSAA and Wisconsin's agricultural community will be honoring Rick and Peggy for many years to come.

As much as we all miss Rick's day-to-day contributions, I do think we are embarking on a new and exciting chapter for alumni communications that has important possibilities for securing our ability to continue to serve our land-grant missions. This period of change has allowed us to experiment with some new ways of interacting with the broad range of 33,000

CALS alumni living throughout the world. A few of these experiments have all the signs of being real hits. One year ago, for example, we launched our new college magazine, *Grow*, and it has been extremely well received not only by alumni, but business leaders and others in the life sciences community. We are excited that our distribution list for the magazine continues to grow daily. We have recently created a special alumni edition of our popular electronic newsletter, *eCALS*, which previously has been available only to faculty and staff. In *eCALS*, you will find exciting news about our graduates, students, faculty and staff, and I encourage you to contact us should you have news you would like to share.

We have also hosted several new events, including our first-ever College reception for new graduates, which attracted nearly 700 people to the Nicholas-Johnson Pavilion during this year's commencement weekend. Summer brings another exciting first: we will be hosting UW-Madison Day at the Wisconsin State Fair on Aug. 6. We hope you and your family will be able to stop by the central mall to share in this special celebration. As fall arrives, it will again be time for *Fire Up*, which WALSAA and CALS will host on Sept. 6. We have secured the UW Field House for this exciting event, and we are hoping to break the all-time record in attendance, so please join us.

With all of these new events and communication tools, we hope to open doors to a deeper relationship with our alumni. And this is where WALSAA is absolutely crucial. Through its

events and programs such as career networking, this organization creates linkages that foster a closer relationship among alumni, as well as between alumni and the college. As members of WALSAA, you represent our most engaged, committed and enthusiastic supporters, and I want you to know how deeply important this role is to me personally, as well as the college as a whole. I consider this group my inner circle, and I rely on your feedback to help me guide the direction of the college.

With our new communications tools and leadership, I am confident that we can maintain and even enhance WALSAA's role. This group is clearly one of the best ways that we can engage our most talented alumni in the future of the college. With your help, we can ensure that this wonderfully diverse and vibrant College community will be a force for generations to come.

*Dean Molly Jahm*

## WALSAA Represented At NAADA

Following the tremendous success of the 2007 NAADA Conference WALSAA hosted in Madison, we were able to send two board members, last year's co-chairs, Jessica Agnew and Jennifer Vincent, to represent us at the 2008 NAADA conference in Hawaii June 14-18. They were joined by Brian Hettiger, UW-Foundation and Ben Miller, associate dean, CALS Alumni Affairs.



## Partnership With UW Foundation Remains Strong

As WALSAA continues to reorganize following the retirement of Secretary-Treasurer Rick Daluge, at least one thing remains constant: The organization can count on the University of Wisconsin Foundation to invest the association's money wisely and return it when it's needed.

"The UW Foundation grows our money and gives it back," said Treasurer Bob Kaczmarek. "It's been a very good relationship for our group."

Although WALSAA is moving away from dues and to contributions for support, anyone who contributes at the previous membership levels – \$35 a year, \$500 for a lifetime – will continue to receive the full WALSAA benefits, including the newsletter, President Liz Henry said.

The change from dues to contributions only changes to whom members write their checks, she said. It does not change WALSAA's mission or activities.

"WALSAA membership fees have always gone into the WALSAA fund at the Foundation," she said. "By making your membership contributions directly to the WALSAA fund at the UW Foundation, we are removing a step in the process."

WALSAA will continue to enjoy the good relationship that Daluge and the college cultivated with the Foundation, Henry said. "This partnership has allowed WALSAA to organize events and distribute scholarships to fulfill our mission by bundling and investing our WALSAA contributions in a way we could not without the Foundation."

Daluge was instrumental in forging the Foundation-

WALSAA partnership 25 years ago, after attending a meeting of the National Agricultural Alumni and Development Association. "The association helped me see what other colleges were doing that we needed to be doing too," he said. "As I met with people from around the country, most of the schools were considering hiring fundraisers for their departments of agriculture."

The UW-Madison's agricultural fundraising was falling behind other institutions, so Daluge approached Bob Rennebohm, then Foundation president. He pushed until Rennebohm met with Dean Leo Walsh, and, in 1983, the Foundation hired its first CALS development director.

