



UPDATE: Fire-Up location changed to University Avenue

The location of the 35th Annual WALSAA Fire-Up tailgate party and auction has changed since you last read about it in the WALSAA Express. It will now be held at the University of Wisconsin Foundation, 1848 University Avenue, Madison.

The event will begin at 10:30 a.m. on Sept. 18 with the WALSAA annual meeting. The luncheon and silent auction will follow at 11 a.m. Festivities will conclude at 2 p.m. in enough time for you to find your seat for the Badger versus Arizona State Sun Devil's football game.

Look forward to the entertaining visits from the UW Band and other Wisconsin celebrities. Bid high at the WALSAA Silent Auction to raise money to support scholarships and awards. The auction will feature new items and many of the wonderful auction items you bid on each year. View a partial listing of items up for auction on pages 4 and 5.

A limited number of football tickets are still available. The cost for both the Fire-Up luncheon and game is \$72 for adults; \$62 for children 3 to 11; and ages under 3 are free. Tickets for just the Fire-Up are \$30 for adults; \$20 for children 3 to 11; and free for those younger than 3 years old. To order tickets or for more information, go to page 7 or contact Amy Ryan at (608) 438-1994 or admin@walsaa.org.

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President's Message: It's time for Fire-Up



WALSAA President
Brian Fluno

Hello WALSAA supporters and friends. I love this time of the year! Summer is almost over, school is starting and another season of Badger Football is upon us. Our team enters the fall with high expectations and a real possibility of a Big Ten Championship...only time will tell. This time of year also brings the annual WALSAA Football Fire-Up and Silent Auction.

The WALSAA Football Fire-Up and Silent Auction is WALSAA's premier event of the year and always promises good food, good drink and a good time. This year Fire-Up will be held on Saturday, Sept. 18 at a new location – thanks to our friends at the University of Wisconsin Foundation. Fire-up will be held in the Foundation's front parking lot, just a few blocks from Camp Randall off of University Avenue. Along with our great location, we offer a great Fire-Up atmosphere that takes place prior to, arguably, the best non-conference opponent on this year's schedule – Arizona State.

The later start time for the game allows for a perfect luncheon tailgate with Fire-Up starting at 11 a.m. Our annual WALSAA Annual meeting will be held at 10:30 a.m. with a brief recap on the past year. Whether going to the game or not, your attendance at Fire-Up will help support our great cause. Once again we will have numerous items up for bid in our annual silent auction. All proceeds from the auction go to support WALSAA scholarships and activities. Order your tickets today and join us on the 18th!

We've made some structural changes to WALSAA recently... I welcome your comments about the changes we've made and would like to hear any questions, concerns or suggestions you may have. A strong WALSAA is a direct result of the intellectual, physical, and monetary contributions from our friends and supporters. On behalf of the WALSAA Board, I thank you for your continued support.

On Wisconsin!

WALSAA football trip to Purdue planned Nov. 5-7

Join WALSAA members and CALS alumni as we travel to see the Badgers take on the Boilermakers in West Lafayette. This could well be one of the last times the Badgers will play at Purdue in the regular season with the conference realignment coming up next year!

The trip includes two night lodging at a Holiday Inn Select, two

Continental breakfasts, transportation to and from West LaFayette, refreshments on the bus, a Purdue campus tour, game ticket and Badger Huddle tailgate ticket.

The trip will depart from Madison at 1:30 p.m. Friday, Nov. 5 with an additional stop in Janesville/Beloit and will return around 1 p.m. on Sunday Nov. 7. Cost is \$425 per

person (double occupancy) with an additional charge for singles of \$125. This trip is being operated by Daluge Travel and hosted by Rick and Peggy Daluge of Madison. Deadline for reservations is Sept. 15.

Make checks payable to Daluge Travel and send to 5321 Fairway Drive, Madison WI, 53711 or call (608) 273-1091 with questions.

CALS Message: Reflecting on a legacy



CALS Dean
Molly Jahn

Dear WALSAA members,
In the past several weeks, our college has lost some dear friends. The passing of esteemed faculty members Dave Dickson, Art Pope and Henry Lardy, along with the tragic loss of our state's outstanding Secretary of Agriculture Rod Nilsestuen, gives us occasion to pause and honor the leadership that helped build our fine agricultural institutions.

