

# walsaa EXPRESS

Your CALS Connection For Life

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## Fantastic year for Fire-Up at its new location

On Saturday, Sept. 18, the 35th Annual WALSAA Fire-Up Tailgate Party was the place to be for UW-Madison CALS alumni and friends. With a new location, more than 450 in attendance, and nearly \$22,000 raised in scholarships, it is safe to say it was a fantastic year for Fire-Up!

WALSAA's outdoor event at the UW-Foundation building, just blocks from Camp Randall Stadium, was a huge hit. There is not much that beats a beautiful fall afternoon with great friends, a cold beverage and a Badger football game to follow. The transition from the UW Field House to the new locale at the UW-Foundation was seamless thanks to the dedication of our volunteer planners and helpers.

"Thank you to all of our volunteers and donors. Without their personal commitment, our event would not have been a success," says Brian Fluno, WALSAA president. (See the lists on pages 5 and 6 to learn who was involved in putting on the event.)

With a number of hot ticket items from generous donors, the annual Fire-Up Silent Auction recorded nearly \$22,000 raised in scholarship monies. That includes a \$10,000 matching contribution from the UW Foundation. Fire-Up attendee Carl

Continued on page 4

### INSIDE THIS ISSUE

|                               |         |
|-------------------------------|---------|
| President's Message . . . . . | page 2  |
| CALS Message . . . . .        | page 3  |
| Hockey Suite . . . . .        | page 8  |
| FISC Reunion . . . . .        | page 9  |
| Campus Happenings . . . . .   | page 10 |
| OSA Recipients . . . . .      | page 10 |
| Show Your Support . . . . .   | page 13 |

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# President's Message: Help make 2011 a successful year

WALSAA President  
Jill Makovec



**H**appy Holidays WALSAA Supporters! I am honored to be serving as your WALSAA president for the upcoming year, and thank the Board for their support.

As a senior in high school, I set my heart on going to UW-Madison and CALS to be a dairy science and ag journalism double major. WALSAA played an important role in my college career – allowing me to serve as a CALS Ambassador and assisting me with an Outstanding Sophomore Scholarship. After receiving my bachelor's degree, I remained in CALS to earn my master's degree in dairy science studying milk quality. Today, I work for Learfield Communications as an account executive for Wisconsin Radio Network and Brownfield. In this role, I design custom solutions for clients' communication and outreach plans – especially when they need to reach a statewide or regional audience. On the weekends, I make the trip back to Muscoda to help on my parents' dairy farm. I am delighted to serve the organization that helped me during my time in CALS.

Last year was a pivotal year for WALSAA. I would like to thank Past-President Brian Fluno for his tremendous leadership. Brian was instrumental in marketing WALSAA and continuing the WALSAA transition. Brian's commitment led to WALSAA's enhanced position on Facebook and Twitter, creation of the WALSAA website and establishment of WALSAA's new supporter levels. I'd also like to thank retiring Board members Steve Thomas and Gena Cooper-Kurth for their years of service and wish them the best in their future endeavors.

With their departure, we welcome new Board members Valerie Breunig and Jenny Dierickx. Each of these ladies has a wealth of experience and strong commit-

ment to CALS. We are excited to have them share their talents with WALSAA. In addition, Sam Miller has joined the leadership team as vice-president and Bob Kaczmarek will continue to serve as treasurer. We are looking forward to leading WALSAA through another successful year.

Speaking of success, thank you to all of those that participated in this year's Fire-Up. Dave Welsh, Amy Ryan and the entire events committee did a fabulous job planning and executing the event. The new location at the UW Foundation was well received, and we look forward to hosting the event there again next year! Whether you attended to connect with fellow alumni, volunteered your time, donated an item or were a successful buyer, your contribution is greatly appreciated. This is WALSAA's biggest fundraiser, and the money raised supports the WALSAA Outstanding Sophomore Awards and Scholarships and the Farm and Industry Short Course scholarships.

While Fire-Up is a key fundraiser, annual contributions also are vital for WALSAA to continue with its mission to support CALS and FISC students. In addition to awarding scholarships, WALSAA funds the Ambassador Program and CALS Leadership Retreat. Next year, based on requests from current students, WALSAA would like to resume awarding travel grants to students striving to attend conferences to enhance their college experience. However, we cannot do this without the financial support from our CALS alumni and friends. I encourage you to consider a gift to WALSAA this holiday season. Various giving opportunities are available and your support will impact the future of our current CALS students.

Best wishes for a safe holiday season and prosperous New Year! On Wisconsin!

# CALS Message: Time for a new chapter



CALS Dean  
Molly Jahn

In the lobby of Ag Hall, 12 portraits hang above the large wooden doors that lead to the main lecture hall, where thousands of students pass every day. These pictures represent the deans who have led CALS during its 121 years, and included among them are legendary names like Henry, Russell and Pound. But if you glance down that row of portraits, contemplating the successes and challenges the college has faced through each dean's tenure, you realize they tell a story that transcends any one of them.

Five years ago this past September, I received a call from Chancellor John Wiley offering me the opportunity to add my portrait to that wall. He charged me with leading a great college at a great public university toward its future, strengthening its core commitments and bringing new energy and focus to its missions. In the time I have served as dean, we have made historic progress in many areas. We have modernized operations and improved the efficiency and impact of our work. We have attracted new resources for research, teaching and outreach and recruited more than 50 new professors, enhancing what is already among the most productive and excellent faculty in agricultural and life sciences in the world. We have improved our campus facilities and research stations, recommitted to our Farm and Industry Short Course, and strengthened partnerships that are at the core of our missions, both within Wisconsin and throughout the world.