"Once we had the fundraiser on board, the Foundation started the matching scholarship programs for the alumni clubs to contribute to," Daluge said. "Most of WALSAA's money over the years has been invested with the Foundation."

The Foundation currently manages five WALSAA funds that provide scholarships and travel money for students, honor outstanding advisors, help student ambassadors and support alumni activities.

Depositing membership fees was especially important, Daluge said. "If you don't put away that money and invest it, you won't be able to serve those members in years to come."

While WALSAA will no longer collect either annual or lifetime membership dues, the organization is counting on members to contribute to the WALSAA fund, Henry said. The money will continue to be used for WALSAA programs, including scholarships and ambassadorships, and donors will continue

to receive the WALSAA newsletter and invitations to events, including the Football Fire Up.

"The Foundation has always been here for us," Kaczmarek said. "Now (investing money) is a more direct route."

To make a gift to WALSAA, make checks payable to UW Foundation-WALSAA. Mail to the University of Wisconsin Foundation, U.S. Bank Lockbox, P.O. Box 78807, Milwaukee, WI 53278-0807. To make a contribution online, go to [www.uwfoundation.wisc.edu](http://www.uwfoundation.wisc.edu).

If you have questions about how to make gifts to WALSAA through the UW Foundation, contact Brian Hettiger at 608-265-5893 or [brian.hettiger@uwfoundation.wisc.edu](mailto:brian.hettiger@uwfoundation.wisc.edu).

### CALS Communicators Learn About Branding

On April 15, a group of CALS communicators convened for a panel discussion about institutional branding. Panelists included:

- Tricia Dickinson (director of marketing, UW Communications), who coordinated UW-Madison's most recent branding initiative, which created the "Forward. Thinking." tagline.

- Deborah Mitchell (associate dean for marketing services, UW School of Business), who led the business school's recent branding efforts.

- Lari Fanlund (director of communications, UW School of Business), who also participated in the business school branding efforts.

- Ric Grummer (department chair, Dairy Science), who spoke about the department's branding campaign and its role in the department's highly successful undergrad recruiting efforts.

## Rick Daluge Reviews WALSAA's Success



### Question & Answer



**B**eginning with 300 members and a biannual two-page newsletter, Rick Daluge helped the Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) grow into a 1,900-member organization. WALSAA awards scholarships and travel money, supports student ambassadors, sends out newsletters and involves dozens of volunteers in its annual events. It was Daluge's work that ultimately created a strong sense of camaraderie among UW-Madison College of Agricultural and Life Science (CALs) alumni.

Daluge, WALSAA's secretary-treasurer and UW-Madison CALS assistant dean, retired in October, then was recalled to run the Farm and Industry Short Course for one more winter. He cleaned out his office in May. "I'm now retiring, I think for good," he says, adding that he remains a WALSAA member.

WALSAA was only 6 months old when Daluge joined CALS to run student recruitment, placement services and the alumni group. WALSAA began and remained part of the Wisconsin Alumni Association (WAA) for another two years, when the WAA had to cut back. "For us, it was probably a good thing," Daluge says. "We could charge more money for our dues and expand our newsletter. ...At that time, they were only collecting \$2 a year (for WALSAA)."

As he leaves CALS and WALSAA leadership, Daluge took time out from his office

packing to reflect on the history of the association and his retirement plans.

**WALSAA Express:** How would you measure WALSAA's success?

**Daluge:** The fact that we are now awarding close to \$18,000 a year in scholarships or travel awards for students in four-year, Short Course and graduate programs. We also created an advisor award and created a fund at the UW Foundation for the ambassadors.

**WE:** What is WALSAA's relationship with the UW Foundation?

**Daluge:** We've always treated the Foundation as our financial partner. Lifetime membership money goes in, and money comes back to pay for the alumni newsletter. If you don't put away that money and invest it, you won't be able to serve those members in years to come. Later, we created more funds.

**WE:** What about the Football Fire Up?

**Daluge:** It turned out it was popular with everybody. It started with 75 people on the grass at the Stock Pavilion. We worked our way up to a peak of about 1,100 in the late 1990s, when we could still have it in the Pavilion. Fire Up started for fun, then became a fundraiser for scholarships, raising \$8,000 that was matched by the UW Foundation.

**WE:** How did you bring Short Course alumni into the picture?

**Daluge:** In 1985, we celebrated the Short Course centennial,

and I wanted to raise money then to put into the Foundation for endowed scholarships. The dean wondered if it was a good idea to ask farmers for money in what were hard times. We raised almost \$65,000. After that, we were able to add Short Course alumni to the college lists, but only after we updated the addresses.