Stalwart among those is former CALS Dean Glenn Pound, who passed away in July. Because I know so many of you had the chance to know and work with Dean Pound – and because I feel I owe so much to his exemplary vision – I want to share a few reflections about his legacy.

By any account, Pound led one of the most remarkable chapters in the history of CALS. This period saw tremendous growth – in the number of CALS faculty and students, the size of the CALS campus and in the scope of the college's activities. But it was also a transformative era, during which Pound helped place the college on the path toward becoming the CALS we know today.

Pound became dean in 1964, a time that bears some similarities to the present day. As is the case now, some of the biggest issues facing the planet in that era were connected to the fields we study. Dean Pound understood this, and he took shrewd steps to position the college to deliver results in those areas. He recognized, for instance, that the growing federal investment in basic science presented an opportunity for CALS to expand its resource base. Pound made strategic hires and alignments that

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allowed CALS to build powerful capacities in emerging areas such as molecular biology and biotechnology – capacities that are still critical today.

But the beauty of Pound's leadership was that success in one area did not come at the expense of another. Pound saw that basic and applied research work best in close collaboration, not as competitors for attention and money. As a former farmer and a plant pathologist, he also appreciated the deep interconnections between agriculture and the fundamental aspects of biology and chemistry that too often are segregated into distinct areas of inquiry. He made us the College of Agricultural AND Life Sciences, both in name and in deed, understanding that each was poorer without the other.

I often wonder where CALS would stand without people like Dean Pound. I have no doubt we would still be a strong, vibrant community full of great insight and innovation. But would we understand ourselves so well? Would we share the common purpose that I see run among our departments today? This, in my mind, is the mark of our great deans. Their success was not merely in the fact that they led programs and people; it lies in how they marshaled the spirit and will of a community to bring our visionary and essential commitments into the next era.

Wishing you a happy and bountiful fall, and On, Wisconsin!

CALS is now on Twitter.

Follow CALS at UWMadisonCALs



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WALSAA Fire-Up Silent Auction

Here is a partial listing of items that will be up for auction at Fire-Up. To see the full spread, attend the event on Sept. 18.

Item: Framed and Matted UW-Madison Print Called "The Hill"
Value: \$130
Donor: AgSource Cooperative Services

Item: Four Person, One Night Stay at the Kalahari Resort in Wisconsin Dells
Value: \$400
Donor: AgriGold

Item: Igloo Icy Tunes Cooler and Stuffed Cow
Value: \$170
Donor: ANIMART

Item: A Pair of UW Stadium seats and a UW Floor Mat
Value: \$80
Donor: Louis Arrington

Item: Pair of UW Men's Season Basketball Tickets
Value: ~\$950
Donor: Badgerland Financial and WALSAA

Item: One Mixed Case of Wine
Value: \$125
Donor: Botham Vineyards & Winery

Item: Norway Spruce
Value: \$150
Donor: Brehm Wonder Creek Nursery

Item: One Autumn Blaze Maple Tree
Value: \$550
Donor: Brickman

Item: Gas Grill
Value: \$65
Donor: Bruce Company

Item: 24 Pounds of Babcock Cheese
Value: \$200
Donor: CALS

Item: Pedal Tractor and Utility Wagon
Donor: Case New Holland

Item: Retail Advertising and One-Year Subscription
Value: \$135
Donor: The Country Today

Item: One Week Stay at a Cabin in Waupaca, Wisconsin
Donor: Sue Crane, WE Energies

Item: One Week Lodging in Montreal, Wisconsin
Value: \$350
Donor: Rick and Peggy Daluge, Daluge Travel

Item: Pair of Men's Hockey Season Tickets Friday Night Series Includes Playoff Rounds and Parking
Value: ~\$450
Donor: Steve Diercks, Coloma Farms

Item: Pair of Men's Hockey Season Tickets Friday Night Series Includes Playoff Rounds and Parking
Value: ~\$450
Donor: Steve Diercks, Coloma Farms and WALSAA

