



UW-Madison CALS Leadership Retreat – An attitude of service

By Shruthi Murali

WALSAA Student Representative

“Great leaders are made, not born.” This was the idea that the CALS leadership retreat was born out of and this year the retreat came full circle for one Rick Henningfeld. The idea for the retreat first broke ground during the 2004-05 school year and was worked on by Rick and others of that council. Now after the many years the retreat has been successful, Rick got to revisit it, but this time as the coordinator. Rick Henningfeld, now a high school teacher, was the coordinator for this year’s retreat, which took place Jan. 14-16 at Camp Wawbeek in Wisconsin Dells. The general consensus among those who attended the event seemed to be that he was “amazing.” The purpose of the retreat has always been to help the students of CALS gain the tools and the skills needed to become great leaders. Skills they can take with them back to their student organizations, to the College and even apply to their futures as outstanding members of the CALS alumni.

When asked about their experience, one student said how much fun the group had and fondly recalled the nights they spent with their peers around the

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President's Message: Paying tribute to our supporters

WALSAA President
Jill Makovec



In this issue we pay tribute to our Annual WALSAA Supporters and recognize those students that have benefitted from their donations. What a fitting combination! After several years of not actively recruiting supporters and donations, WALSAA is back on track and making plans to extend and enhance its support of the College in the years to come. We appreciate those that donated funds to support these activities!

For those that made contributions last year, either by buying silent auction items at Fire-Up or making personal donations throughout the year, thank you! These funds allow WALSAA to support the College, its students and faculty and keep alumni connected to the university that played a pivotal role in their lives. These initiatives would not be possible without your continued support and commitment.

In this issue, you will learn about five more of our CALS Outstanding Sophomores. These students were selected for their outstanding academic performance and volunteer contributions on campus. They represent a diverse cross-section of the student population in CALS, and all have exciting dreams and aspirations for the future. I hope you enjoy reading their stories. WALSAA is lucky to play a role in supporting them and their future endeavors.

In fact, we are currently in the process of awarding the next set of Outstanding Sophomore Awards. Ten exceptional students will receive a \$2,000 scholarship to help with their tuition expenses. However, last year we had more than just 10 sophomores deserving of financial assistance. With your support we would like to increase the number of students we recognize. If you were a past OSA winner or had a family member who was, I encourage you to donate to help us expand our awards program for these outstanding individuals.

We don't just recognize outstanding students in the four-year program. Each year, WALSAA also awards five scholarships to Farm and Industry Short Course students returning for their second year of the program. Like the OSA program, there are more FISC students deserving of our support. As our supportership grows, WALSAA will be able to increase the number and size of these awards – recognizing and assisting even more CALS students.

In this newsletter, you also will read about our new director of prospective student services and hear from the CALS Ambassador president. Recruiting for the College has never been more important – especially in the production agriculture majors. Of all funds that WALSAA maintains, this has one of the lowest income levels and as a result limits our support of the Ambassador program. With Jessie, a CALS alumna, at the helm, I am sure the CALS Ambassadors will be positioned to do great things. The budget for the Ambassadors has remained the same for several years. Hopefully, this is another area where WALSAA can strive to do more in the future.

As you can see, WALSAA has lofty goals, and we cannot do it without you. We appreciate all those recognized in this newsletter as our 2010 annual supporters and those that have pledged lifetime support to the Association. We hope 2011 brings more supporters to the mix, and along with that the ability not only to continue our current connection to the College but also to expand and enhance our efforts. As always, your donations are 100-percent tax deductible. If you missed out on an opportunity to show your support last year, we hope you will consider a donation this year and help WALSAA further develop our support to the College and its students. You may do so by filling out the form on page 13 or through a secure connection at www.walsaa.org. Thank you and On Wisconsin!

(608) 438-1994

CALS Message: Looking forward

CALS Interim Dean & Director
William F. Tracy



Dear WALSAA members,
Over the years, I have had the opportunity to know many of you through my roles as a teacher, an adviser, a collaborator and a friend. Now it is my distinct honor to greet you as CALS' interim dean. And as I take on this new challenge, I value your advice and support more than ever.

Since arriving in Ag Hall, I've received a crash course in the complex activities of the college, and it's been truly remarkable to witness the range of interactions that take place around this campus. On any given day, CALS faculty, staff and students may be at work in lecture halls or labs, in dairy barns or corporate boardrooms, in state forests or K-12 classrooms. That diversity is a hallmark of a CALS education – few places can offer such a broad array of experiences to students.