**WE:** What is your hope for the future of WALSAA?

**Daluge:** That it can continue to support students, faculty, staff and the college and make a difference and provide some outlets for social networking with alumni.

**WE:** What's next for you?

**Daluge:** My dad died at age 66 from a brain tumor, and I decided then I would not work past 60. My wife, Peggy, and I have a travel business, and we do group travel. We will be leaving for Thailand in the next few weeks. We have two grandchildren, and we hope to spend more time with them. I'm really active in the Lions organization and will be district governor in July 2009. It's virtually a full-time job when you do get it. We have vacation property in northern Wisconsin. Maybe we can go up there for four or five days instead of two. We have a son in Idaho, and I also like to ski with him.

**WE:** What will you miss?

**Daluge:** Just seeing all the alumni I worked with for years. They weren't afraid to call me and ask me questions. I had them as students and I had their kids as students. I get satisfaction from seeing them do well.



# Congratulations

## Alumni Updates

**John Hansen, (BS '60)** and his company Nesnah Ventures, has opened a second Mexican Restaurant in Dane County, this time in Sun Prairie. The Burrachos Fresh Mexican Grill join a sister restaurant in Middleton.

**Richard Daluge (BS '71, MS '75, PhD '82)** was awarded the Wisconsin Farm Bureau Distinguished Service to Agriculture Award at its December Annual Meeting.

**Howard Cameron (BS '74, JD '87)** was elected a judge in St Croix County this April. Cameron has been an attorney and public defender in Hudson.

**William Barlass (BS '77)** was recognized by the American Jersey Association with its Distinguished Breeder award.

**Dave Daniels (BS '77)** was named to the American Farm Bureau Dairy Advisory Committee. Daniels farms in Kenosha County and is on the Wisconsin Farm Bureau Board of Directors.

**Barb Cooper Sherman (BS '79)** received the Association of Women in Agriculture Founders Award for her role in maintaining the AWA database for more than 30 years!

**Michael Holschbach (BS '81)** has been elected president of the World Dairy Expo Board. Holschbach has been on the Board since 1997 and operates Heatherstone Enterprises in Baraboo.

**Darlene Arneson (BS '85)** has been appointed to the Wisconsin Environmental Education Board by Kevin Reilly, UW System president. Arneson is employed by Wisconsin Farm Bureau and serves as its Ag in the Classroom coordinator.

**Julie (Krull) Larsen (BS '86)** received the Association of Women in Agriculture's outstanding alumna award at its 35th anniversary celebration on March 1.

**Thomas Janczewski (BS '98)** has returned to Wisconsin from Washington D.C. and is an attorney with Michael Best and Friedrich in Milwaukee.

**Daniel Schriener (BS '99 and MS '01)** has accepted a position with Accelerated Genetics as a product manager in Westby, where he resides with his spouse Melody and their two children.

**Angie (BS '00) and Mark (BS '98) Ulness** were named the Distinguished Young Holstein Breeders for Wisconsin at the recent Wisconsin Holstein Association Convention.

**Laura (Krause) Herschleb (BS '01)** has accepted a position with the World Dairy Expo as dairy cattle show manager. Herschleb most recently was an area marketing manager for Alltech and previously worked for Fond du Lac County Commerce Association as its director of agricultural programs.

**Gena Cooper (BS '05)** was recently accepted to the University of Wisconsin School of Medicine and Public Health Wisconsin Academy for Rural Medicine (WARM).

**Peggy Dierickx (BS '06)** has joined the staff of the Dairy Business Association in January as director of communications. Previously Dierickx was director of the Northeast Iowa Dairy Foundation.

**Kristina Duwe (BS '06)** accepted a position with Filament Marketing in Madison as associate marketing executive.

## CALS Welcomes Its Newest Alumni

The newest group of CALS alumni celebrated their accomplishments with Dean Jahn and representatives from the college (as well as Bucky Badger and members of the UW-Madison Marching Band) at the CALS Commencement Reception.

The reception took place in the Nicholas-Johnson Pavilion following the 10 a.m. commencement ceremony on Saturday, May 17.

Over 650 people attended the reception including 106 graduates who were asked to share their plans for next year.