Item: One Night Stay & Breakfast
Value: \$150
Donor: Doubletree Hotel of Madison

Item: Gift Certificate - Ruth's Chris Steakhouse
Value: \$100
Donor: Bob and Lisa Hagenow

Item: Three Bottles of Wine from Old Oak Cellars
Value: \$60
Donor: Howard Hasselkus

Item: Four UW Football Tickets
Value: \$200
Donor: Liz and Joe Henry, Henry Farms

Item: Gift Certificates to Rural Route Popcorn
Value: \$200 (Two certificates available)
Donor: Brian Nodolf, Rural Route Popcorn

Item: Two Tickets to a 2010/11 Concert
Value: \$97
Donor: Madison Symphony Orchestra

Item: Mixed Quarter of Angus Beef
Value: \$500
Donor: Michael Marr, Valley View Farms

Item: Frontline Plus for Dogs
Value: \$500
Donor: Merial

Item: Processed Lamb
Value: \$250
Donor: Scott Rasch

Item: Two UW-Basketball Tickets
Value: \$100
Donor: Bryan Renk

Item: Wisconsin Hospitality Kit
Value: \$70
Donor: Sheldon and Jan Schieldt

Item: Pair of Lift Tickets
Value: \$84
Donor: Tyrol Basin & Snowboard Area

Item: One Fraiser Fir Christmas Tree
Value: \$50 to \$75
Donor: UW Forestry Club

Item: Pair of UW Men's Season Basketball Tickets
Value: ~\$950
Donor: WALSAA

Item: \$100 Towards a Full Lawn Care Program
Value: \$100
Donor: Weedman Lawn Care

Item: One Week Stay at The Manney Place in Door
County
Value: \$1,500
Donor: James Wilson Family

Item: Great Big Cheese Cookbook and Wine & Cheese
Portfolio
Value: \$50
Donor: Wisconsin Milk Marketing Board

Item: Wine Gift Baskets
Value: \$65
Donor: Wollersheim Winery

Item: World Dairy Expo Gift Basket
Value: \$75
Donor: World Dairy Expo

Slate of WALSAA Board nominees announced

The WALSAA Board of Directors has four openings to be filled at this year's annual meeting. Two members, Steven Thomas and Gena Cooper, will be retiring after years of service to WALSAA. Marjorie Stieve and Karen Lee are up for re-election to the board. They were elected in 2008 to fill partial terms created with the addition of more seats on the board. Each of them are nominated for their first full term on the board.

Two other nominees for first full terms as selected by the board are:

Jenny Dierickx

I grew up on a dairy farm in Green County where I was active in 4-H and FFA. As a graduate of the life sciences communication program,



UW-Madison offered me the perfect major to combine my love for agriculture with my interest in communications and marketing. My senior year I received the "Active Aggie" award, which I consider one of my greatest accomplishments in my college career.

For the past five years, I was

a project manager for a consumer products company in Middleton. This August, I will start a new position as marketing executive at Filament Marketing here in Madison – an agency specializing in agricultural marketing.

I have been actively involved in Wisconsin Farm Bureau serving on the state Young Farmer and Agriculturists (YFA) committee for three years in addition to being a current member of the state Farm Bureau women's committee as well as the Dane County Farm Bureau YFA board representative.

Valerie Breunig

As the first intern for WALSAA in 1984, I began working with all types of alumni to involve them in the work of the college. I was also introduced then to NAADA and the role alumni organizations play connecting alumni to their alma maters and other stakeholders such as businesses, other alums, faculty and students.



In my previous job as director

of development with the American Society of Agronomy, I worked directly with other land grant university alumni and faculty, connecting donors with university scholarships, lectureships and research programs. I learned much by comparing student, alumni, development and overall advancement programs all over the country. In this role, I visited more than 20 land grant universities across the country.

In my current position, I raise funds for international development programs, our main emphasis now moving to agricultural microfinance development. This international focus has helped me see research, education and outreach programs in an even broader context.

I enjoy staying connected with the agricultural community and would look forward to being a working member of the WALSAA director team. My son will attend UW-Madison this fall, and I would enjoy this additional connection as well.

