



## WALSAA Football Fire-Up: Another great year to remember

On Sept. 10, the 36th annual WALSAA Football Fire-Up was the place to be for CALS and FISC alumni and friends. More than 500 WALSAA alumni and friends gathered on that beautiful morning, and a breath-taking amount was raised for scholarships through the annual silent auction.

WALSAA's outdoor, tented event at the UW-Foundation was a huge hit for the second year in a row!

Not only was the venue a great hit, the entertainment was a perfect match. Fire-Up entertainment included the Soggy Prairie Boys live band, an impressive performance by the UW-Marching Band, and a visit from our very own Bucky Badger.

Our fundraising efforts were strong, yet again this year! Our big winner of the 50/50 Raffle walked away with \$665. As for the Fire-Up Silent Auction, after the UW-Foundation's matching contribution of \$10,000, WALSAA recorded more than \$25,000 in raised scholarship monies! A special thank you to the 51 generous silent auction donors that helped make this possible.

WALSAA would like to recognize its 2011 Fire-Up Badger Sponsors: AgriGold, Foremost Farms USA, Merial Ltd., Middleton Community Bank and The DeLong Co., Inc. These five sponsors played a vital role in making this event the great success that it was!

WALSAA extends its sincere gratitude to all volunteers and event committee –

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# President's Message: A year to celebrate

WALSAA President  
Jill Makovec



**H**appy Holidays WALSAA! I am honored to be serving as your WALSAA president for another year.

Last year was an exciting year for our association. I would like to thank our leadership team for all their work and dedication – past-president Brian Fluno, vice president Sam Miller, and treasurer Bob Kaczmarek. In addition, we had several committee chairs that worked diligently behind the scenes coordinating events, presenting scholarships, and enhancing our marketing and development efforts. Special thanks goes to Dave Welsh, events chair; Bryan Renk, scholarship chair; and Brian Fluno marketing and development chair for all of their efforts. For the past 18 months, WALSAA also has been blessed to work with Amy Ryan as our administrative coordinator. Finally, I'd also like to thank retiring board members Bob Pofahl, Liz Henry, Brian Fluno, and Dave Nelson for their years of service and wish them the best in their future endeavors.

With their departure, we welcome new board members Dale Beaty, Al Herrman and Sara Schoenborn. These three individuals have a wealth of experience and strong passion for CALS. We are excited to have them share their talents with WALSAA. In addition, Marjorie Stieve has joined the leadership team as marketing and development chair. Dave and Bryan will continue in their committee chair roles while Sam Miller and Bob Kaczmarek remain as vice-president and treasurer. Together, we are looking forward to leading WALSAA through another successful year.

Looking back at this year, it was nothing short of amazing. We kicked off the year with our Hit the Ice event – a suite at the Kohl Center to cheer on the Men's Hockey team. While the suite is not available this year, the events committee has secured the ENTIRE AirTran Airways Landing Zone at Miller Park. Join us April 20 for a night of food, fellowship and fun!

This summer we partnered with Marshfield Ag Station to host our Farm Technology Days picnic. More than 100 people spent the evening touring the facility and

reconnecting with other CALS alumni. Next year, Farm Technology Days is in Outagamie County, and we are still looking for a host. If you are interested, be sure to contact us!

What a Badger season! Our Football Fire-Up was held for the second time at the UW–Foundation parking lot. We made some small logistical changes, and people continue to enjoy this venue. Both the events and silent auction committees did a fabulous job improving the event. We had more people attend and raised more money than last year! Thank you to all those alumni who spent the morning with us, and thank you to all the silent auction donors and winning bidders. This year, we raised more than \$25,000 for the WALSAA Outstanding Sophomore Awards and Farm and Industry Short Course scholarships. Mark your calendars! The 2012 WALSAA Football Fire-Up will be held Sept. 15 at the UW–Foundation.

As a Board, we encourage and value your input and feedback. Sometimes you like what we are doing and other times you recommend changes. One of the main areas where we have received feedback is returning to a membership structure. I'm happy to announce that we've listened to the WALSAA community, and beginning in 2012 we will bring back a membership structure. If you were a lifetime member before, you will remain a lifetime member under the new structure. If you were a supporter that contributed enough money to achieve lifetime supporter status, you will now be recognized as a lifetime member. Watch the next issue of the WALSAA Express for more details and special anniversary pricing to join this elite group of CALS alumni that have pledged their lifetime membership to our association.