Of those who responded, 34 plan to attend graduate or professional school. 10 will continue their studies at UW-Madison, while others head off to Cornell University, North Carolina State, University of Chicago, and University of Texas among others. Some 33 are already employed at places including the Department of Natural Resources, USDA, Land O'Lakes, and Monsanto. A few entrepreneurs are already self-employed. 19 were unsure of their employment or graduate/professional school plans.

### In Memorium

Garit Tenpas BS' 48, MS '53  
Ray Kubly BS '52  
Kieran Powers FISC '51  
George Nettum, BS '46

# Farm & Industry Short Course - 123 Years of Success



FISC Corner

By Andrea Brossard Martin  
FISC Alumni President

Since 1885, the Farm and Industry Short Course (FISC) program has helped shape over 6,300 enthusiastic young men and women. The 123rd year of the program again offered opportunities of a lifetime for students looking to pursue careers ranging from dairy production to crops and soil science. Let's take a look at just a few this year's highlights.

## Reunion

Over 250 alumni, current students and friends of the University of Wisconsin-Madison Farm and Industry Short Course were in attendance at the annual reunion held at the Comfort Inn, DeForest, on Jan. 26. During the event, CALS Dean Molly Jahn commended Rick Daluge for his long service to Short Course - beginning in 1984 - as assistant dean and Short Course director. Although Dean Daluge retired last fall he served in the position on an interim basis until May 15, 2008.

Other program highlights included the presentation of two awards:

- The Friend of Short Course award was presented to Ed Hoesly, facility repair worker, who for 19 years has kept the short course dorms clean and well-maintained for Short Course students. Hoesly, a native New Glarus farm boy, was a Short Course graduate in 1968.

- The Service to Agriculture award was presented to Professor Phil Harris, of the UW-Madison Agricultural and Applied Economics Department, who since 1979 has taught farm law to Short Course students. He was also thanked for his service related to legal issues concerning farmers and agriculture that includes farm transfers, wills, trusts, income taxes and many other farm legal issues.

## Graduation

On March 29, the 123rd class of the Farm and Industry Short Course held their graduation ceremonies in the Great Hall of Memorial Union.

During the ceremony, several outstanding students from this year's Short Course class were recognized with WALSA (Wisconsin Agricultural and Life Science Alumni Association) honorary awards. Some students were recognized for their activities and leadership and others for excelling in academics.



## Short Course Graduation Award recipients

Front row, left to right: Faith Williquette, Oshkosh, WI Activity and Leadership Award; Rebecca Lick, North Freedom, Activity and Leadership Award; Mandy Peirick, Watertown, Academic Award; Samantha Starich, Madison, Academic Award; Jared Severson, Juda, Activity and Leadership Award; second row: College of Agricultural & Life Sciences Dean Molly Jahn; Gregg Peirick, Watertown, Academic Award; Charles Hookstead, Fort Atkinson, Academic Award; Kyle Zwieg, Ixonia, Academic Award; Derrick Papcke, Elkhorn, Academic Award; Chris Fuchs, Marshfield, Academic Award; Scott Giebel, Baraboo, Academic Award; Dan Habermann, Manitowoc, Academic Award; Devin Helt, Dane, Academic Award; Short Course Director and Assistant Dean Emeritus Richard Daluge. Not pictured is Paul Lippert, Pittsville, Activity/Leadership and Academic Awards.

The students were honored for their exceptional work in terms of activities and leadership within the Short Course program and academic awards were given to first and second year students who earned a 3.80 GPA or higher.

In addition, 77 students received one-year certificates and 29 received their two-year certificate.

## Scholarships and applicants

Although the new class of FISC students won't embark on Madison for five more months, preparation is well underway. Currently there are 120 applicants from not only Wisconsin, but from Pennsylvania, Indiana and Nepal. Among the applicants, approximately 15 percent are returning students from the previous year.

Additionally, students have the opportunity to obtain a scholarship from the \$100,000 awarded each year to FISC students.



## LSC Celebrates Birthday, Return to Hiram Smith Hall

The program, established in 1908 as the Department of Agricultural Journalism, recently moved into newly refurbished offices in Hiram Smith Hall, which was home to its publications unit for nearly two decades. To mark its centennial - and its return to a historic building - the unit hosted an open house on Sunday, April 20. The event included a formal rededication of Hiram Smith Hall, a Queen Anne-style structure built in 1892. Named for a visionary leader in the Wisconsin dairy industry, the building originally housed the nation's first permanent dairy school, and its tenants included notable dairy scientists such as Stephen Babcock and Harry Russell.