Now, recognizing that we have accomplished so much of what I felt I was brought here to do, it's time for a new chapter for me and for CALS. At the end of this year, I will step down as CALS dean to focus on some issues of special importance to me.

Throughout my career, I have found myself driven

by questions even broader than those we can address in our college. Chancellor Martin has given me a unique opportunity to focus on these issues on a campus-wide scale, which will allow me to bring my insights from agriculture, environmental and life sciences forward to help define the research agenda for our university. I'm enthusiastic about taking this challenge, which builds very naturally on my own research interests, my experiences as dean and my recent position with the U.S. Department of Agriculture.

I take this step with the full confidence that the college is in a very strong position – with its budget balanced, a dynamic faculty on the rise, growing enrollments and many friends. Our recent successes define a secure foundation for this vibrant community to continue to embrace collaboration and innovation in pursuit of our brightest future. I am delighted to share that Bill Tracy, current chair of the Department of Agronomy and a veteran of many campus leadership positions, has agreed to serve as interim dean while the chancellor and provost conduct a national search for the next CALS dean. Bill is an exceptional scholar and leader – one who was deeply influential on my decision to come to Wisconsin – and he will represent and direct CALS with grace and vision.

As I make this transition, please know how deeply I appreciate your support and friendship. I know that you, like me, cherish the college and all that it stands for, and together we will continue to add new pages to its illustrious history.

Thank you, and On, Wisconsin!



# Past President's Message: Progress made



WALSAA Past President  
Brian Fluno

**G**reetings WALSAA Supporters!  
I'm honored to have served as Board President for the last 12 months and I'm very excited about the progress we've made. Shortly after I was elected last fall, the WALSAA Board decided to transition our Association from one with "Members" to one with "Supporters." The goal with this change was to strengthen the emphasis on raising dollars for CALS students and alumni.

To support our transition, we updated the look of the WALSAA logo and *WALSAA Express*. We went digital by launching our own website ([www.walsaa.org](http://www.walsaa.org)) that provides information about WALSAA's activities and its Board while also providing an easy way to donate electronically via PayPal. Finally, we have become active with social media by encouraging Supporters to "follow us" on Twitter and "like" our fan page on Facebook.

While changes were being implemented, WALSAA was still able to carry out important tasks such as awarding FISC awards, providing funding to the CALS Leadership Retreat, interviewing and selecting WALSAA Outstanding Sophomore Award winners, presenting the CALS Outstanding Advisor Award, hosting a picnic gathering at the Farm Technology Days, and having a blast at one of the best Fire-Up tailgate parties in recent memory.

Moving forward, I congratulate Jill Makovec and Sam Miller who have been elected by the WALSAA Board as the new President and Vice-President, respectively, of the Board. I look forward to working with them, and the entire WALSAA Board, to grow our Association. The more Supporters we have the more dollars we can raise for our cause. If you know of a fellow alumnus who is not a current WALSAA Supporter, please encourage them to join us.

## Fantastic Fire-Up cont.

Continued from page 1

Daniels also pocketed more than \$500. He won the 50/50 raffle and donated a portion of his winnings to WALSAA.

Adding to the atmosphere of Fire-Up was some great game day entertainment. The UW-Band and Bucky Badger stopped by to spread school spirit, while the Soggy Prairie Boys live band kept the excitement going.

Photos and videos of the 2010

Retiring board members were recognized at WALSAA's annual meeting during Fire-Up. They were: Steve Thomas (left), Merle Richter (center - retired in 2009) and Gena Cooper-Kurth (right).



event are posted on WALSAA's website, [www.walsaa.org](http://www.walsaa.org), and WALSAA's Facebook page.

Plans are underway for the 36th Annual WALSAA Fire-Up in 2011. See the article on page 5 to find out

how you can participate. If you'd like to attend, be sure to watch your upcoming editions of *WALSAA Express* for the date, location and ticket information.

# Thank you to those who made Fire-Up happen

Let us not forget those that make this event possible – our volunteers! WALSAA would like to extend its sincere gratitude to all of the volunteers – from younger high school and college volunteers to the long-time, experienced gurus, please know that your time and commitment to making this event great is greatly appreciated and evident in its success. Thank you!

Julie Martin  
Dana Erickson  
Catherine Harris  
Eric Ronk  
Adam Mauer  
Aisha Liebenow  
Amy Ryan  
BJ Chrisler  
Bob Pofahl  
Brian Fluno  
Brian Giza  
Brian Hettiger  
Brian Nodolf  
Bryan Renk  
Cgrustt Prill  
Christine McFarland  
Curtis Morsen  
Danielle Brown  
Dave Nelson  
Dave Welsh  
David Discher  
Erika Anderson  
Erin Atterholt  
Gena Cooper  
Jake Lange  
Jill Makovec  
Joe Jr. Henry  
Karen Lee  
Karen Schlichter  
Katie Moy  
Kyle Breunig  
Liz Henry  
Maddy Levin  
Maria McGinnis  
Marie Kumesoco



Marjorie Stieve  
Mark Ritchie  
Melissa Doyle  
Mikaela Breunig  
Mike Marr  
Robert Kaczmarek  
Ron Crandall  
Russell Rindsig  
Sam Miller  
Scott Johnson  
Shannon Sattler  
Shurthi Murali  
Sonia Gelsinger  
Stephanie Geiger  
Steve Marr  
Steve Thomas  
Tim Pearson  
Tom Albrecht  
Valerie Breunig  
Yuriy Velichkin  
Zeeshan Haq

## WALSAA volunteer opportunity

WALSAA wants to let you in on a little secret...Fire-Up did not happen over night! Surprised? WALSAA is looking far in advance to continually improve its annual Fire-Up tailgate event to make it an unforgettable experience for all of its supporters. WALSAA would love for you to be a part of this exciting event!