Additional nominations will be taken on the floor prior to voting at the WALSAA annual meeting, Sept. 18, 10:30 a.m. at the UW Foundation building on University Avenue.

Last chance to order your Fire-Up and football tickets

WHAT: Annual WALSAA Fire-Up Tailgate Party & Silent Auction

WHEN: Saturday, September 18, 2010 (Prior to the Badgers vs. Arizona State Sun Devil's)

WHERE: UW-Foundation Parking Lot, 1848 University Ave, Madison, WI 53726

TIME: 11 a.m. to 2 p.m.

Name: _____

Address: _____

City, State & Zip Code: _____

Phone Number: _____

E-mail: _____

Number of Adults: _____ Number of children 3 to 11: _____ Number of children under 3 _____

Event	Cost	# of Tickets	Total
Game Day Package* Fire-Up Luncheon & Badgers vs. Sun Devil's Tickets (max. 6 tickets per request)	Adults: \$72 Child 3-11: \$62 Child under 3: Free**	Adult: _____ Children 3-11: _____ Children Under 3: _____	\$
Fire-Up Luncheon Luncheon Tickets Only	Adults: \$30 Child 3-11: \$20 Child under 3: Free	Adult: _____ Children 3-11: _____ Children Under 3: _____	\$
Handling Charge – Per Order	\$5	N/A	\$ 5.00
Total Cost:			

Check: Made payable to WALSAA in the amount of \$ _____

Check and Form: Mail to WALSAA, P.O. Box 5177, Madison, WI 53705

All football and Fire-Up Luncheon tickets will be available at the "Will Call" table. Tickets will NOT be mailed.

Note: Fire-Up Luncheon tickets will be for sale at the door for \$35 adults and \$25 for children.

* Badger Football tickets are available only as a Game Day Package deal with Fire-Up Luncheon tickets.

* *Children Under 3 must sit on the lap of an adult football ticket holder during the Badger game.

For additional information, please contact WALSAA Administrative Coordinator, Amy L. Ryan

Phone: (608) 438-1994; E-mail: admin@walsaa.org; or visit us on the web at www.walsaa.org

Annual WALSAA Farm Technology Days Picnic



Top: WALSAA Board Member and former President Steve Thomas cooks up brats with his son Zach, who according to his nametag will be a CALS alum in 2021.

Middle: After a year in Washington D.C., CALS Dean Molly Jahn (left) reconnected with staff and alumni at the WALSAA picnic.

Bottom: WALSAA Board Member Russel Rindsig (right) enjoyed a delicious meal with fellow WALSAA supporters and friends.

Those who were able to attend the Farm Technology Days Picnic on July 21 enjoyed delicious food, sunny weather and great company. The beautiful Glen Park in River Falls was the perfect setting to bring together the UW-Madison's College of Agricultural and Life Sciences and Farm & Industry Short Course graduates, friends and family.

The park was conveniently located just a mile northeast of the FTD host farm owned by Roger and Beverly Peterson and family. The farm is a 2,100-acre operation that consists of a newly-remodeled dairy barn with modern milking parlor, as well as a sizable cash grain enterprise.

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NAADA Conference: 'Unleash Your Potential'

As in years past, WALSAA sent a representative to the annual National Agricultural Alumni and Development Association (NAADA) conference. It was held in Athens, Georgia, June 6-9. NAADA is dedicated to the professional advancement of individual NAADA members and in-turn the institutions they serve; and is comprised of 44 of the nation's colleges of agriculture and related sciences, as well as individuals who are volunteers not only to NAADA, but also to their member institutions.

The "Unleash Your Potential" conference had a strong focus on communication and how an institution or organization can unleash its potential through effective communication strategies. NAADA is very excited about its newly launched national job and internship website, the iCenter, which will assist both

new and experienced employees to readily find potential agricultural-based employers. On the other hand, this site will also allow agricultural-based employers the opportunity to reach out to prospective employees. If you are interested in more information, visit www.naada.org and click on the employment tab.