Both Hiram Smith Hall and the Agricultural Journalism program were products of the College of Agriculture's first

dean - William Henry. Henry believed the college had a moral obligation to disseminate information on emerging agricultural research to citizens, and this became the department's core focus. During the early 1900s, Agricultural Journalism operated one of the nation's first agricultural radio stations, which sought to share news with Wisconsin's rural populations. That connection with the public continues today through the involvement of professors like Larry Meiller (Wisconsin Public Radio) and Patty Loew (Wisconsin Public Television), and the scope has broadened to include a wider range of life sciences.

In 2000, the department adopted the name Life Sciences Communication to reflect this expanding focus on the effective communication of science-related issues - and the

increasing importance of clearly communicated science in public discourse. Faculty teach and conduct research on issues such as the public perception of nanotechnology research and genetically modified foods, environmental communications, the design of effective public-health campaigns, and cross-cultural understandings of science.

"It's a challenge," says department chair Jacquie Hitchon McSweeney. "Yet it is absolutely vital."

The April event was jointly held in Hiram Smith Hall and the Microbial Sciences Building. "We were inspired by the fact that you can see Hiram Smith Hall in the windows of the new Microbial Sciences Building," says Hitchon McSweeney. "It helps to join the old and the new and the kind of community feeling that we have."

## Sarah Botham, CALS Students Get Multiple Awards at NAMA Competition

The UW-Madison student chapter of the National Agri-Marketing Association and advisor Sarah Botham, faculty associate in life sciences communications, came away happy from NAMA's annual student agri-marketing competition. The students received second place overall for their plan to market cotton composite decking board as a superior alternative to wood composite board, and Botham won NAMA's

Outstanding Advisor Award.

The team's presentation also earned them the Multimedia Mogul award and the students won second place in NAMA's outstanding chapter competition as well as the award for most improved chapter. In addition to chapter president Alicia Schultz, the team included Buffy Sacia, Emily Ziegler, Adam Morris, Amanda Ciesielczyk, Travis Balinas, Timothy Clark, Annette Zwald,

Shelly Bohn, Katie Klessig, Kelsi Hendrickson, Daniel Robinson, Anna Bethmann, Amy Ogburn, Christina Wendorf, Elise Galliard, Kayla Buske, Katherine Ernest, Tarah Haack, Sarah Peters, Leslie Vos, Rachel Zwirlein, Andrea Bloom, Christine Fox and Sheri Nelson.

Generous support and sponsorship for the project were provided by Tom Wedegaertner and Cotton Incorporated.

## Students Honored



# WALSAA and Daughters of Demeter Honor Outstanding Sophomores and CALS Ambassadors

Dairy Facility to Open

WALSAA sponsored a luncheon on Friday, May 2 to recognize students who play an active role in the CALS community. The new and graduating classes of CALS Ambassadors were acknowledged for their service. Incoming Ambassadors included Erika Anderson, Christa Behnke, Dana Lynn Erickson, Adam Geiger, Spencer Moore, Andrew Mulrooney, Alex Newman, Andrew Renaud, Kelsey Stein, and Ryan Stenjem. Outgoing Ambassadors included Linda Behling, Katie Behnke, Ann Huenink, Pat Ludwig, Andrew Peterson, Matt Repinski, Scott Sternweiss, Tanya Zimmerman, and Tim Clark.



CALS Ambassadors

Winners of the Outstanding Sophomore Awards were also honored. WALSAA and the Daughters of Demeter awarded a total of thirteen merit based scholarships worth \$1,000 each. WALSAA recipients included front row, Liz Henry, WALSAA President; Claudia Hardie; Amber Rassbach; Lydia Hardie; Michelle Brenner; second row: Sunyoung Park; Elizabeth Chadwick; Katherine Pankratz; Alex Newman; not pictured: Ashley Sprengeler, and Leng Xiong.



Outstanding Sophomore Awards

Daughters of Demeter recipients included Sally Turpin, Michelle Brenner, and Karrie Ann Radovich.

## New Integrated Arlington Dairy Facility Dedication on July 30

The new dairy facility at the Arlington Agricultural Research Station will be completed on schedule by the end of May. In June our dairy herd moves into the new facility and starts to enjoy the comfort of loose housing.

This \$5.1 million, 500-cow facility is part of a phased upgrade of dairy facilities that started at the Marshfield Agricultural Research Station. The final phase of the Integrated Dairy Facility project will involve improvements to the facilities on the Madison campus, currently scheduled for the 2009-2011 biennium.