Next year is the 36th annual, and we would like nothing more than to make it our best! We are looking for volunteers in areas of development, marketing, set-up, breakdown and administration. If you have additional talents that you would like to contribute, or know of anyone interested in being a part of making Fire-Up 2011 amazing, please call or e-mail our Administrative Coordinator for further details. Amy Ryan can be reached by phone at (608) 438-1994 or by e-mail at [admin@walsaa.org](mailto:admin@walsaa.org).

WALSAA would also like to give special thanks to the generous people, companies and organizations that donated food or supplies to Fire-Up. These donations reduced the overall cost of the event benefiting both WALSAA supporters and future scholarship recipients.

### Food Donors

Potato Ole's – Bob Williams  
Rural Route One Popcorn – Brian Nodolf  
Steaks – Brian Nodolf  
Apples – Door County Peninsular Research Station  
Beer – Frank Beer Distribution  
Crackers – Potter's Crackers  
Milk and Ice Cream – Sassy Cow Creamery  
Cheese and Sausage – The Swiss Colony  
Brats – Usinger's  
Potatoes – Wisconsin Potato Growers Association

### Supply Donors

Tents – Boy Scout Council  
Trailer – Boy Scout Troop #146  
Cooler Trailer – Dane County Dairy Promotion  
Tent – Matthew's Tent Rental & Construction

# Fire-Up Silent Auction results

WALSAA would like to extend a huge thank you to the donors and bidders of the Fire-Up Silent Auction. Together we raised nearly \$22,000 for scholarships. Here is a listing of items sold, their donors and the highest bidders.

**\$100 gift certificate to Rural Route Popcorn**

Donated by: Brian Nodolf, Rural Route Popcorn  
Highest bidder: Julie Wendler

**\$100 gift certificate to Rural Route Popcorn**

Donated by: Brian Nodolf, Rural Route Popcorn  
Highest bidder: Mike Garvey

**\$100 gift certificate to Ruth's Chris Steakhouse**

Donated by: Bob and Lisa Hagenow  
Highest bidder: Valerie Breunig

**\$100 of retail advertising**

Donated by: The Country Today  
Highest bidder: Nancy Kavazanjian & Charles Hammer