Meanwhile, we'd like to encourage current WALSAA supporters to give one more donation for the year, see page 15 for details. 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

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# CALS Message: Supporting our future

CALS Interim Dean & Director  
William F. Tracy



**A**s the new year approaches, I have our future students on my mind.

Today one of our core values is at stake – something that should concern all of us who are committed to the future of our college, UW–Madison and Wisconsin. I am talking about declining state support for postsecondary education and its devastating effect on our young people and their opportunities.

Undergraduate education at UW–Madison is paid for by a combination of general program revenue (GPR) – derived from state taxes – and tuition, paid by students and families. In 2001, GPR funding for UW–Madison was \$370 million and tuition revenue was \$277 million. Ten years later, GPR has fallen to just \$279 million, while tuition revenue increased to \$400 million (all figures adjusted to 2010 dollars). As a result tuition increased from \$ 5,044 per year in 2001 (2010 dollars) to \$8,987 in 2010. (These numbers do not include the \$47.5 million cut imposed in the 2011 budget.) The state also gives UW money for special purposes, but these funds cannot be used directly in providing undergraduate education.

When the state fails to support the university, the university gets the needed revenue by charging students and their families more. This is a pretty straightforward relationship, but I am not sure that the implications are always clear. When the state cuts the budget and tuition increases, fewer students from middle-class and financially pressed families can afford to attend UW–Madison.

Here at CALS, we are especially aware of the effects

## President's Message cont.

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the Ambassador Program, CALS Leadership Retreat and Outstanding Advisor awards. Various giving opportunities are available and your tax-deductible donation will impact the future of our current CALS students.

Anyone who is nearing a donation total of \$1,000 or more within the last two years is eligible to achieve lifetime membership status. If you are close to this level, make your

on Wisconsin's rural families. Rural per capita income is 20 percent less than in metropolitan areas, and 40 percent of CALS students demonstrate significant financial need. What is the future for CALS if a greater proportion of kids interested in careers in agriculture and natural resources cannot afford to come to Madison? Indeed, what is the future of Wisconsin's rural communities?

We also can't pretend that the quality of undergraduate education won't suffer. Less revenue means fewer degree programs, especially in production agriculture, and fewer courses dedicated to agriculture. The time it takes to finish a degree will lengthen. And it will be harder for people with moderate incomes to afford to come here.

Supporting our agricultural communities means supporting public higher education in Wisconsin. The UW System is the provider of affordable, accessible opportunities to earn bachelor's degrees, and we at CALS are the provider of the specialized knowledge needed to excel in careers in agriculture, natural resources and the life sciences. When state cuts make it harder for rural kids to attend CALS, the economic vitality of our rural communities is diminished.

How we fund a college education at UW is up to the people of Wisconsin – and in any policy debate it's important to have all facts on the table. My hope is that, as we move forward, undergraduate education gets the attention and resources that our young people and our state deserve.

Thanks to all of you for your support of our college.

On Wisconsin.

donation before Dec. 31 to qualify. If you are not sure of your annual contributions, contact WALSAA at admin@walsaa.org or (608) 438-1994. Don't miss out on the opportunity to become a lifetime member of WALSAA!

Thank you for your support over the past year and get ready for our 40th anniversary! Best wishes for a safe holiday season, prosperous New Year and a Rose Bowl win!

On Wisconsin!

# New UW-Madison CALS dean named

Kathryn VandenBosch, professor of plant biology at the University of Minnesota in St. Paul, has been selected as the new dean of the College of Agricultural and Life Sciences (CALs) at UW-Madison.

"We are delighted that Professor VandenBosch will be joining us. She brings a wealth of experience, accomplishments, and leadership acquired at public land grant institutions not dissimilar from Wisconsin. Her very articulate and insightful approach will be most effective in the diverse components of CALs and Wisconsin's agricultural community," says Provost Paul M. DeLuca Jr.

VandenBosch has headed the plant biology department at the University of Minnesota since 2001, with a brief hiatus in 2006 to serve as interim dean of the newly formed College of Food, Agricultural and Natural Resource Sciences. She is also a member and former chair of the executive committees of both the Faculty Senate and the University Senate.

"I am really honored by my selection and very appreciative of how welcoming everyone has been. I'm looking forward to getting to know people better and becoming a part of the CALs community," VandenBosch says.

Her research focuses on the genetics of plant-microbe interactions and nitrogen fixation in legumes, a family that includes several agriculturally important species, and in 2009 was named a fellow of the American Society of Plant Biologists.