The college plans on dedicating the new facility on the morning of July 30.

## Schaefer Receives Teaching Award

Dan Schaefer, Department of Animal Sciences Chairperson, received the J.S. Donald Short Course Teaching Award at the 2008 CALS Awards Program.



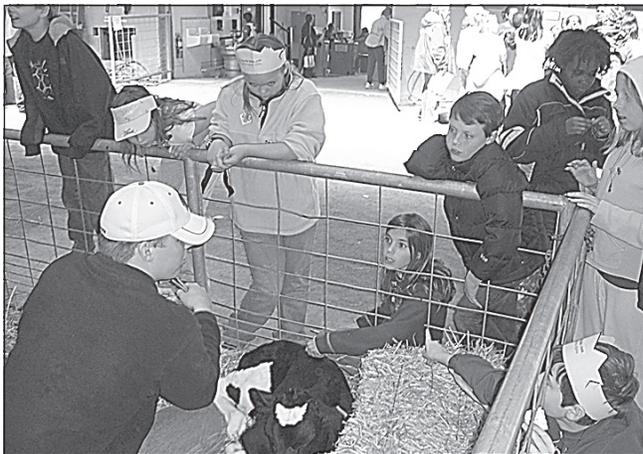
## CALS Day for Kids



Fourth grade students from around the state move from one display to the next during the annual CALS Day for Kids, April 15. Student organizations representing more than 25 majors and disciplines show youth the wonders of agriculture, science, food and natural resources.

More than 400 fourth graders explore the wonders of agricultural and life sciences on Tuesday, April 15, during CALS Day for Kids. The annual event is organized by the College of Agricultural and Life Sciences (CALS) Student Council and is held in the UW Stock Pavilion on Linden Drive.

CALS Day for Kids provides hands-on activities, face-to-face interaction with animals and colorful displays aimed at teaching children the importance of Wisconsin's agriculture.



Fourth graders get to touch live farm animals such as this dairy calf and ask questions during CALS Day for Kids.



Fourth grade students get a chance to mix up scientific concoctions during CALS Day for Kids.

## Rich Hartel Receives 2008 WALSAA Outstanding Advisor Award

Rich Hartel is a passionate and dedicated scientist, educator and advisor committed to helping students reach their full potential both at the UW and in their future food science careers. Each year, Rich formally advises roughly 25-30 undergraduates, while informally advising many more students interested in careers in food science. In addition, He also leads the Food Science Club, coordinates internships for the Food Science Department and involves many students in his lab with product-development research.

Rich goes above and beyond to connect his students with both people and resources in the food industry and to help his students and advisees gain the skills to excel in the field. Rich is a model of professionalism for his students and is an effective champion of the food science discipline.

## Fire-Up Tickets



The 2008 WALSAA Football Fire-Up will be held on Saturday, Sept. 6 starting three hours prior to kick-off of the Badgers vs. Marshall game at Camp Randall stadium.

We are returning to the Field House right next door to the stadium and will be offering the traditional fabulous menu items of steak sandwiches, brats, apples, potatoes, milk, cheese and hopefully corn on the cob.

We will also have our silent auction to raise money for WALSAA scholarships and perhaps a live auction item or two.

Bucky and the Bucky Wagon, Badger Cheerleaders and plenty of alumni will be there to Fire You Up so plan to attend.

If you would like to volunteer to help with the Fire-Up Committee or have auction items to support the cause, contact our chairs, Scott Rasch at 262-488-0434 or [scott.rasch@cnh.com](mailto:scott.rasch@cnh.com), Jim Crowley at 608-575-8662 or [jim-crowley@cargill.com](mailto:jim-crowley@cargill.com), or Liz Henry at 608-592-5299 or [bothh@msn.com](mailto:bothh@msn.com).

Fire-Up tickets will be held at the door for pickup. Contact Bonnie Jaedike at 608-262-1445 or [bjaedike@cals.wisc.edu](mailto:bjaedike@cals.wisc.edu) for ticket information.

## Campus Happenings

By Michelle Brenner  
WALSAA Student Rep.

Hello WALSAA alumni! I am very excited to be writing a new addition to the WALSAA Express dedicated to current happenings on the CALS Campus. My name is Michelle Brenner and I will be a junior, majoring in biochemistry and Spanish. I am the student representative on the WALSAA board and many of you may, have, or will see me at the Fire-Up as I organize student volunteers. I am very happy to be connecting you with CALS campus and students.