**\$100 towards a full lawn program**

Donated by: Weedman Lawn Care  
Highest bidder: Liz Henry

**14-foot Heritage River Birch, delivery and planting is available**

Donated by: Brehm Wonder Creek Nursery  
Highest bidder: Rick Daluge

**Autumn Blaze Maple tree**

Donated by: Brickman  
Highest bidder: Rick Daluge

**Case IH 7088 pedal combine**

Donated by: Case New Holland  
Highest bidder: Brian Nodolf

**Four basketball tickets to the Milwaukee Bucks**

Donated by: Senator Herb Kohl's Office  
Highest bidder: Stephen Share

**Four tickets to the Varsity Band Concert and CD of UW Band music "On Wisconsin"**

Donated by: UW Alumni Band  
Highest bidder: Sam Miller

**Four UW Football tickets**

Donated by: Liz and Joe Henry, Henry Farms  
Highest bidder: Eric Weitzer

**Four-pack stay and waterpark access to Kalahari in the Dells**

Donated by: Dave Welsh, AgriGold  
Highest bidder: Eric Weitzer

**Fraser Fir Christmas tree**

Donated by: UW Forestry Club  
Highest bidder: Kathleen Sherry

**Frontline Plus - Cats**

Donated by: Merial  
Highest bidder: Julie Wendler

**Frontline Plus - Dogs**

Donated by: Merial  
Highest bidder: Nancy Kavazanjian & Charles Hammer

**Frontline Plus - Dogs**

Donated by: Merial  
Highest bidder: Eric Weitzer

**Frontline Plus - Dogs and puppies**

Donated by: Merial  
Highest bidder: Mike Manthey

**Great Big Cheese Cookbook and Wine & Cheese Portfolio**

Donated by: Wisconsin Milk Marketing Board  
Highest bidder: Mary Grummer

**Igloo Icy Tunes Cooler and Stuffed Cow**

Donated by: ANIMART  
Highest bidder: Kristen Haglof

**Mixed case of wine**

Donated by: Botham Vineyards & Winery  
Highest bidder: Bryan Renk

**Mixed quarter of Angus beef**

Donated by: Michael Marr, Valley View Farms  
Highest bidder: David Rischmueller

**One-night stay & breakfast**

Donated by: Doubletree Hotel of Madison  
Highest bidder: Brian Giza

**One-night stay in a double suite and six waterpark passes**

Donated by: The Wilderness and Golf Resort  
Highest bidder: Bob Hagenow

**One-night stay in a standard room, includes up to five waterpark passes**

Donated by: Holiday Inn and Suites, Madison  
Highest bidder: Scott Rasch

**One-night stay in a tower junior suite, six water park passes included**

Donated by: Chula Vista Resort  
Highest bidder: Rick Daluge

**One-week lodging in Montreal, Wis.**

Donated by: Rick & Peggy Daluge, Daluge Travel  
Highest bidder: Joan Premo

**One-week stay at cabin in Waupaca, Wis.**

Donated by: Sue Crane  
Highest bidder: Jerry Franz

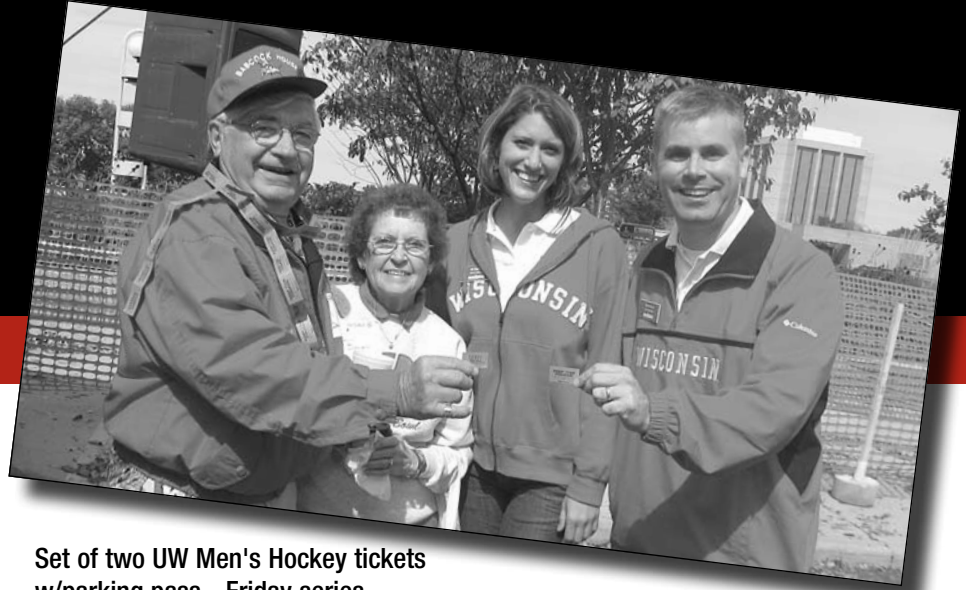
**One-week stay at condo in Hawaii**

Donated by: Kay & Duane Mass  
Highest bidder: Dan and Kim Riley

**One-week stay at The Manney Place**

Donated by: James Wilson Family  
Highest bidder: Paul & Sue Miller

Winning Fire-Up's 50/50 raffle was Carl Daniels (left). He is pictured with (left to right) Shirley, his wife; Jill Makovec, WALSAA president; and Brian Fluno, WALSAA past president.



**One-year membership to Babcock Cheese Club**

Donated by: CALS  
Highest bidder: Mike Garvey

**One-year subscription**

Donated by: The Country Today  
Highest bidder: Rick Daluge

**Overnight stay at the Sheraton**

Donated by: Sheraton Madison Hotel  
Highest bidder: Mike Garvey

**Package couple's hot air balloon flight**

Donated by: Jerry Teed, Gentle Breezes LLC  
Highest bidder: Dan Hein

**Pair of lift tickets**

Donated by: Tyrol Basin & Snowboard Area  
Highest bidder: Rick Daluge

**Pair of UW stadium seats and a UW floor mat**

Donated by: Lou Arrington  
Highest bidder: Mark Repinski

**Processed lamb**

Donated by: Larry Rasch, Rasch Market Lambs  
Highest bidder: Nancy Kavazanjian & Charles Hammer

