



Generations of FISC celebrated their 125th Anniversary

Over 400 graduates, current students, supporters and friends of the University of Wisconsin–Madison Farm and Industry Short Course (FISC) gathered at the Alliant Energy Center in Madison on Saturday, January 30 for the 125th anniversary of this well-known agricultural education program. It was a pleasure to greet all classes and a joy to see class of '37 alum Clinton Severson and class of '39 alum Robert Lloyd.

Since its beginning in 1885, production agriculture has been the focus of the program. Graduates, from as long as 50 years ago to those currently enrolled, speak of the practicality of the coursework and the positive life experiences they gained during their days as FISC students.

Rick Daluge, emeritus dean and longest serving Short Course director (1984-2008), served as the emcee for the program. Molly Jahn, dean of CALS, who is currently on leave to the U.S. Department of Agriculture made a surprise visit to extend her greetings and warm wishes for another 125 years of FISC. In addition, Irwin Goldman, acting dean, CALS; Rod Nilsestuen, secretary, Wisconsin Department of Agriculture and Consumer Protection; Cheryl O'Brien, Alice in Dairyland; and Jill Makovec,

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President's Message: Welcome to the new WALSAA



WALSAA President
Brian Fluno

It's an exciting time for WALSAA!

The WALSAA Board has been very active working to make numerous improvements to our association. The time has finally come to implement them. These improvements are both organizational and cosmetic in nature and are designed to create a stronger "Connection to CALS" while also strengthening the association financially.

Our first improvement is a transition from having WALSAA Members to having WALSAA Supporters. The new title better describes those that choose to be a part of WALSAA. WALSAA has a long history of individuals and businesses that provide time and money to support our goal of creating a connection to the college.

After a couple years of not charging for memberships, WALSAA will now solicit donations on an annual (calendar) basis and recognize those donors as "WALSAA Annual Supporters." Those that are currently Life Members will transition to "WALSAA Lifetime Supporters." Donations received will be used to award scholarships, fund Ambassadors, support student leadership and recognize exceptional faculty – all efforts to support the university and the alumni's connection to it. I encourage you to contribute to WALSAA in a dollar amount that is appropriate to your situation. Every dollar contributed is 100 percent tax deductible.

Our second improvement was to update the look and feel of the WALSAA brand. The board wanted our brand to identify with the changes that were taking place. The old WALSAA logo was updated to be more innovative, streamlined, modern and efficient. The letters work together as a unit, an important quality for the growth and flourishing of the association's

future.

The board then developed a tagline to better describe our purpose. The new tagline is "Your CALS Connection For Life" and it has been incorporated into our new logo.

Our third improvement was to update the tools that WALSAA uses to communicate with our supporters and other interested parties. Our most recognizable tool, the *WALSAA Express*, has been given a facelift to incorporate our new logo and modern look. But, we didn't stop there.

We knew we needed to communicate more often and without the additional costs of printing and postage. I'm happy to announce that the new WALSAA website is now live after several months of development. The website can be found at www.walsaa.org and will have the ability to provide information on upcoming events, scholarships, awards, board members, donations and supporters. There is also a photo gallery that will be updated from time to time with photos from various WALSAA events. Please make an effort to visit the site, bookmark it and check back often.

Finally, WALSAA is in the early stages of providing regular updates and news via the social networking sites Facebook and Twitter. If you are involved with either of these sites, please join our group on Facebook and follow us on Twitter. Links to these sites can be found on our website.

Change can sometimes be difficult. I hope you view our changes as a way to re-energize the association and move us into a future where the students, faculty, and alumni connect...for life.

ON WISCONSIN!

Dean's Message: Continuity in innovation and progress



Interim Dean
Irwin Goldman

For the past five months, I have had the pleasure of leading CALS during a period of unusual transition. As Molly Jahn serves as deputy undersecretary for the U.S. Department of Agriculture – an extraordinary opportunity for her and for the university – my role has been to maintain continuity in our programs and services, helping to ensure that we continue to innovate and progress.

I am happy to report that CALS has done exactly that. In fact, through the leadership of our faculty, staff, students and alumni, we've seen just in the past few months several grassroots efforts that will have huge implications for our college in the next several years.

Among them is a proposal to change the structure of the CALS bachelor's degree. Currently the college offers four separate bachelor degree options, but the college's curriculum committee is advocating replacing those paths with one unified bachelor's degree. This proposed change, which would create a new set of requirements for any student graduating with a CALS degree, has engaged people from across our disciplines in a meaningful discussion about what we can and should expect CALS students to know. These kinds of conversations are incredibly important, because it's through them that we gain a clearer understanding of who we are and who we want to become.

The faculty will vote on the proposal March 23, and I invite everyone in the WALSAA community to follow the link on the CALS web page to learn more about the proposed changes. If you have comments on the proposal, please send them directly to members of the curriculum committee by e-mailing curriculum@cals.wisc.edu.