Prior to her tenure at the University of Minnesota, VandenBosch was a faculty member at Texas A&M University for 12 years. She holds masters and doctorate degrees in botany from the University of Massachusetts Amherst, and spent time at both UW-Madison and the John Innes Institute in Great Britain as a postdoctoral associate.

"I think of myself as an alumna even though I don't have a degree from Wisconsin. I've always had a fondness for the place and a great respect for the research conducted there," she says. "There are few places I



would want to be. Wisconsin has a land grant mission in concert with strong basic science and a strong liberal arts university."

A 16-member search-and-screen committee composed of faculty, staff, students, and current and former members of the CALs board of visitors recommended a short list of three finalists to the chancellor and the provost from which they made their selection.

VandenBosch will assume her new role on March 1, 2012, and will receive a salary of \$250,000. Interim Dean William F. Tracy, who has held the position since Jan. 2, will return to his roles as professor and chair of the Department of Agronomy.

"Dean Tracy has provided excellent guidance and leadership for CALs. We would like to extend our thanks for his tireless work throughout his appointment and in the months to come," says DeLuca.

Established in 1889, CALs enrolls approximately 2,600 undergraduate and 1,000 graduate students and carries out UW-Madison's mission as a public land-grant university. The dean is the chief academic and executive

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# 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!

- Abby Gadbois
- Abby Hernandez
- Adam Vander Pas
- Aisha Liebenow
- Alex Roltgen
- Amanda Miller
- Andrea Brossard-Martin
- Ashley Nimtz
- Ashley Schmitting
- Billy Maes
- Bob Pofahl
- Brian Fluno
- Brian Giza
- Brian Nodolf
- Bryan Renk
- Bryan Rowntree
- Carrie Ohman
- Casey Peacock
- Catherine Harris
- Christine McFarland
- Clifford Gnatzig
- Connor Nett
- D.J. Cianco
- Dan Burgardt
- Dave Fahey
- Dave Nelson
- Dave Welsh
- Ellie Krueger
- Eric Mauer
- Evan Price
- Gena Cooper
- Hannah Gerbitz
- Jake Standal
- Jared Wendt
- Jeremiah Shafer
- Jill Makovec
- Jodi Bleck



- John Kruel
- John Kuehl
- Jonathan Rodriguez
- Jordan Riley
- Kaitlyn Riley
- Karen Lee
- Karen Rindsig
- Karen Schlichter
- Kathleen Keene
- Kayla McKaveney
- Kelly Morgan
- Kelsey Olson
- Kestrel Schmidt
- Kimberly Hansen
- Kimberly Hanson
- Kyle Kruizenga
- Kyle Roudtree
- Lara Bower
- Lauren Holterman
- Lauryn Vanderwerff
- Lily Mank
- Maria McGinnis
- Marie Kumerow
- Marjorie Stieve
- Mark Sherry

- Mary Renk
- Matthew Henry
- Michael Dekkers
- Mike Marr
- Nick Monfeli
- Rachael Baird
- Robert Kaczmarek
- Ron Crandall
- Ron Crandall
- Russell Rindsig
- Ryan Asch
- Ryan Peterson
- Sam Miller
- Scott Fahey
- Scott Johnson
- Shannon Sattler
- Shurthi Murali
- Stephanie Paull
- Tara Centeno
- Tara Marko
- Tawny Chandler
- Taylor Fritsch
- Tim Pearson
- Tom Albrecht
- Valerie Breunig

## Event Sponsors:

**Agrigold**

**Merial Ltd.**

**The DeLong Co., Inc.**

**Foremost Farms USA**

**Middleton Community Bank**

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 and Supply Donors

- Beer, trailer and supplies – Frank Beer Distributors Inc.
- Brats – Usinger's, Debra Usinger
- Cheese and sausage – Swiss Colony
- Ice Cream – Schoeps
- Milk – Sassy Cow Creamery
- Popcorn – Rural Route 1 Popcorn, Brian Nodolf
- Potato ole's – Bob Williams
- Smoothies – Gehl Foods, Inc, Tracy Propst
- Tent – Matthew's Tent Rental, Kyle Matthew
- Weber ribeye steaks – Brian Nodolf

# 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 \$25,000 for scholarships. Here is a listing of items sold, their donors and the highest bidders.