**Set of two UW Men's Basketball season tickets**

Donated by: Badgerland Financial  
Highest bidder: David Rischmueller

**Set of two UW Men's Basketball season tickets**

Donated by: WALSAA  
Highest bidder: Eric Johnson

**Set of two UW Men's Hockey tickets w/parking pass - Friday series**

Donated by: Steve Dierks, Coloma Farms  
Highest bidder: Sam Miller

**Set of two UW Men's Hockey tickets w/parking pass - Friday series**

Donated by: WALSAA  
Highest bidder: Mike Manthey

**Set of UW Football tickets and Dean's Brunch, Homecoming Badgers vs. Minnesota**

Donated by: CALS  
Highest bidder: Randy Jones

**Set of UW Football tickets and Dean's Brunch; Homecoming Badgers vs. Minnesota**

Donated by: CALS  
Highest bidder: Matthew Repinski

**Three bottles of wine**

Donated by: Howard Hasselkus  
Highest bidder: Jerry Franz

**Three bottles of wine**

Donated by: Howard Hasselkus  
Highest bidder: Dave and Kim Daniels

**"Tri-colored Terrace" print**

Donated by: AgSource Cooperative  
Highest bidder: Ron Curran

**Two tickets to a 2010/11 concert**

Donated by: Madison Symphony Orchestra  
Highest bidder: Brian Nodolf

**Two tickets to UW vs. Northwestern football game**

Donated by: Jere & Anne Fluno  
Highest bidder: Tom Kennedy

**Two UW Basketball tickets**

Donated by: Bryan Renk  
Highest bidder: Dale Ryan

**Two UW Football tickets and two admissions to Badger Blast; Badgers vs. Indiana**

Donated by: Birdie Schiller, The Pines  
Highest bidder: Andy Buttles

**Two UW Football tickets and two admissions to Badger Blast; Badgers vs. Northwestern**

Donated by: Birdie Schiller, The Pines  
Highest bidder: Ron Curran

**Two UW Men's Basketball single game tickets to any game**

Donated by: Mark & Kathleen Sherry  
Highest bidder: Mark Repinski

**Weber's Go Anywhere table top gas grill**

Donated by: Bruce Company  
Highest bidder: Jane Menke

**Wine gift basket**

Donated by: Wollersheim Winery  
Highest bidder: Bob Hagenow

**Wine gift basket**

Donated by: Wollersheim Winery  
Highest bidder: Bob Hagenow

**Wisconsin hospitality kit**

Donated by: Sheldon & Jan Schieldt  
Highest bidder: Nancy Kavazanjian & Charles Hammer

**World Dairy Expo gift basket**

Donated by: World Dairy Expo  
Highest bidder: Scott Mueller

# Hockey & Homecoming

## Hit the ice with WALSAA and UW Hockey

Join WALSAA in the Kohl Center Nicholas Suite on Saturday, March 5, 2011, as the Badgers take on Colorado College in men's hockey. Show your Badger spirit and network with fellow alumnus and hockey enthusiasts. The WALSAA Suite will open at 6 p.m., with faceoff set for 7 p.m.

The WALSAA Hockey package includes a game ticket and food, including brats, burgers and appetizers. A cash bar will be open within the suite. A silent auction and 50/50 raffle will also be held for a few select hockey and UW items.

The total cost of the event is \$80 per person and space is limited. For tickets, call WALSAA at (608) 438-1994, e-mail [admin@walsaa.org](mailto:admin@walsaa.org) or mail in the form below.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Number of packages: \_\_\_\_\_ @ \$80 each.

Total cost: \$ \_\_\_\_\_

Please mail this form and check payable to WALSAA, P.O. Box 5177, Madison, WI 53705-5177 by **Feb. 15, 2010.**



Life Sciences Communication major, Brianna Ditzenberger (kneeling, right) had a once in a lifetime opportunity this semester.

## CALS student on homecoming court

By Maria McGinnis

For one CALS student, Homecoming 2010 was an extra special opportunity to share her pride in the College and the University as a whole. Brianna Ditzenberger, a senior majoring in life sciences communication, was selected as part of the 2010 UW-Madison Homecoming Court.

Originally from Browntown, Wis., Brianna is an example of what CALS strives to achieve as a college. A blend of academics, student organizations and industry experience, her resume includes internships with the Department of Agriculture, Trade and Consumer Protection; Agri-View; and Green County UW-Extension. As an active member of the Association of Women in Agriculture, Brianna has held leadership roles with Breakfast on the Farm and Habitat for Humanity. In her "free time", she also devotes time to ag advocacy as an active member of the Green County Farm Bureau Young Farmer and Agriculturist group. Upon graduation, Brianna will join Filament Marketing.



# FISC Corner: 126th year underway; Reunion planned for Jan. 29

Andrea Brossard Martin  
FISC Alumni President

This year's Farm and Industry Short Course session is well underway. There are a 132 enrolled for 2010-2011. There are 93 first year students and 39 second year students.

More than \$130,000 in scholarships were awarded to students attending the program this year.

## Farm and Industry Short Course Reunion Luncheon Reservation Form

Saturday, January 29, 2011 • Coliseum Bar & Banquet, 232 Olin Avenue, Madison, WI 53713

Registration and Social – 11:30 a.m. • Luncheon Buffet and Program – 12:15 p.m. • Post-Reunion Social – 2:00 p.m.

RSVP with the form below or online at <http://uwalumni.com/shortcourse>. The cost for the reunion is \$18 for alumni and friends and \$16 for current students who register by **Jan. 21**. Tickets will also be sold at the door for \$23 payable by check or credit card.

If you wish to stay for the night, the following hotels are recommended: Clarion Suites Madison: (608) 284-1234; Sheraton Madison: (608) 251-2300; Holiday Inn Express: (608) 255-7400. For more information about the reunion, call (608) 263-3918 or e-mail [fisc@cals.wisc.edu](mailto:fisc@cals.wisc.edu).

Name: \_\_\_\_\_ Year of Graduation: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Guest Name(s): \_\_\_\_\_

### Payment Options

\_\_\_\_ reservation(s) at \$18 per adult \$ \_\_\_\_\_

\_\_\_\_ reservation(s) at \$16 per student \$ \_\_\_\_\_

Please make your check payable to the **Wisconsin Alumni Association**.

*To pay by credit card, please go to <http://uwalumni.com/shortcourse>*

Would you like to contribute to the Wisconsin Rural Youth Scholarship Fund?

Please indicate an amount:  \$25  \$50  \$100  \$250  \$500  Other \$ \_\_\_\_\_

Return to: Wisconsin Alumni Association, Attn: CALS Short Course, 650 North Lake Street, Madison, WI 53706-1476  
Questions? Please call FISC's Kimberley Brudny at (608) 263-3918 or e-mail: [fisc@cals.wisc.edu](mailto:fisc@cals.wisc.edu).

# Campus Happenings

Shurthi Murali  
WALSAA Student Representative

## The 2010-2011 academic year begins

The 2010-2011 school year is off to a great start! We have a lot of new, young blood on the CALS Student Council this year and we're looking to make an impact on campus.