Another important discussion involves our student services. The college is currently engaged in a process to

evaluate how we interact with students and imagine new ways that we can work proactively to ensure students' success. These discussions will help us maintain and enhance the outstanding, personal student care that has been a hallmark of CALS for generations.

What's exciting about these efforts is that they are putting a focus on student education, which remains the bedrock of our mission. While CALS deserves every bit of its sterling reputation as a research institution and a leader in outreach, we are and will always be measured first by how we treat our students. Chancellor Martin has said on many occasions that the university's ability to thrive in the coming decades is inherently linked to how well we recruit, advise and educate students, and I could not agree more.

We already excel in many aspects of education; CALS students are well above campus averages in terms of their participation in hands-on research projects, career-based internships and international experiences. But other areas need our attention. For example, just 14 percent of the scholarships and awards offered by CALS are based on financial need, which challenges our ability to recruit a diverse student body. Programs such as the Wisconsin Rural Youth Scholarship Fund, which provides need-based aid to students from rural schools, will be important to addressing this gap, and I thank all of you who have already given your support to these funds.

I'd like to take credit for the innovative thinking that is driving these efforts. But the truth is that leadership has little to do with it. One of the great strengths of CALS has always been in participatory process, one that encourages and rewards innovation from every member of our community. And this includes our partners in

See Dean's message, on page 8

Alumni updates

Truman Graf, PhD '51, has been inducted into the National Dairy Shrine Hall of Fame and was also endowed with the National Dairy Shrine Pioneer Award. Truman is an emeritus professor in the Department of Agricultural and Applied Economics.

Travis Holt, BS '93, has been selected to become the new president and CEO of the Clark County-based Citizen's State Bank of Loyal. Holt, who has been with the bank since 2002, is currently serving as chief financial officer.

Jim Lochner, BS '74, MS '76, senior group vice president of Fresh Meats, has been named Tyson Foods, Inc. chief operating officer. Lochner joined IBP, Inc., later purchased by Tyson, in 1983 as director of research. Previously, he was a quality control food technologist at Oscar Mayer Foods and a laboratory technician at the University of Wisconsin. In his first 14 years at IBP, Lochner held several different officer positions in various quality control and technical services areas. He became executive vice president of IBP in 1997, responsible for all of IBP's beef and pork plants. In

2000, he was promoted to president and CEO of IBP. After Tyson Foods acquired IBP in 2001, he was named group vice president of Tyson Fresh Meats. He was then named Tyson Foods' senior group vice president of Margin Optimization in 2005 before becoming senior group vice president of Fresh Meats in 2007.

Tim Griswold, BS '89, was named director of Dairy Industry Relations for Sexing Technologies. In this position, Griswold will develop and maintain relationships with dairy industry stakeholders to enhance their understanding of sexed semen.

Griswold's career has centered on dairy industry growth and modernization and technology utilization. He was the business development manager for the Dairy Business Association and executive director of the Dairy 2020 Initiative, both focused on expanding Wisconsin's dairy sector. He also spent time promoting the adoption of recombinant bovine somatotropin (rBST), to commercial dairy producers. Early in his career Griswold served as a type classifier working in the Jersey and Brown Swiss breeds.

In memoriam

Dawn Bosold
Paul Fude
Ron Giese
Arthur "Art" Johnson
Jerry Knoll
Lee Milligan

Tell us about yourself

Have you changed careers, received a promotion or honored with an award? Just like your own neighborhood, the WALSAA community loves to hear what's happening with its members.

Please feel free to share any great news you have through the WALSAA Express. Send your name, degree and graduating year, and any information about yourself and your achievement to WALSAA at 3310 Latham Drive, Madison, WI 53713; phone (608) 224-0400; or e-mail walsaa@wdexpo.com.

(If you think your fellow WALSAA alum is too shy to brag about themselves - just go ahead and send in the information for them!)

We look forward to hearing from you soon!

Become a WALSAA supporter

Over the last several years WALSAA worked through numerous transitional episodes and did not actively collect membership dues. Now that our transition is behind us, we begin a new era of fundraising. The fundraising will focus on raising dollars on an annual (calendar year) basis and recognizing those individuals who obtain various giving levels. These individuals will be known as **WALSAA Supporters**. Lifetime members will now be known as **WALSAA Lifetime Supporters**.

WALSAA SUPPORTERS will receive a window static sticker with the new WALSAA logo and “WALSAA Supporter” text along with the current year. Supporters will also receive one year of the *WALSAA Express* newsletter in the mail.

WALSAA LIFETIME SUPPORTERS will receive a window static sticker with the new WALSAA logo and “WALSAA Lifetime Supporter” text. Lifetime supporters will also receive the *WALSAA Express* newsletter for life. All supporters will be recognized on the WALSAA website (www.walsaa.org) and in the *WALSAA Express* newsletter.