One thing can be said of all of those experiences, however. None would be as successful without the support of partners such as WALSAA. Through the years, WALSAA has awarded thousands of dollars in student scholarships and provided critical support for programs such as CALS Ambassadors and the CALS Leadership Retreat. These programs create opportunities for students to enrich their curricula and develop skills that set

them apart in their chosen fields. But that is not all they do. WALSAA's involvement also connects our students to the wisdom and career knowledge of our alumni, which is an invaluable resource.

As we enter the new year, your engagement in the lives of our students and the welfare of the college is going to be even more important. A search for a new dean is now underway, and one of my top priorities will be to help recruit the best possible leader for this position. I know you share that desire. As our most loyal alumni, you are in a good position to help us communicate the unique opportunity that the CALS deanship represents. Please share with me any ideas you have for enhancing the position of CALS and attracting the kind of leader the college deserves.

I am looking forward to a fun and challenging year ahead. I hope to have the chance to interact with many of you at WALSAA's events throughout the year, and please let us know when you are on campus. And thank you for your loyal support of CALS and UW-Madison – we are a better place for your involvement.

On, Wisconsin!

CALS is now on Twitter.
Follow CALS at UWMadisonCALs



AWA's Breakfast on the Farm set for April 10

It's about that time of year again! The Association of Women in Agriculture's 16th annual Breakfast On The Farm is coming up. This event will be held on Sunday, April 10, from 8 a.m.-noon at the Stock Pavilion (1675 Linden Drive, Madison).

There will be a delicious country breakfast including eggs, mushrooms, sausage, pancakes, applesauce, cheese, ice cream sundaes, juice, milk and coffee. After breakfast enjoy an animal education exhibit.

Prices will be Adults: \$7, Seniors: \$6, Students (K-UW): \$5, Children (5 and under): \$3. With a donation of canned good, \$1 will be taken off the price (maximum of two canned goods per customer).

Come learn about agriculture and help support the Association of Women in Agriculture!

www.walsaa.org

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FISC Corner: Generations of FISC celebrate their 126th Anniversary

FISC Alumni President
Andrea Brossard Martin

More than 170 graduates, current students, supporters and friends of the UW–Madison Farm and Industry Short Course (FISC) gathered at the Coliseum Bar and Banquet in Madison on Saturday, Jan. 29 for the 126th anniversary of this well-known agricultural education program.

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.

Milo Wiltbank, professor of reproductive physiology and Short Course instructor, served as the emcee for the program. Dan Schaefer, interim associate dean for Undergraduate Program & Services, College of Agricultural & Life Sciences extended greetings and warm wishes. In addition, Ben Brancel, secretary, Wisconsin Department of Agriculture and Consumer Protection; Christine Lindner, Alice in Dairyland; and Jill Makovec president of Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) greeted the crowd. In addition, Bob Kauffman, professor emeritus of the Dairy Science Department, and the Dimensions in Sound provided pre-reunion music and the UW Marching Band got the crowd in the Badger spirit.

John Shutske, associate dean and program director for Extension Programs in Agriculture served as the keynote speaker. He spoke of the value of protecting America's food supply.

The Friend of Short Course Award was presented to Arlin Brannstrom, faculty associate and Short Course instructor. For more than 15 years, Arlin has been shed-



The Farm and Industry Short Course presented two notable awards at its 126th Anniversary event in January. Pictured are Christine (Lepple) Lindner, Alice in Dairyland; Arlin Brannstrom, Friend of Short Course award recipient; Dr. Richard Daluge, Service to Agriculture award recipient; Andrea Brossard Martin, FISC Alumni president; and Ted Halbach FISC director.

ding light on agricultural economics to Short Course students. He grew up in Mequon, but would often visit his grandfather's dairy farm in Upper Michigan. In addition to teaching for the program, Arlin was a Short Course housefellow in '72 and '73. He received a bachelor's degree in agricultural economics with honors from UW–Madison in '72, he went on to receive his master's in degree agricultural economics in '73 and returned in '91 to complete his M.B.A in finance. He has been a member of the American Society of Farm Managers & Rural Appraisers since '74, serving as chapter president, chapter secretary/treasurer and council academic vice president.

The Service to Agriculture Award was presented to Dr. Richard Daluge, assistant dean emeritus and retired Short Course director, for his continued dedica-

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CALS welcomes new director of prospective student services

Hello!

I am Jessie Potterton, the newest addition to CALS as the director of prospective student services. I am very excited to be here and am looking forward to working with WALSAA.

I grew up in rural southwestern Wisconsin – Mineral Point – and still live there today. Growing up in 4-H and FFA, I was raised with an appreciation of agriculture. One of the best things I ever did was apply to UW-Madison CALS, and join several organizations on campus. The “scary, big” campus of UW-Madison became much smaller in less than a month. I find myself telling students that I was never on time to class, but it wasn't because of the travel time, it was because I would see someone I knew and stop and talk with them! I graduated from UW-Madison in 2004 with a bachelor's degree in agricultural journalism. I then completed my master's degree at UW-Platteville in education – counselor education while working as the 4-H youth development educator in Lafayette County. I was there for five years before taking this position.