Effective communication via social networking was another topic discussed at this year's conference. How to most effectively use social networking sites, such as Facebook, Twitter and the like was of key interest. As many of you are aware, WALSAA now has a strong presence on both Facebook and Twitter, with our followers growing rapidly. This choice of medium has allowed WALSAA to approach a larger-reaching demographic in order to inform and connect our supportership to both WALSAA and

CALS happenings. If you are interested in CALS or WALSAA information, from event details and photos, scholarship recipients, or other great updates, then we strongly encourage our supporters to embrace this movement, as it has been shown to be very effective and viral. Take a moment to visit us on Facebook and Twitter by searching for WALSAA's non-profit organization!

It goes without saying, but NAADA is an important organization to the agricultural academic and working community. With the association's unmatched development, resources and high standard to aspire, they provide their followers an unmatched service. WALSAA looks forward to attending and supporting NAADA for many years to come.

As they say in the South, "See ya'll online soon!"

Farm Technology Days picnic cont.

Continued from page 8

WALSAA is grateful that generous members continue to graciously host our picnic in conjunction with the annual Farm Technology Days event. It is a great tradition that provides a moving location so all our supporters have the chance to join

in the fun when the picnic is near. Thank you to past and future hosts for keeping this tradition strong!

Future Farm Technology Days locations include:

- Marathon County, July 12-14, 2011
- Outagamie County, July 17-19, 2012

If you or someone you know is interested in carrying on the WALSAA Farm Technology Day tradition as a picnic host, contact our Administrative Coordinator Amy Ryan to discuss the details.

See you next year in Marathon County!

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>			

Alumni Updates

Robert G. Bush, chair emeritus of Schreiber Foods, located in Green Bay, and **Milton Friend**, emeritus scientist with the U.S. Geological Survey, National Wildlife Health Center received Doctor of Science honorary degrees from UW-Madison. Honorary degrees are awarded in recognition of extraordinary accomplishment and achievement.

Dr. Rick Daluge, BS '71, PhD '82 has been named vice-president of the Wisconsin FFA Foundation.

Al Herrman, FISC '73, BS '77, has been named the recipient of the Russell O'Harrow Award for his service to Leadership Wisconsin.

David Laatsch, BS '76, MS '85, has retired as ag instructor at Beaver Dam High School.

Norm Monsen, BS '80, has been named the Outstanding Alumnus of the Leadership Wisconsin.

Kevin Bacon, BS '84, has been named to the board of the Wisconsin FFA Foundation.

Michael Kawleski, BS '84, has

been named director of the Central Wisconsin Agribusiness Innovation Center. He was also elected president of the Wisconsin FFA Foundation.

Lisa Konkell, BS '91, was named one of the top agri-science educators in the nation. Konkell teaches at Big Foot High School.

Cal Bouwkamp, BS '98, of Paredeeville High School was named the runner-up state agri-science teacher at the State FFA Convention in June.

Beth Porior, BS '05, has accepted a position as ag instructor at Merrill High School. She previously taught at Oconto Falls.

Rick Henningfield, BS '06, of Big Foot High School was named the top agri-science teacher at the State FFA Convention.

Nicole (Schmidt) Nelson, BS '08 serves as the executive director for the Wisconsin FFA Foundation.

Andrea Bloom, BS '09, is a marketing manager for Vita Plus Corporation in Madison.

In memoriam

Clarence Asmus
John Boyle
David Dickson
Glenn Pound
Arthur Pope
Ronald Pierce

FISC Corner

By **Andrea Brossard Martin**
FISC Alumni President

Save the date! The 126th annual UW-Madison Farm and Industry Short Course Reunion will be held Saturday, Jan. 29, 2011. More details to follow in the December newsletter!

Preparation is well underway, for the new class of FISC students to embark on Madison. Currently there are 125 accepted students not only from Wisconsin, but also from Arizona, Iowa, Illinois, Maryland, Minnesota, Ohio, Pennsylvania and Texas. Additionally, students have the opportunity to obtain a scholarship from the \$125,000 awarded each year to FISC students.

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Upcoming Events

Sept. 18	WALSAA Annual Meeting & Fire-Up
Oct. 15	WALSAA Board Meeting
Oct. 21	CALS Honorary Recognition
Nov. 5-7	WALSAA Football Trip to Purdue