**One-night gift certificate to the Olympia Resort**

Donated by: Vita Plus  
Highest bidder: Kathy Wells

**Pair of UW vs Penn State football tickets with stadium seats and parking**

Donated by: Henry Farms  
Highest bidder: Kim Flitcroft

**\$100 gift certificate to Rural Route 1 Popcorn**

Donated by: Rural Route Popcorn  
Highest bidder: Don Henderson

**One-week stay at Kauai, Hawaii**

Donated by: Kay & Duane Maas  
Highest bidder: Rick Daluge

**Set of two UW men's basketball season tickets**

Donated by: The DeLong Co., Inc.  
Highest bidder: David Rischmueller

**Mixed quarter of Angus beef**

Donated by: Valley View Farms  
Highest bidder: Dale Ryan

**UW-Badger popcorn tin**

Donated by: Brian Nodolf  
Highest bidder: Kim Flitcroft

**Ruth's Chris Steak House \$100 gift certificate**

Donated by: Bob Hagenow  
Highest bidder: Dave Welsh

**Superbowl popcorn tin**

Donated by: Brian Nodolf  
Highest bidder: Dave Welsh

**Pair of UW vs. Penn State football tickets**

Donated by: Jere & Anne Fluno  
Highest bidder: Robert Kaczmarek

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

Donated by: Daluge Travel  
Highest bidder: Kim Olson

**Curly maple cutting board, sweatshirt and hat**

Donated by: Dept. of Forestry & Wildlife Ecology  
Highest bidder: Barb McCarthy

**World Dairy Expo themed basket**

Donated by: World Dairy Expo  
Highest bidder: Russ Vogel

**UW print**

Donated by: AgSource Cooperative  
Highest bidder: Al Herrman

**Pair of UW men's basketball single game tickets**

Donated by: Mark & Kathleen Sherry  
Highest bidder: Maureen DeBruin

**The Country Today advertising certificate and one-year subscription**

Donated by: The Country Today  
Highest bidder: Rick Daluge

**\$100 gift certificate to Rural Route 1 Popcorn**

Donated by: Rural Route Popcorn  
Highest bidder: Sam Miller

**Brewer fan package**

Donated by: WE Energies  
Highest bidder: Kacie Case

**Badger baby basket**

Donated by: Ryan & Karen Lee  
Highest bidder: Bob Pofahl

**One-night gift certificate at the DoubleTree Hotel of Madison**

Donated by: DoubleTree Hotel of Madison  
Highest bidder: Don Henderson

**Steiger 600 pedal tractor**

Donated by: Case IH  
Highest bidder: Dale Ryan

**Pair of UW vs. South Dakota football tickets**

Donated by: Vita Plus  
Highest bidder: Bob Panzer

**Nikon CoolPix camera and Badger jacket**

Donated by: Valerie Breunig & Marjorie Stieve  
Highest bidder: Dale Ryan

**3-bottle of wine gift box**

Donated by: Wollersheim Winery  
Highest bidder: Bob Williams

**Processed market lamb**

Donated by: Rasch Market Lambs  
Highest bidder: Bob Pofahl

**Case of Gold Medal winning wine**

Donated by: Botham Vineyards & Winery  
Highest bidder: Bob Hagenow

**Platinum membership to Babcock Cheese of the Month Club**

Donated by: CALS  
Highest bidder: Shellie Kappelman

**One-night gift certificate to the Sheraton Madison**

Donated by: Vita Plus  
Highest bidder: Deb Case

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

Donated by: The Manney Place  
Highest bidder: Paul Miller

**Pair of UW Homecoming football & brunch tickets**

Donated by: CALS  
Highest bidder: Sam Miller

**Set of two UW men's hockey season tickets with parking**

Donated by: Birdie Schiller  
Highest bidder: Ramone Manthy

**Beauti & Spa package**

Donated by: Amy Ryan  
Highest bidder: Lou Arrington

**Framed "The Capital" print**

Donated by: Ron Curran  
Highest bidder: Dave Welsh

**Pair of UW Homecoming football tickets**

Donated by: Brian Nodolf  
Highest bidder: Dan Ziegler

**Fraiser Fir Christmas tree**

Donated by: UW Forestry Club  
Highest bidder: Marilyn Boland

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

Donated by: Crane Farms  
Highest bidder: Mary Koepke

**Set of two UW men's hockey season tickets with parking**

Donated by: Coloma Farms  
Highest bidder: Sam Miller

**One-night gift certificate at the Marriott Madison West**

Donated by: Vita Plus  
Highest bidder: Rick Daluge

**Four tickets to a Milwaukee Bucks game**

Donated by: Senator Herb Kohl's Office  
Highest bidder: Bob Pofahl

**Pair of Symphony Orchestra concert tickets**

Donated by: Madison Symphony Orchestra  