Today, I live in town with my husband, Justin, and our two boys, Atley (4) and Carver (1). We love going to Grandpa's farm and feeding the cattle and heading to local and state fairs.

I am extremely excited to be working here and look forward to utilizing my networks to promote CALS. If there is anything I can do for you, please let me know. And if there is an opportunity you see where you think it would be beneficial to have CALS represented, please also contact me.

I look forward to working with all of you in my new role. If you find yourself on campus or want a reason to visit, please stop by! I'd love to meet you!

ON WISCONSIN!

Jessie Potterton

Director, Prospective Student Services, CALS
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FISC Anniversary cont.

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tion and service to the College of Agricultural and Life Sciences, Farm and Industry Short Course and the Wisconsin agriculture industry. Rick served as the Farm and Industry Short Course director from 1983 to 2008. Prior to that and his role as assistant dean, his career in the College included directing Career

Services and Student Recruitment and serving as WALSAA secretary/treasurer. Rick grew up on a Holstein dairy farm near Janesville. He received his bachelor's degree in agriculture education from UW–Madison in '71, his master's in agriculture extension in '75 and his PhD in adult education/educational administration in '82. He currently

serves on the State Fair Ag Advisory Board and as the vice president of the Wisconsin FFA Foundation. He was a member of the Leadership Wisconsin Board from 2004 to 2010, Wisconsin 4-H Foundation Board from 1992-1999 and has served as the Madison West Lions club president and district governor of the Southwest Wisconsin Lions.

CALS: A home for athletes

Maria McGinnis
CALs Employer Relations & Career Advisor

Many UW student athletes have called CALS their home. In fact – some of the most recognizable names in Badger sports have pursued majors in the College.

According to Larry Meiller, Emeritus faculty member in Life Sciences Communication, “[CALS] has a very strong relationship with Athletics that has resulted in significant athlete populations in our majors. We obviously are thankful for this relationship and look at it as an opportunity to offer quality advising, high caliber education, internship/research opportunities and more to students that we may not otherwise come in contact with.”

Quality advising, faculty attention and highly applicable subject matter drew former badger football player Fred Neiforth to CALS. “As a student athlete, time is a big factor with everything from practices to workouts so I wanted smaller class sizes where

I could feel comfortable interacting with my professors on a one-on-one basis and get the most out of class time. I also wanted to pursue a business degree and I liked the curriculum for the ag-business major.”

Neiforth has a successful career in the food industry and is currently the production manager for Clasen Quality Coatings in Watertown, which is a leading manufacturer of confectionary coatings. He began his career with Kraft.

Beyond the educational component of CALS, many student athletes find a sense of stability and camaraderie in the culture of the College. “Some of my fondest memories are walking past the dairy barns on the way to class and thinking to myself that even campus can’t escape the cows. Coming from a small town where farming is prevalent that was a good thing!” Neiforth adds.

Health is a focal point in CALS

and many student athletes find a natural fit in the majors offered in CALS, specifically Life Sciences Communications. “Journalism/broadcasting and sports marketing are popular career goals for athletes. Health and athleticism go hand-in-hand and so sports-related communication is often a better fit for Life Sciences Communications in CALS, with its health and science focus, than for the communication units in L&S,” says Jacqueline Hitchon McSweeney, Life Sciences Communication professor and department chair.

Student athletes have many of the same goals as other students in CALS. A major selling feature for the college is its strong alumni base in a variety of careers. “Many athletes are outgoing and are interested in the kinds of jobs they know our alumni get when they enter the market. Our students are finding jobs in a broad range of fields...it’s pretty neat!” Meiller says.

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 39th 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 contact our Administrative Coordinator for further details at (608) 438-1994 or admin@walsaa.org.

Ambassador update & Outstanding Sophomores cont.

Hello! My name is Dana Erickson and I am a senior in animal sciences. This year I am serving as the College of Agricultural and Life Sciences Ambassadors president. CALS Ambassadors are students throughout CALS who participate in many different activities throughout the year to promote CALS and answer questions to prospective students. Our main activities are Visit Days, where we take prospective students on a walking tour of the CALS campus and provide a student panel to answer questions about majors, advising, student life, housing, clubs, etc.