### Spotlight on leadership

With a growing emphasis on leadership training throughout the UW campus, CALS is leading the way by offering a variety of ways for students to explore leadership. The college now offers a leadership certificate that pairs students with faculty mentors so together both can explore topics in leadership. Also, CALS offers a leadership seminar each fall semester to discuss topics from personality traits to team building. Last spring semester Alpha Gamma Rho (the fraternity associated with CALS) also hosted a leadership seminar at their house on campus.

CALS Student Council has also sponsored the leadership effort. In January, 35 students from CALS attended a leadership retreat at the MacKenzie Environmental Center in Poynette. That weekend, students discussed leadership topics, but more importantly brainstormed ways to improve the CALS campus. This key piece of putting leadership into action is the cornerstone of the retreat. Two years ago, a student idea to set up a freshman mentoring program was implemented and has been a tremendous help to CALS freshman adjusting to college life. Other exciting projects were generated and the continuation of the retreat will only lead to bigger and better things for CALS.

If you have any questions, comments, or would like more information about student events on campus, feel free to contact me at [mkbrenner@wisc.edu](mailto:mkbrenner@wisc.edu). Student organizations are constantly looking for alumni connections and appreciate your time, energy and support. Come and see all the exciting undergraduate activities on CALS campus!



# Grocery Business Takes Top Honors in Burrill Contest

By Michael Penn,  
CALs Writer

In an era of globe-trotting food, consumers sometimes need an atlas to navigate the produce aisle. But two UW-Madison students have an intriguing idea for how to get vegetables on grocery shelves without the jet lag.

Their solution? Look up.

"We started thinking about where you can find flat space to grow things, and the answer seemed kind of obvious," says Keith Agoada, a senior in the UW-Madison School of Business. "Rooftops."

That's where Agoada and MBA student Troy Vosseller hope to plant Sky Vegetables, a business venture that envisions growing fresh fruits and vegetables on top of existing U.S. supermarkets. The students' concept - which capitalizes on emerging consumer demand for locally grown produce and environmental sustainability - won first place during the School of Business' G. Steven Burrill Business Plan Competition last semester, earning them a \$10,000 prize. They now move on to compete in the fifth annual Governor's Business Plan Contest, which will award \$200,000 in startup money and services during the Wisconsin Entrepreneurs' Conference in June.

For Agoada, who graduated with a degree in management in May, the prize offers hope of getting his vision off the ground - literally. He came up with the idea while working as an intern in UW-Madison's botany greenhouses, a job he initially sought as a diversion from his business studies. But he soon found himself surfing the Web for information on greenhouse gardening, which prompted him to begin thinking about commercial applications.

To create a business plan, Agoada joined forces with Vosseller, one of the two students behind Scennie Nation, an apparel start-up that recently opened a store on State Street. Together, they began collecting information on structural engineering, agriculture and grocery marketing. Drawing on international expertise, they forged a plan to grow fruits, vegetables and flowers using hydroponics, a water-based form of agriculture that can produce high yields in limited space.

But the real appeal of Sky Vegetables is proximity. During their research, the students learned that the average piece of supermarket produce is picked seven to 14 days before it arrives on grocery shelves, and it travels some 2,000 miles to get there. In contrast, Sky Vegetables would be grown on-site, ensuring that they arrive on shelves moments

after being picked. The greenhouse-grown produce would be sold in special sections in participating groceries.

"Everyone learns from their parents that fresh vegetables are better tasting and better for you," says Agoada. "If you can prove undoubtedly that you're offering fresher vegetables, that's something everyone can recognize."

UW-Madison horticulture professor Brent McCown, who advised the students as they wrote their plan, imagines that a grocery with a rooftop greenhouse "would have a huge marketing advantage" over competitors. "This really is a new way to tap into consumer interest in foods that are locally produced and healthy to eat," he says. "If the greenhouse is on the roof, you can't get much more local than that."

Agoada and Vosseller have not yet approached groceries with their concept, but they hope to find a site for a prototype greenhouse in the next year, says Agoada.

"We're going to be patient," he says. "I just won this contest, so I've got some money to live off of for now. We're going to wait for the right supermarket that wants to do this with us."