Highest bidder: Rick Daluge

**One-night gift certificate at the Wilderness Hotel & Golf Resort**

Donated by: Vita Plus  
Highest bidder: Russ Vogel

**2012 Wisconsin FFA Foundation golf outing package for four**

Donated by: The Wisconsin FFA Foundation  
Highest bidder: Brian Fluno

**Four tickets to the Varsity Band concert**

Donated by: UW Alumni Band  
Highest bidder: Robert Kaczmarek



**Main Street Café Package**

Donated by: Gehl Foods, Inc.  
Highest bidder: Lois Polacek

**Autographed Bret Beilema Badger football**

Donated by: WALSAA  
Highest bidder: Russ Vogel

**Trip package for two to UW at Michigan St.**

Donated by: Daluge Travel  
Highest bidder: George Morris

**Pair of UW vs. Indiana men's basketball tickets**

Donated by: Bryan Renk  
Highest bidder: Marjorie Stieve

**\$200 savings bond**

Donated by: Middleton Community Bank  
Highest bidder: Kim Olson

**Potosi Beer for a year package**

Donated by: Brian Nodolf  
Highest bidder: Bob Hagenow

**Set of two UW men's basketball season tickets**

Donated by: Grainger  
Highest bidder: Eric Johnson

**Set of two UW men's basketball season tickets**

Donated by: WALSAA  
Highest bidder: Brian Nodolf

**Framed "Up and Away" print**

Donated by: Lou Arrington  
Highest bidder: Jill Makovec

**Pair of UW vs. South Dakota football tickets**

Donated by: Vita Plus  
Highest bidder: Marjorie Stieve

**Pair of UW Homecoming football & brunch tickets**

Donated by: CALS  
Highest bidder: Ramone Manthy

**"Under the Autumn Oaks" print**

Donated by: Lou Arrington  
Highest bidder: Kacie Case

**Couple's hot air balloon package**

Donated by: Gentle Breezes LLC  
Highest bidder: Dale Ryan

**Two-night stay at the Crowne Plaza Hotel**

Donated by: Vita Plus  
Highest bidder: Maureen DeBruin

**Pair of UW vs. Green Bay men's basketball tickets**

Donated by: Bryan Renk  
Highest bidder: Dale Ryan

**Pair of lift tickets to Tyrol Basin**

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

**3-bottle of wine gift box**

Donated by: Wollersheim Winery  
Highest bidder: Bob Hagenow

**Igloo Icy Tunes cooler and stuffed cow**

Donated by: ANIMART  
Highest bidder: Diane Titus

# FISC Corner: 127th year underway; Reunion planned for Jan. 28

Andrea Brossard Martin  
FISC Alumni President

This year's Farm and Industry Short Course session is well underway. There are a 135 enrolled for 2011-2012. There are 110 first year students and 25 second year students.

More than \$137,000 in scholarships were awarded to students attending the program this year. These scholarships are offered by foundations, trust funds, organizations and private firms.

## Farm and Industry Short Course Reunion Luncheon Reservation Form

Saturday, January 28, 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. 20. Tickets will also be sold at the door for \$25 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

For more information contact FISC at (608) 263-3918 or email [fisc@cals.wisc.edu](mailto:fisc@cals.wisc.edu).

# WALSAA tidbits

## Attention FISC alumni

Not a member of WALSAA? Here's your chance to sign up. At this year's reunion on Jan. 28, for every person that signs up for an annual or lifetime membership, you will be entered in a drawing to win two (2) Fire-Up Packages including the luncheon and football tickets. WALSAA board members will also be on-hand at the reunion to get you signed up. Annual membership fees for 2012 will be \$40 and lifetime (one installment) will be \$400.

## Save the date for WALSAA's Milwaukee Brewers outing!

WALSAA and the Milwaukee Brewers would like to invite you to attend a Milwaukee Brewers game on Friday, April 20 at Miller Park. This is a Friday night game scheduled for a 7:10 p.m. start versus the Colorado Rockies. We are excited to be able to reserve the AirTran Airways Landing Zone for our event. If you are not familiar with this location, it is the "picnic" area next to the right field fence. You literally can sit at a table next to the fence – maybe you can say hello to Corey Hart! At this time we have just secured the date and location. Please look for the event form in the March WALSAA Express and also online at [walsaa.org](http://walsaa.org).