Other activities we participate in include semesterly Calling Nights, monthly meetings, World Dairy Expo, Operation Contact, Student Shadow Day, and the WALSAA Fire-Up. Semesterly Calling Nights is a time when Ambassadors congratulate newly admitted students to CALS and answer any questions they may have. World Dairy Expo is a fun experience because we work at the CALS booth and get to mingle with people all day. Operation Contact is a great program where Ambassadors visit high schools and let students know what CALS has to offer. The Student Shadow Day is an opportunity for prospective students to stay with an Ambassador on a Sunday evening and attend classes with them on Monday. Another big event for CALS Ambassadors is the WALSAA Fire-Up. We help out anywhere that we are needed, but some past jobs have been helping set up, working registration, serving food and cleaning up.

WALSAA plays a very important role in our organization. WALSAA is very involved in our program, offering support and guidance whenever needed. It also assists our club financially, making it possible for us to purchase our red polo shirts with nametags. Thank you WALSAA for helping to make the CALS Ambassadors a successful student organization!

Last 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 second five recipients. The first set of five was featured in the December 2010 issue.

Brianne Gohlke

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

GOHLKE: I chose to attend UW-Madison because it provides numerous majors and a great educational base for pre-medicine students. I love the atmosphere at sporting events and the location of the campus as well.

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

GOHLKE: The greatest learning experience I have had at UW-Madison has been my involvement with the Badger Yearbook. Through this student organization I have been able to encounter countless experiences that I never would have on my own. I have learned a great amount about UW-Madison and all it has to offer, and I am now able to share my knowledge with my peers.

Q: Who or what is your inspiration?

GOHLKE: My inspiration in life is to be the best. I am never satisfied with anything less than my best, and this attitude has provided me with numerous opportunities to learn, grow and succeed. Although striving to be the best can result in failures, I have learned from these failures and become more successful than I ever imagined. It is this strive to be the best that inspires me in my everyday life.

Q: What are your career plans?

GOHLKE: My ultimate goal is to become a pediatrician, but I would also love the opportunity to work as a dietitian.

Q: What has this scholarship meant to you?

GOHLKE: This scholarship has provided me the opportunity to dedicate more time to extracurricular activities, such as student organizations and volunteering, because I do not have to work as much to fund my education. By being more involved in extracurricular activities, I am able to gain more experiences and better prepare myself for medical school and my future career.

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Outstanding Sophomore Award recipients cont.

Curtis Horsens

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

HORSENS: I chose to attend UW-Madison because I wanted to pursue a degree in dairy science. I knew that UW-Madison had one of the best dairy science programs in the country, and I believed that by attending this university I would put myself in the best position for future success. I also was attracted by the several opportunities available to me here compared to other, smaller, in-state schools. Opportunities and influences ranging from elite faculty, nationally recognized programs, life in the capitol city and Big Ten athletics all contributed to my enthusiasm and excitement to become a Badger.

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

HORSENS: Joining the Alpha Gamma Rho Fraternity has been the greatest learning experience for me here on campus. In high school, I was the type of student who would rather sit at home and watch TV or work on the farm than to hang out with friends. Making the decision to become a member of an elite agricultural fraternity has helped me become a better-rounded individual. I now know what real friendships are all about and understand the importance of working together towards a common goal. Alpha Gamma Rho has helped me become a more polished student through our social and professional development activities. The people I have met and the experiences I have had because of my involvement with AGR are unique and hard to find in other organizations.

Q: Who or what is your inspiration?

HORSENS: Taking advantage of every opportunity presented to me is my inspiration. Sometimes fellow students will ask me, "Why do you take time and study so hard?" I politely let them know that we all might have different goals in college; however, mine is to learn as much as possible during my time at this world-class university. I don't want to let a valuable opportunity slip away because I am unable to push myself hard enough in class or focus long enough while studying to be a successful college student. This holds true for my extracurricular involvement as well. I strive to put forth enough effort to correctly complete each task with quality. I understand how valuable each and every opportunity I have is, and I take pride in getting the most out of these experiences.

Q: What are your career plans?

HORSENS: After graduating from UW-Madison, I plan on returning to our family farm to be involved in production agriculture. Growing up on a dairy farm, I have developed a strong passion and an understanding for the dairy industry. I like the thought of owning my own business, as well. There are bound to be plenty of challenges, but the rewards and opportunities greatly outweigh the risks. My college education will be of tremendous value to me as I set out to start a career in an ever evolving and increasingly competitive dairy industry.

Q: What has this scholarship meant to you?

HORSENS: The WALSAA Outstanding Sophomore Scholarship has meant a lot to me. With the increasing cost of college tuition and living expenses this scholarship gives me the ability to pay some of those bills and continue earning my degree at an elite university. Furthermore, I am humbled by the support WALSAA has given the scholarship recipients. I am able to see that they greatly value our education, and I am thankful that they were willing to support this prestigious award.