The CALS student council held its annual Fall Picnic for all the new students in CALS on Sept. 22. The event was held on the lawn of the new Microbial Sciences building. We had a great turnout of students, both from within the college, as well as those interested in joining. Booths were set up by each of the College's many clubs so the new students would have a chance to meet upper classmen, as well as be able to get involved in their interests. For making this event such a success, we'd like to thank all the volunteers and clubs who put in a lot of effort and WALSAA for providing most of the food.

During the weekend of Halloween, the Saddle and Sirloin haunted house was put on in the old horse barn. More than 600 people attended and helped raise money for the Second Harvest Food Bank.

This year the Student Council is trying to set up a web of communication between all the organizations within the college. We believe that this is the key to working well together to get things done.

### Upcoming events:

- CALS Student Council meeting, Dec. 7
- CALS Winter Leadership Retreat, tentatively Jan. 14-16
- CALS Week, April 10-16
- All Campus Party, April 17-23



Earlier this year, WALSAA presented 10 Outstanding Sophomore Awards thanks to money provided by WALSAA supporters and bidders at the Fire-Up Silent Auction. Each student received a \$1,800 scholarship for use in his or her junior year. In this issue of WALSAA Express you can learn more about the first five recipients. The second set of five will be featured in the March 2011 issue.

## Emily Barker

### Q: Why did you choose to attend UW-Madison?

**BARKER:** I chose to attend UW Madison for a lot of different reasons. I was excited about the opportunity to live and learn on a campus where I'd have a chance to be involved in world-class research, even as an undergraduate. The atmosphere on campus is everything I wanted from my college experience, from the exciting and challenging courses to the endless options for community and campus involvement.

### Q: What is the greatest learning experience you have had?

**BARKER:** So far, I feel I have learned the most through hands-on experiences. I work in a microbiology lab as a student researcher and I'm also participating in research with a former teaching assistant (TA) to assess the extent and value of urban agriculture as a means of food production in community and home gardens in Madison and the surrounding area. These experiences have put my classroom learning in greater perspective and helped me develop and explore my academic interests.

### Q: Who or what is your inspiration?

**BARKER:** My inspiration is my desire to make a difference in the world. I'm interested in both public health and environmental sustainability and I hope to contribute meaningfully to these fields.

### Q: What are your career plans?

**BARKER:** I plan to go into public health, particularly with a focus on resolving health care disparities in underserved populations in my community and in developing nations.

### Q: What has this scholarship meant to you?

**BARKER:** This scholarship is a tremendous honor to me. While the generous financial gift will certainly be of tremendous assistance in paying my tuition bill this academic year, I am even more excited about the recognition by former CALS students who are now putting their education to work in a variety of interesting fields.

# Get to know the Outstanding Sophomore Award recipients

## Danielle Brown

### Q: Why did you choose to attend the UW-Madison?

**BROWN:** I chose to attend UW-Madison for several reasons. The first was that it offered the degree program (dairy science) I was most interested in and it was a top-notch program within the industry. I was also enticed by the extra-curricular organizations I had become familiar with before coming to college, namely the Association of Women in Agriculture and Badger Dairy Club. Lastly, I loved the atmosphere at UW-Madison. From State Street to Big Ten Sports to the City of Madison and the surrounding area I was sure that I would have a great experience at UW-Madison.

### Q: What is the greatest learning experience you have had?

**BROWN:** I've had several in-class learning experiences that have been extremely valuable, but the most valuable ones have actually happened outside of the classroom. Through my experiences in Badger Dairy Club and on the judging team I have had the opportunity to learn a lot by participating in leadership positions, activities and contests. This past year I was the Badger Dairy Club co-yearbook editor and I learned a lot by trial-and-error, as well as incorporating skills I had learned in life sciences communication courses.

### Q: Who or what is your inspiration?

**BROWN:** My inspiration is the agricultural industry. It is what keeps me inspired in continuing my education. By being more educated both in and out of the classroom I will be able to help farmers and the industry as a whole grow and prosper in future years.

### Q: What are your career plans?

**BROWN:** Although I am undecided on a specific career I do know that I want to work in the dairy industry. I am currently exploring my options with internships and other employment. This past school year I was the communications and marketing intern with the UW-Madison Department of Dairy Science and this summer I was the progeny promotions intern at ABS Global. I hope to further explore careers in agricultural communications and marketing, as well as within the A.I. industry.

### Q: What has this scholarship meant to you?

**BROWN:** This scholarship has meant a lot to me, not only does it help pay for college it is such an honor to be recognized as one of the top sophomores in CALS. I am extremely proud of this accomplishment and this award was a huge honor!

## Tawny Chandler

### Q: Why did you choose to attend UW-Madison?

**CHANDLER:** The choice was clear. I attended UW-Madison because it is on the cutting edge in research and technology in the agriculture industry. Attending UW-Madison would give me an education and the tools I need to successfully contribute to an industry that continues to sustain the world: agriculture. It was also far enough from home that I did not have to go back to do chores regularly.

### Q: What is the greatest learning experience you have had?

**CHANDLER:** Just as all other students do, I have met many people at UW-Madison, each with a different story. As a person, I have learned that I can be the best of friends with someone I have very little in common with and differ in many opinions. As a student, I have learned that the more I do in the beginning of the semester the less I have to do during finals week.