2010 WALSAA GIVING LEVELS

Red & White Club	Annual contributions between \$50 and \$124
Henry Mall Club	Annual contributions between \$125 and \$249
Babcock Hall Club	Annual contributions between \$250 and \$499
Agricultural Hall Club	Annual contributions between \$500 and \$999
WALSAA Society	Annual contributions of \$1,000 or greater

I encourage you to support WALSAA and contribute in a dollar amount that is appropriate to your situation. Donations received will be used to award scholarships, fund CALS ambassadors, support student leadership and recognize exceptional faculty – all efforts to support the university and the alumni’s connection to it. Every dollar contributed is 100 percent tax deductible.

Donations can be made online (go to www.walsaa.org and click on the donate button) or by requesting a donation form (e-mail your request to walsaa@wdexpo.com). Thank you for your support!

FISC Reunion



FISC alum '37 was greeted by Bucky Badger and joined by Molly Jahn, CALS dean (on leave), and Emeritus Animal Science Professor Milt Sunde.



125th Anniversary celebration, cont.

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vice president of Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) greeted the crowd. Bucky Badger and members of the UW Marching Band also made appearances to make this event extra special.

Pam Jahnke, the Fabulous Farm Babe, of Wisconsin Farm Report Radio served as the keynote speaker. She spoke of the value of education, her days as a farm kid and the future of the agriculture industry.

The Friend of Short Course Award was presented to brothers Charles, George, Tom and Mark Crave of Crave Brothers Farm, LLC of Waterloo. The family has hosted thousands of visitors at their 1,100-cow dairy and Crave Brothers Farmstead Cheese Company. They have worked closely with UW–Extension educators and university researchers using their farm as a living laboratory and have hosted interns from a variety of foreign countries. In addition, they served as a Chancellor-level sponsor of the 125th reunion. Charles, George and Tom Crave are all FISC graduates and Mark is a graduate of the Dairy Science degree program.

The Service to Agriculture Award was presented to Badgerland Financial, Baraboo, for their years of dedication to serving the financial needs of farmers, agribusinesses, rural residents and rural communities, as well as their continued co-sponsorship of the WALSAA *Express* newsletter and Chancellor-level sponsorship of the 125th reunion. Badgerland Financial has 20 branch offices located throughout the 33 counties in southern Wisconsin served by more than 220 employees who work with more than 8,000 customer/members and provide an array of products and services. The award was received on behalf of Badgerland Financial by Amber Bennett, senior vice president.

www.walsaa.org



Farm and Industry Short Course Directors, Theodore Halbach 2008-present, Maurice White 1968-83, Richard Daluge 1983-2008, welcomed a crowd of over 400 alumni, friends and supporters.

Campus Happenings

Event	Date	Time	Location	Notes
Food Science Club Silent Auction	March 11			If you are interested in donating or would like Fundraiser more information contact: Lisa Fahey, Lfahey@wisc.edu, (651) 208-7729
CALS Week	April 10-17		All over CALS	
CALS Student Council Silent Auction	April 10-17			If you are interested in donating or for more information contact: Maria Stubbings, stubbings@wisc.edu, (608) 272-2582
CALS Day for Kids	April 13	All Day	Stock Pavilion	Bring your kids to enjoy the activities hosted by various clubs in CALS.
AWA Breakfast on the Farm	April 25		Stock Pavilion	
CALS Research Symposium	April 29	10am-3pm	Microbial Sciences	
National Agri-Marketing Association's Celebration of Excellence	April 29		Hiram Smith Hall (1545 Observatory Drive)	Recognizing the academic excellence of the National Agri-Marketing Association and the Department of Life Sciences Communication.

Dean's Message cont.

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WALSAA. I've been encouraged by the effort of WALSAA leadership and the CALS administration to bring WALSAA closer to the college community, and I would very much like to see WALSAA members continue to share their ideas and input. We are a better community for your participation, and for that I am deeply grateful.

Thank you, and On, Wisconsin!

CALS Leadership Retreat

By Shurthi Murali
WALSAA Student Representative

For the past few years, the CALS student council has arranged for a few student representatives from the various clubs under the CALS banner to go on a leadership retreat. This year, about 30 of these representatives, myself included, had the opportunity to experience this retreat first hand. None of us had a clear idea of what to expect, and I was a bit nervous. I didn't know any of the other people who were going and I was a bit skeptical that I would have fun on this retreat. On the morning of January 15, all 30 of us clambered on to the bus and spread ourselves out. The ride to Hoofbeat Ridge Mazomanie, Wisconsin, was uneventful; people were either reading, listening to their iPods or staring aimlessly out the window. Once we got to the site, we were disembarked from the bus and were ushered quickly into our cabins, where everyone shyly began introducing themselves. After most of the participants had unpacked, the group headed to the hall, which was to be a second home for the rest of the retreat.