Joseph Simonett

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

SIMONETT: I chose UW-Madison because it is a leader in biological research and has an unrivaled student environment.

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

SIMONETT: My greatest learning experience has been working in Dr. Yin's neurobiology lab, where we work on the connection between sleep and disease.

Q: Who or what is your inspiration?

SIMONETT: My greatest inspiration is my older sister, who has shown me how much we can learn from those with special needs.

Q: What are your career plans?

SIMONETT: My career plans are to complete an MD/PhD program after graduating from UW-Madison and lead research on developmental disorders.

Q: What has this scholarship meant to you?

SIMONETT: Receiving WALSAA's Outstanding Sophomore Award has shown me that others believe in my ideas. It has encouraged me to pursue my goals and trust that people will pay attention as long as I trust in my work.

Katherine Mitchell

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

MITCHELL: My dad went to school here, so I checked it out myself. I was sold on its great academic reputation but also its wide variety of campus groups and activities. I didn't know what I wanted to study at first, so having a lot of options was very important to me.

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

MITCHELL: The spring/summer break trips I've taken to southwestern Wisconsin and North Dakota. As an environmentally conscious person I find experiencing nature to be both refreshing and extremely moving to the soul. I also like being able to explore new places and look at the world in new ways. These two trips gave me new friends, wonderful mentors and a stronger drive to protect the planet we inhabit and all its valuable resources.

Q: Who or what is your inspiration?

MITCHELL: I've been inspired by the words of Robert Frost, John Keats and John Muir, and the minds of Friedrich Nietzsche and Chuck Palahniuk. But of course my strongest inspirations have always been my boisterous yet loving and supportive family!

Q: What are your career plans?

MITCHELL: After college I plan to get involved with the Peace Corps, currently I'm also exploring careers in environmental business, law/policy or education.

Q: What has this scholarship meant to you?

MITCHELL: It has been a vote of confidence from successful alumni, much-needed money for tuition expenses and encouragement to continue my involvement in all UW-Madison has to offer!

Zeeshan Haq

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

HAQ: I decided to attend UW-Madison due to its academic prestige (nationally-ranked biochemistry department, to be specific) and convenient location.

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

HAQ: The greatest learning experience I've had at UW-Madison would have to be the research opportunity I've been privileged with in Professor

Tom Record's lab. From preparing formal research papers to creating presentation-worthy posters, I've been able to experience the trials and tribulations of a biochemical researcher first-hand. Not to mention the seemingly endless hours of weighing, pipetting and analyzing data, which have molded me into a much more patient experimenter.

Q: Who or what is your inspiration?

HAQ: My inspiration stems from my immigrant parents who have displayed an unprecedented amount of work ethic and perseverance in establishing our family in America. Despite the fact that neither of them were even given the opportunity to attend high school in rural Pakistan, they now own and operate a successful grocery store/restaurant business. Knowing and understanding the hardships they endured, as well as the sacrifices they made for my siblings and I has fueled my passion to succeed.

Q: What are your career plans?

HAQ: I plan on applying the biochemical background I've developed in CALS and during my ongoing research experience towards pursuing an M.D./P.H.D. in biochemistry.

Q: What has this scholarship meant to you?

HAQ: This scholarship has not only alleviated some financial stress, but has given me a sense of accomplishment and some newfound confidence in my academic pursuits. I was never recognized as a top student in high school, so while I came to UW with a determined mindset, I still had subpar expectations. Being acknowledged as an exceptional sophomore has reaffirmed my focus towards excelling in academics and my decision to join the College of Agricultural and Life Sciences.

If you missed it, go to www.walsaa.org and click on Newsletters to learn about Emily Barker, Danielle Brown, Tawny Chandler, Jesse Dahir-Kanehl and Laura Elliott in the December issue.

Reminder!

All donations to WALSAA are 100 percent tax deductible, so donate now to help us award even more Outstanding Sophomores.

State's agriculture ambassador living the Wisconsin Idea

Christine (Lepple) Lindner
63rd Alice in Dairyland

Whether you live in Eagle River or downtown Milwaukee, agriculture plays a major role in contributing to the Wisconsin lifestyle we all enjoy. As the 63rd Alice in Dairyland, I carry out the Wisconsin Idea helping to enrich people's lives in and beyond the classroom sharing how agriculture and the life sciences benefits us economically, environmentally and enhances our quality of life.