### Q: Who or what is your inspiration?

**CHANDLER:** Inspiration is multifaceted, but my greatest inspiration is my farm family and their willingness to do anything for me.

### Q: What are your career plans?

**CHANDLER:** What a terrible question. As of now my career plans are to graduate with a degree from UW-Madison and attend law school to practice agriculture policy. Nonetheless, I am prepared to follow a different path after graduation.

### Q: What has this scholarship meant to you?

**CHANDLER:** More than just an honor, this scholarship has meant continuing my education at UW-Madison (with less debt) and being a part of an elite group of students that set and raise the standards here. One day I hope to support future UW students as WALSAAs has done.

Continued on page 12

## Reminder!

All donations to WALSAAs are 100 percent tax deductible, so don't forget to make your 2010 tax year contribution before December 31, 2010.

# Outstanding Sophomores cont.

## Jesse Dahir-Kanehl Laura Elliott

### Q: Why did you choose to attend UW-Madison?

**DAHIR-KANEHL:** I've always known that I wanted to attend UW. I grew up in a family that went to UW and still has a lot of connections with the university. The horticulture program is one of the best in the country. It never occurred to me to go anywhere else. Also, living a half-hour away has its perks too.

### Q: What is the greatest learning experience you have had?

**DAHIR-KANEHL:** To be perfectly honest, all of the classes and information that I have experienced has enhanced my knowledge for my career greatly, but the greatest learning experience was living on my own. Coming from a small town we didn't have all the stresses and concerns that UW offers and at the end of the day I learned how to deal with it all. This has prepared me for a life in business almost as much as my schooling.

### Q: Who or what is your inspiration?

**DAHIR-KANEHL:** My advisor, Jim Nienhuis, is my greatest inspiration at UW. A lot of people have opinions about Jim, but no matter what you think about him, he does a lot of work, helps a lot of people out and makes everybody smile. Sometimes he really irks me and I joke about how he has no clue what he is doing, but I'd like nothing more than to be just like him when I'm his age – I'm betting some alkaloids might help.

### Q: What are your career plans?

**DAHIR-KANEHL:** I'd like to be an organic/sustainable farmer growing vegetables in my hometown where my grandpa grew his vegetables. The economy is a bit tough right now, so I plan on going to graduate school so I can have a good plan B.

### Q: What has this scholarship meant to you?

**DAHIR-KANEHL:** This scholarship has shown me that I am part of a community that is not afraid of helping others less fortunate, fostering new ideas and preparing the next generation for whatever obstacles they might face. Our community of students, professors and scholars at the UW has shown through WALSA that we are united in our goal to improve the world for others whether it is through research, philanthropy or maybe even providing sustainably produced food.

### Q: Why did you choose to attend UW-Madison?

**ELLIOTT:** I choose to attend UW-Madison because it is the premier dairy science and agriculture journalism university. UW-Madison is an innovator in the dairy science field, and the professors are well-respected experts in their field. Along with the professors in the Life Sciences Communication department, they are professionals in the field teaching what they do, and you learn from elite communications instructors. The UW-Madison was a perfect fit for myself being able to combine my passion for agriculture journalism with another passion of mine – dairy science.

### Q: What is the greatest learning experience you have had?

**ELLIOTT:** My greatest learning experience I have had at UW-Madison has been my courses through my major. The courses have sparked my interest and love of my field and make me want to work harder to achieve my goals.

### Q: Who or what is your inspiration?

**ELLIOTT:** My inspiration comes from two sources, my love of the agriculture industry and my parents and their dedication to the dairy industry. Growing up on my family's dairy farm sparked my interest in the field quickly. Seeing my parents' passion for the industry and how much they have made an impact on my life. Their love of the dairy industry has driven me to do the same for agriculture. My love of agriculture has inspired me to become an advocate for agriculture and continue to work and promote it for years to come.

### Q: What are your career plans?

**ELLIOTT:** After graduating I plan on joining an advertising firm that is agriculture related. After a few years of experience within the company I would like to open up my own advertising firm that is primarily agriculture based.

### Q: What has this scholarship meant to you?

**ELLIOTT:** This scholarship to me is a great honor to know that WALSA considers me a top student in CALS and that they believe in my future in the industry. I would just like to thank WALSA and all of its supporters for awarding me this huge achievement – it truly is an honor.

*Remember watch your March issue to learn about Brianne Gohlke, Curtis Horsens, Katherine Mitchell, Joe Simonett and Zeeshan Ul Haq.*

# Don't miss our next issue!

## Become a WALSAA Supporter

Only WALSAA Lifetime and Annual Supporters will receive the next issue of the *WALSAA Express*. WALSAA will soon be updating its mailing list to remove any individuals who have not made a donation within the last 12 months (excluding Lifetime Supporters). Don't miss out on the advantages of being a WALSAA Supporter including:

- WALSAA Express newsletter delivered several times per year
- Invitations to WALSAA events
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- Recognition in the WALSAA Express and on [www.walsaa.org](http://www.walsaa.org) for the following giving levels:

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Donations can be made safely online (go to [www.walsaa.org](http://www.walsaa.org) and click on the donate button) or by filling out the donation form below and mailing it in.

Please take a few moments to reflect on your experience at the college and consider how support from WALSAA may have helped your situation. Your contribution enables WALSAA 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. The more support we can generate, the more we can do for the College. Thank you for your continued support of WALSAA.