For news on all of the Burrill Business Plan winners, visit: <http://www.bus.wisc.edu/news/0247-winners.asp>

# Become a WALSAA Board Member



With a number of changes occurring in WALSAA, now is the time to step forward and let your voice be heard. This fall, WALSAA will elect a few new members to join its board of directors. The elections take place at WALSAA's annual meeting in conjunction with Fire-Up on Sept. 6 at the UW Field House.

As a board member, you would be asked to attend meetings of the board, serve on a committee, volunteer at some of WALSAA's activities or events, secure sponsors and new memberships, and keep up relations with the college departments and students.

If you are interested in serving on your WALSAA board and would like to nominate yourself or someone else interested in serving the CALS community contact board president Liz Henry at bothh@msn.com.

**Nominations Sought**

## WALSAA Board of Directors

### Liz Henry, President '83 - 2008

7809 Dunroven Road  
Dane, WI 53529-9711  
Home: (608) 592-5299  
Work: (608) 262-9485  
Cell: (608) 575-6747  
E-mail: bothh@msn.com

### Merle Richter, Vice President '72 - 2009

1907 York Street  
Bloomer, WI 54724  
Home: (715) 568-5687  
Cell: (715) 579-7288  
E-mail: mkrichter@bloomer.net

### Bob Kaczmarek, Treasurer, 2008

3512 14th Place  
Kenosha, WI 53144  
Home: (262) 552-7777  
Cell: (414) 810-9685  
E-mail: badger80@uwalumni.com

### Jessica Agnew '03 - 2009

5584 Winsome Way  
Fitchburg, WI 53575  
Cell: (608) 751-3084  
E-mail: jagnew@uwalumni.com

### Tom Albrecht '76 - 2009

N6031 Opperman Way  
Shawano, WI 54166  
Home: (715) 526-6728  
Work: (715) 526-4229  
E-mail: albrecht@ezwebtech.com

### Michelle Brenner, Student Rep.

2605 El Rancho Dr.  
Brookfield, WI 53005  
Home: (262) 784-4704  
Cell: (608) 217-6971  
E-mail: mkbrenner@wisc.edu

### Gena Cooper '05 - 2007

1728 TamOShanter Trail  
Sun Prairie, WI 53590  
Home: (608) 444-7656  
E-mail: glcooper@uwalumni.com

### Brian Fluno '97 - 2008

1712 North Woods Way  
Vernon Hills, IL 60061-1236  
Home: (847) 327-9466  
Work: (847) 438-8211  
E-mail: brian.fluno@sbcglobal.net

### Andrea Brossard Martin '01 -2011

#### FISC Alumni President

N9069 Basswood Road  
Beaver Dam, WI 53916  
Home: (920) 296-2382  
Work: (920) 836-8820  
E-mail: amartin@wmmb.org

### Sam Miller '84 - 2011

914 N. Fox St.  
Appleton, WI 54911  
Home: (920) 733-0012  
Work: (920) 738-5150  
E-mail: sam.miller@micorp.com

### Dr. David Nelson - CALS Faculty Rep

1034 Waban Hill  
Madison, WI 53711-3050  
Home: (608) 274-5184  
Work: (608) 263-6879  
E-mail: nelson@biochem.wisc.edu

### Robert Pofahl '74 - 2008

1370 Boundary Road  
Middleton, WI 53562  
Home: (608) 831-0434  
Work: (608) 831-6563  
E-mail: bob@reaeng.com

### John T. Schroeder '08 - 2009

W9563 Highway D  
Antigo, WI 54409  
Home: (715) 623-5735  
Work: (715) 623-2689  
E-mail: john@sbfi.biz

### Steven Thomas '89 - 2010

904 Oaks Avenue North  
Onalaska, WI 54650  
Home: (608) 779-5951  
Cell: (608) 769-2233  
E-mail: steven.thomas@micorp.com

### Jennifer Vincent '02 - 2008

2125 Corinth Drive  
Sun Prairie, WI 53590  
Home: (608) 318-0153  
Work: (608) 285-4513  
E-mail: Jennifer.Vincent@Kraft.com



## Upcoming WALSAA Events

- July 16** WALSAA Farm Technology Days Picnic ■ Greenleaf
- July 30** Arlington Dairy Facility Dedication ■ Arlington
- Aug. 6** UW Day at Wisconsin State Fair ■ West Allis
- Sept. 6** WALSAA Fire-Up ■ UW Field House, Madison
- Oct. 11** Penn State Alumni Event ■ Madison