Shaped by experiences in agriculture, I was led to pursue a bachelor's degree in agricultural journalism. The courses at UW-Madison's College of Agricultural & Life Sciences provided me with a well-rounded education in marketing, communications and public relations. My personal growth and career success is due in large to my involvement in CALS student organizations. Coupled with classroom knowledge, the organizations allowed me to develop leadership, communication and teamwork skills. Being active in the National Agri-Marketing Association (NAMA), serving as president and leading teammates from market research through product launch for a new equine calcium supplement, and serving as an ambassador for CALS, promoting the College to prospective students through visit days, tours and student panels, has

developed me into the person I am today. In addition the Association of Women in Agriculture, Collegiate FFA and Badger Dairy Club allowed me to meet lifelong friends. I had the fortune to be recognized by WALSAA with the Outstanding Senior Award and Outstanding Sophomore scholarship to advance my education.

The College of Agricultural & Life Sciences at UW-Madison has provided me with opportunities to share my passion with others. Now in my role as our state's agricultural ambassador, whether face-to-face with consumers or through the use of social media, I use the skills learned in College to bring Wisconsin's \$59 billion agriculture industry into our daily conversations. My goal is to encourage consumers to take action with their dollars in supporting Wisconsin agriculture by buying locally-grown products, which allows each of us to support Wisconsin agriculture, local producers, communities and economies. One interesting story, Lay's Potato Chips found on our grocery store shelves are made from potatoes grown on Heartland Farms in Hancock, processed into potato chips at the Frito Lay plant in Beloit and are then found fresh in our local grocery store for us to enjoy. As we are three generations removed from the



family farm, I want to help consumers make the connection foods found on grocery store shelves first start on Wisconsin farms.

As a UW-Madison CALS graduate of agricultural journalism and lifetime member of WALSAA, I continue to surround myself with the people I admire from faculty and professors to life-long friends that continue to enrich my life and empower me to serve as a lifelong advocate for Wisconsin agriculture. I challenge you to stand up for Wisconsin agriculture and be an advocate and share how our state's \$59 billion agriculture industry is helping create a better tomorrow for the next generation of Wisconsinites.

On Wisconsin!

(608) 438-1994

CALS students learn to lead



Leadership Retreat cont.

Continued from page 1

fire – roasting marshmallows and talking. This has always been a tradition of the CALS retreat, to mix fun times with serious and inspiring discussions about the strengths each individual brings into the mix and how each one can make a difference in the College. At this time of political dissatisfaction in and around the College, these students are the very individuals who will take the first steps to make collaboration and cooperation the norm and pave the road for future success in CALS. Without a doubt the UW-Madison CALS Leadership Retreat of 2011 was an enormous success.

On behalf of the CALS Student Council and the students of CALS, I'd like to personally thank WALSAA and its generous supporters for being such a big part of making this retreat happen. I think the following quote sums up all the people who ever were, are or will be in CALS, "The main thing to take away from this retreat," said Ron Crandall, vice president of Council Affairs, "is that there are incredibly passionate people in CALS."

www.walsaa.org

Thank you to our 2010 WALSAA Supporters

In addition to the 1,230 people who have pledged a lifetime of support to WALSAA and its endeavors, the alumni organization would like to thank those who made a contribution in support of WALSAA in 2010. A listing of Lifetime WALSAA Supporters can be viewed online at www.walsaa.org.

WALSAA Society \$1,000 or greater

Eric Johnson
Duane & Kay Mass
*Middleton Community Bank,
Dave Fahey
*Dan & Kim Riley
David Rischmueller
Lawrence Ruben
Fred & Marcia Wagner
James Wilson Family
Wisconsin Rural Opportunity
Foundation

*Michael Dogs
Brian Fluno
Jerry Franz
Mike Garvey
*Gentle Breezes LLC, Jerome
(Jerry) Teed
Bob Hagenow
Charles Hammer & Nancy
Kavazanjian
Henry Farms, Joe & Liz Henry
*Jason Lilly
Sam Miller
*Vivian Miller
Robert Miller
Brian Nodolf
The Pines, Birdie Schiller
*Joan Premo
Rasch Market Lambs, Larry Rasch
*Dale Ryan
Mark Waldvogel

Agricultural Hall Club \$500-\$999

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Mike Manthey
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*Holiday Inn & Suites, Madison
Randy Jones
Sheryl Nehls
Bryan Renk

Babcock Hall Club \$250-\$499

Agrigold
Case New Holland

*Mark Repinski
*Matthew Repinski
Rural Route Popcorn, Brian Nodolf
*Alicia Schultz
Senator Herb Kohl's Office
*Stephen Shane
Kathleen Sherry
*Russell Vogel
*Eric Weitzer
*The Wilderness and Golf Resort