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# WALSAA's newest supporter: Sheri Sutton



"Pay it forward," "give back," "live to serve" – these are phrases that have been of great value in Sheri Sutton's life.

"It's crazy for me to take a step back from my reality and see where my path has brought me," she says. She has a job that she loves – one that combines her passion for people, communications and agriculture. Sutton is the communications coordinator at the Wisconsin Farm Bureau Federation serving the 61 county Farm Bureaus with more than 40,000 members.

Her love for agriculture stemmed from growing up on her family's crop and hog farm in East Troy, Wis., and becoming active in FFA, 4-H and fairs. It was a natural decision for Sutton to choose UW-Madison CALS. She had only heard great things about the programs and atmosphere and it exceeded her expectations.

"I felt valued by the teachers and faculty. They had treasure by means of knowledge that they eagerly showed me every day of class. They were giving back to students who were seeking an education," Sutton says.

Alumni and supporters were also giving back. She received an Outstanding Sophomore Award scholarship from WALSAA. Now, she says, "It is an honor to be a supporter of WALSAA and pay it forward to other students embarking on their educational journeys."

The UW also supported her interests and desire to live to serve. During Sutton's last year at UW, she became aware of the horrible statistic that nearly one billion people in the world lack access to safe drinking water. She felt compelled to help, so she used her talents and education to make a difference. Sutton started a non-profit orga-

nization called WaterDrops of Hope – its aim is to sell water bottles to provide clean water for African communities in need. From naming it, creating the website and all of the research in-between, Sutton put her life sciences communications and marketing classes into practice. The profits from one water bottle provides three people clean water for five years. So far, this project has been a great success; two communities in southern Sudan are now drinking clean water, two more wells will be completed soon.

"So many great people and experiences have brought me where I am today. Let's continue to give back to the world that has given us so much, pay it forward to others around us, and live to serve both locally and globally," Sutton says.

## WALSAA Board 2010-2011

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Visit [www.walsaa.org](http://www.walsaa.org)  
to view biographies and  
contact information for each  
of the Board members.

# Alumni Updates & Campus News Bits

**Jerold Apps, BS '55**, received the CALS Distinguished Service Award. Apps has been involved in adult education for more than 50 years, both as a professor in that field and as a well-known author of books about Midwest rural history.

**Fritz Friday, BS '55**, emeritus chairman of the Friday Canning Corp., New Richmond, was honored with the CALS Distinguished Alumni Award.

**Richard Roembke, FISC '55**, Cedarburg, received the CALS Honorary Recognition Award. He is a long-time leader in Wisconsin's sheep industry and in Washington County's agriculture community.

**William Sperber, PhD '59**, Minnetonka, Minn., was presented with the CALS Honorary Recognition Award. He is a food microbiologist who has made major contributions to the safety of the nation's food supply.

**Bob Oleson, BS '63**, was presented with the CALS Honorary Recognition Award. He is a corn and soybean grower from Palmyra, who has worked long and hard to strengthen markets for those commodities.

**Al Herrman, FISC '73, BS '77**, received the Honorary American FFA Degree at the National FFA

Convention this October.

**John, BS '81, and Darlene, BS '85, Arneson** of Stoughton were recognized for their many years of service to Dane County Farm Bureau, as recipients of the organization's "Friend of Agriculture" award.

**Rebecca Mentink, BS '03, DVM '07**, started a new position as associate outreach specialist for the Dairyland Initiative, a program developed by the Food Animal Production Medicine Section in the School of Veterinary Medicine at UW-Madison.

**Sheri Nelson, BS '09**, has been hired by the Wisconsin Farm Bureau Federation as its communications coordinator. Nelson will be responsible for writing, editing and designing content for county and state Farm Bureau publications, promotional materials, website and social media.

**Lydia Hardie, BS '10**, received a \$1,000 scholarship from National Dairy Shrine at World Dairy Expo. Hardie is working on a master's degree in dairy science genetics at UW-Madison. She also was a CALS Outstanding Senior Awardee.

**Ashley Sprenger, BS '10**, was the recipient of a National Dairy Shrine Scholarship in the amount of \$1,000. She is currently working

in the A.I. industry and was a dairy science and Spanish major.

**Doug Sabatke** will be joining CALS as the college's new assistant dean for facilities, planning, health and safety. He comes to CALS from the UW-Madison Facilities Planning and Management department.

Eleven weeks after **Dave Dickson, MS '63, PhD '67**, passed away, the dairy judging program that he coached for 46 years took first place in the 2010 National Collegiate Dairy Judging Contest at World Dairy Expo. The team includes dairy science seniors Kelly Sime, Brian Coyne, Chelsea Holschbach and Ben Sarbacker. Coyne had the highest individual score in the history of the contest. Holschbach placed second, and also won the "oral reasons" portion of the contest, in which she is the first recipient of a new award named in Dickson's honor. The team is coached by Ted Halbach, director of the UW-Madison Farm and Industry Short Course Program, and assisted by **Brian Kelroy, BS '02**.

## In memoriam

Milton Bliss  
Grant Davis BS '51

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# Upcoming Events

|          |                           |
|----------|---------------------------|
| Dec. 19  | CALS Winter Commencement  |
| Jan. 29  | FISC Reunion              |
| Feb. 11  | WALSAA Board Meeting      |
| March 5  | WALSAA Hockey Suite event |
| March 27 | FISC Commencement         |