We were met in the hall by our event coordinator Craig Elliott, who the CALS student council, with the aid of WALSAA, was able to fly in from California. We began by making a collage of pictures that told who we were: our likes, dislikes and passions. We shared our goals and other things that were important to us. I found that, although most of us had different goals, the passions we shared were the same. All of us had come to this retreat wanting and expecting the same thing: To connect to students like ourselves across CALS and to learn more about what makes a good leader. We began by discussing what the expectations were for being a leader. Although I had given some thought to what made someone a leader, I had never considered what was actually expected of a good leader. At this point in the conversation, most of us had realized

that, in order to be a leader, one doesn't need to be perfect. This realization is one that must be discovered by oneself, despite being told this same fact from a young age. Among the other truths we discovered were that a leader is someone who thinks big and has the motivation to start conversations and projects geared towards their concerns. They don't need to know the answers to all the questions, but be open to suggestions and willing to learn. In short, in order to be a good leader, you need to be human, no more, no less. The next step we had to take was to learn about ourselves. We had long discussions about the ethics of being a leader and the values we brought to the table. We then started to piece together what types of leadership skills we already possessed, both our strengths and our weaknesses. We all took the Myers Briggs personality test and found that we ranged across the spectrum. Some of us were outgoing, some more introverted, some of us led assertively, and some passively, but that didn't change the fact that we all had the ability to lead.

Going through this process was a really eye-opening experience. We learned such fundamental truths that changed my whole perspective on leadership. It wasn't something to be won and demanded, but a learning process that one had to be willing to initiate. By the end of the retreat, we all had ideas about things we could improve and, although we were sad that we were leaving, we were excited to get back to campus and begin making a difference. I don't think the retreat would have had nearly as much impact as it did if all of us weren't together, sharing, discovering and learning from each other. The CALS Leadership Retreat is definitely something I'll always remember. I had fun getting to know the future leaders of our college, and found the motivation to go beyond and do things I wasn't sure I could do before.

WALSAA Board 2009-2010

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<p>Gena Cooper-Kurth '05 - 2010 1728 Tam O Shanter Trail Sun Prairie, WI 53590 Cell: (608) 444-7656 E-mail: glcooper@uwalumni.com</p>			

Meet Dave Fahey

New WALSAA Board Member

Dave Fahey is the president and CEO of Middleton Community Bank. The bank serves over 3,000 clients with offices in Middleton, Belleville and Brooklyn. Dave graduated from UW-Madison in 1972 from the College of Agriculture. In 1992, he earned an MBA from Edgewood College-Madison and graduated from the American Bankers Association Graduate School of Agri-Finance and Banking.

A strong supporter of agriculture, Dave has been involved in a variety of boards and committees including 24 years as treasurer of the Belleville Board of Education. In years past, he earned the FFA American Farmer degree and served as state FFA treasurer. The family-operated farm in Belleville, Wisconsin, consists of approximately 1,000 acres plus additional rented acreage. The Faheys have had long-term associations with 4-H and FFA programs. For three generations, family members have shown quality livestock at local and regional shows including annual trips to the Wisconsin State Fair.

Dave's wife, Vicky, is an RN employed with UW Health. They have three sons: Ryan, a graduate of Harvard University and Columbia Law School; Garrett, a graduate of Michigan State University plus an MBA from Edgewood College; and Mitchel, a senior at UW-Madison.



Dave Fahey

WALSAA committees

Executive

Brian Fluno – President
Liz Henry – Past President
Jill Makovec – Vice President
Bob Kaczmarkek – Treasurer

Finance

Bob Kaczmarek – chairperson
Sam Miller
Jill Makovec
Brian Hettiger
Maria McGinnis

Marketing/Communication

Gena Cooper Kurth – chairperson
Brian Fluno
Andrea Brossard Martin
Karen Lee
Tom Albrecht

Events

Dave Welsh – chairperson
Steve Thomas
Marjorie Stieve
Bob Pofahl
Brian Nodolf
Brian Fluno
Val Breunig

Scholarship

Bryan Renk – chairperson
Dave Nelson
Gena Cooper Kurth
Russell Rindsig
Jill Makovec
Maria McGinnis
Shurthi Murali

WALSAA is always looking for new committee members. If you are interested in assisting with scholarships, planning events or communicating the WALSAA brand, please send your name, contact information and the committee where you'd like to participate to WALSAA at (608) 224-0400 or walsaa@wdexpo.com.



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Upcoming Events

April 23	Food Summit
May 16	Spring Commencement
May 20-22	Genetics Department Centennial
June	WALSAA Board Meeting
June 24-26	Plant Pathology Department Centennial
Aug. 21	Kemp Natural Resources Station 50th Anniversary
Oct. 21	CALS Honorary Recognition