Red & White Club \$50-\$124

Jon Anderson
Lou Arrington
Bruce Company
Andy Buttles
Charlotte Chatfield
Ron Curran
Carl & Shirley Daniels
Dave & Kim Daniels
Dirk Daniels
Joseph W. Debilzen
*Jennifer & Thomas Emerick
Kenneth Fiske
*Brian Giza
Howard Hasselkus
Philip Hein
Jaya Iyer
*Thomas Janczewski
*John Deere Foundation
*Emily Jones
Tom Kennedy
Madison Symphony Orchestra
Curtis & Helen Mansfield
Maria F. McGinnis
Thomas Moore
*Steven Ottelien
*Amanda Parrish
Scott Rasch
Sheldon Schieldt
Wayne Sloten

Richard Story
David Stute
Sheraton Madison Hotel
Tyrol Basin & Snowboard Area
UW Alumni Band
UW Forestry Club
Gary Wagner
Weedman Lawn Care
Daniel Weiss
Julie Wendler
Wisconsin Milk Marketing Board
Wollersheim Winery
World Dairy Expo

Other Less than \$50

Nicholas Casey
Mike Doney
*Allen & Anna Gresch
Mary Grummer
James Hansen
*Thomas Hartberg
*Heth Family Trust
*Michael & Carol Hutjens
Richard LaCroix
Milford O. Lewis
*Cheryl Ann McCollum
*Jane Menke
*Scott Mueller
*Edwood Pedersen
Richard Ralph
Paul Reinhardt

Unidentified Amount of donation was lost in record transfer and is unknown.

Ron Doornink
James C. Fisher
Glenn Fuguitt
Roy Gumtow
Connie Hoisington
Vern & Vicky Meinholz
Raymond Wruk

New year - new chance to support WALSAA

If you are not already a Lifetime WALSAA Supporter, you may miss out on all that WALSAA has to offer if you do not show your support on an annual basis. Advantages of being a WALSAA Supporter include:

- WALSAA Express newsletter delivered several times per year
- Invitations to WALSAA events
- A WALSAA window static sticker for display on your vehicle
- Recognition in the WALSAA Express and on www.walsaa.org for the following giving levels:

Other Monetary Support – Annual contributions less than \$50

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

Donations can be made safely online (go to 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.

Name: _____ E-mail: _____

Address: _____ City, State, Zip: _____

Phone: _____ Mobile Home Work

UW-Madison Graduate? Yes No If yes, year of degree: _____ Degree earned: _____

Additional degrees (please list): _____

Are you interested in volunteering at a WALSAA event? Yes No

Donation amount: \$ _____ Check Money order Amer. Express Discover MasterCard Visa

Please complete the following information if you are paying by credit card:

Cardholders Name: _____

Card Number: _____ Exp. Date: _____ Security Code: _____

I authorize WALSAA to charge the credit card indicated above all charges pertaining to my donation. I attest that I am a legal authorized user of the designated card.

Signature: _____ Date: _____

WALSAA helps make CALS a family

Bruce Jones
Ag & Applied Economics Professor

As a CALS faculty member, I frequently get to meet with high school students who are trying to decide if they want to attend UW-Madison and earn a degree from CALS. This is a labor of love for me because I get to talk about all the great things the College has to offer students. I have some credibility in this area in that all three of my children have been CALS students while attending UW-Madison.

The UW can seem overwhelmingly large for some students; par-

ticularly those coming from smaller rural communities. CALS makes the UW a little smaller by being a community within the whole university. CALS students get to know one another by taking courses together and becoming members of the various clubs and organizations affiliated with the College. On top of that, CALS students become well acquainted with faculty because most of the instruction and advising in the College is still done by faculty.

The relationships that CALS stu-

dents form while on campus do not just end when students walk across the stage at commencement. Many CALS alumni cross paths with former classmates as they go about their professional activities in the state or across the nation. Others stay connected to CALS alumni and faculty through WALSAA – the College's alumni association. This connection between CALS and its alumni is what makes the College have more the feel of a family than an educational institution.

WALSAA Committees 2010-2011

Executive committee

* Jill Makovec – President
Sam Miller – Vice President
Bob Kaczmarek - Treasurer
Brian Fluno – Past President
**denotes chairperson*

Events

*Dave Welsh
Tom Albrecht
Marjorie Stieve
Liz Henry
Karen Lee
Brian Nodolf
Bob Pofahl
Dave Fahey

Silent Auction (sub-committee)

* Marjorie Stieve
* Valerie Breunig
Bryan Renk
Karen Lee

Finance

* Sam Miller

Russell Rindsig
Bob Kaczmarek
David Fahey
Brian Hettiger

Marketing/Communication

* Brian Fluno
Karen Lee

Valerie Breunig
Marjorie Stieve

Scholarship

*Bryan Renk
Jenny Dierickx
Maria McGinnis
Shurthi Murali
Andrea Brossard Martin

WALSAA Board 2010-2011

Jill Makovec '00, '02 - 2011
President
Madison, WI

Sam Miller '84 - 2013
Vice President
Appleton, WI

Brian Fluno '97 - 2011
Past President
Vernon Hills, IL

Bob Kaczmarek '80
Treasurer/Ex-Officio
Kenosha, WI

Andrea Brossard Martin '01
FISC Alumni President
Beaver Dam, WI

Shurthi Murali
Student Rep
Madison, WI

Brian Hettiger '90
UW Foundation/Ex-Officio
Madison, WI

Dr. David Nelson
CALS Faculty Rep
Madison, WI

Maria McGinnis
CALS Career Rep/Ex-Officio
Madison, WI

Tom Albrecht '76 - 2012
Shawano, WI

Valerie Breunig '86 - 2013
Waunakee, WI

Jenny Dierickx '05 - 2013
Madison, WI

Dave Fahey '72 - 2012
Belleville, WI

Liz Henry '83 - 2011
Dane, WI

Karen Lee '03 - 2013
Edgerton, WI

Brian Nodolf '80 - 2012
Livingston, WI

Robert Pofahl '74 - 2011
Middleton, WI

Bryan Renk '83, '85 - 2011
Sun Prairie, WI

Russell Rindsig '68, '69, '73 - 2012
Sarona, WI

Marjorie Stieve '91 - 2013
Madison, WI

Dave Welsh '90 - 2012
Elkhorn, WI

Visit www.walsaa.org
to view biographies and
contact information for each
of the Board members.

Alumni Updates & Campus News Bits

Rick Daluge, BS'71, PhD'82, has joined the Lions Eye Bank of Wisconsin as community relations specialist (50 percent). Rick was previously assistant dean in the College of Agricultural and Life Sciences at UW-Madison and WALSAA secretary-treasurer. Daluge also operates Daluge Travel in partnership with his wife, Peggy.

Bart Schyvinck, BS'90, agricultural economics, has accepted a position with Scenic Valley Ag Services. He will be responsible for providing Pioneer seed, chemicals and agronomy services, along with Precision Planting and Ag leader products to producers.

Andrea Brossard Martin, FISC'01, BS'05, was selected the winner of the Wisconsin Farm Bureau Federation's Young Farmer & Agriculturist Excellence in Agriculture contest at the organization's 91st Annual Meeting in December. She is the producer communication specialist at the Wisconsin Milk Marketing Board (WMMB). In addition, she farms with her parents Dennis and Carol Brossard, and brother, Anthony, at the family's 150-cow, 650-acre farm near Beaver Dam. Brossard Martin serves as the FISC Alumni presi-

dent and continues to be active on campus through teaching an Ag Business Communication class for FISC.

Jessie Potterton, BS'04, is now director of prospective student services at the College of Agricultural and Life Sciences at UW-Madison. Previously she was the 4-H youth development educator in Lafayette County.

Birl Lowery, professor of Soil Science, has been appointed to the position of CALS senior associate dean. This is the college's number-two administrative position, responsible for a broad range of activities including faculty hiring, promotion, tenure and compensation, faculty and staff retention, and all program reviews. Lowery will also serve as the college's primary authority on budget matters and the primary contact for department chairs and center directors. Lowery takes over a portion of the duties currently assigned to Ray Guries, who has been serving as interim senior associate dean and associate dean for research since 2009. Those duties will now be split between Lowery and Rick Lindroth, who was appointed associate dean for research in October. Like Lindroth,

Lowery will have a 75 percent administrative appointment and devote the balance of his time to his research program. Lowery joined the CALS faculty as an assistant professor in 1980 and was promoted to full professor in 1992. His research program focuses on soil physics, soil and water management and soil conservation issues.

Teri Balsler, associate professor of Soil Science, was named one of four U.S. Professors of the Year by the Council for the Advancement and Support of Education (CASE) and The Carnegie Foundation for the Advancement of Teaching. Started in 1981, it is the only national program that recognizes excellence in undergraduate teaching and mentoring. Balsler is this year's winner in the "doctoral and research universities" category. In addition to her faculty position in the UW-Madison Department of Soil Science, Balsler is director of the Institute for Cross-college Biology Education and a member of the UW-Madison Teaching Academy.

In memoriam

Vernon Horne
Duane Miller

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www.walsaa.org

Upcoming Events

- March 5** **WALSAA Hockey Suite event, presented by M&I Bank**
- March 27** **FISC Commencement**
- April 10** **AWA Breakfast on the Farm**
- May 14** **CALS Spring Commencement**
- July 13** **WALSAA Farm Technology Days Picnic**