## Fire-Up cont.

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from the young high school and college volunteers, to the long-time, experienced gurus. Please know that your time and commitment in coordinating this event is greatly appreciated, and evident in its success.

WALSAA plans to see everyone again next year on Sept. 15 for another great Fire-Up!

## Retiring board members



President Jill Makovec and Vice President Sam Miller recognized retiring board members for their years of service to WALSAA. They include, left to right, Brian Fluno, past president; Miller; Bob Kaczmarek, treasurer; Robert Pofahl; and Makovec. Missing from the photo is Liz Henry, past president; and Dr. David Nelson, CALS faculty representative.

## Winning golfers



The WALSAA golf outing returned this fall. Members of the winning team included, left to right, Brian Giza, Brian Fluno and Bryan Renk.

# Get to know the Outstanding Sophomore Award recipients

Earlier this year, WALSAA presented 10 Outstanding Sophomore Awards thanks to money provided by WALSAA supporters and bidders at the 2010 Fire-Up Silent Auction. Each student received a \$2,000 scholarship for use in his or her junior year. In this issue of WALSAA Express you can learn more about four of the recipients.

## Mara Budde

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

**BUDDE:** UW-Madison has always been one of my top choices for college as long as I can remember. As a child, I wanted to attend the UW to become a large animal vet. Once I had reached my junior year of high school that dream changed and I decided to pursue something along the lines of agricultural marketing. However, I still wanted to remain in the animal agriculture field, seeing that I grew up on a small hog farm and worked on a dairy farm. I chose UW because it has an excellent agriculture program. I knew that no matter what I decided on, the university would have the major I wanted.

**Q: What is the greatest learning experience you have had at UW-Madison?**

**BUDDE:** My greatest learning experience so far has occurred in UW-NAMA. Being a part of the organization has taught me many real-world skills that I can use in the future. As World Dairy Expo chair, I have strengthened my organizational skills and learned how to better work with people. Marketing team has given me real-world experience, creating a marketing campaign and presenting it.

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

**BUDDE:** My parents will forever be my inspiration. They have always been there for me and encouraged me to do my best. Both of my parents have battled health issues and they never gave up. I believe if they could get through that, I can make it through my worst days. Without their support I wouldn't be where I am today.

**Q: What are your career plans?**

**BUDDE:** My career plans are subject to change, but I would like to work in the dairy or swine industries in marketing, communications or journalism. I want to obtain a career where I can utilize my skills in order to help farmers and spread the positive word about agriculture, two things that are very important to me. I would also like a career that would provide personal growth as well as career growth.

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

**BUDDE:** This scholarship means a chance to complete school so I can one day have a successful career. Affording school is tough but with WALSAA's help I will be able to pay for housing and tuition without worry. My parents never had the opportunity to attend college so by completing school and obtaining a career, I will make them very proud, which means a lot to me.

## Ronald Crandall

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

**CRANDALL:** I chose to attend UW-Madison because it is one out of only 20 colleges that offers an undergraduate genetics major. It also has a strong history and program being the first department of its kind in the U.S., founded in 1910. I also wanted to start research from the moment I got on campus, and UW-Madison is 20th in the world for its natural sciences and math programs.

**Q: What is the greatest learning experience you have had at UW-Madison?**

**CRANDALL:** I think that the ability to have hands on research was one of my best learning experiences here in UW-Madison. I researched plant-microbe symbiosis for the past two years in Jean-Michel Ané's lab here in agronomy. I was able to take concepts I learned in organic chemistry and other classes and apply them directly in a lab setting.

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

**CRANDALL:** I am inspired by the fight my family has gone through in overcoming cancer. It is the main reason I went into genetics and why I am working hard to learn more to eventually help those with this disease and others.

**Q: What are your career plans?**

**CRANDALL:** I aim to become a doctor in medical genetics and work in the future in applying genetics therapies in a clinical setting. I also would like to work in the research setting in creating those therapies.

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

**CRANDALL:** This scholarship has meant a lot not only to myself but to my family as well. The scholarship recognizes my hard work in CALS and inspires me to give back even more to CALS. It also helps reduce the financial burden on myself and my family, allowing me to work harder on my studies and for other students in CALS.

## Amanda Miller

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

**MILLER:** Both of my parents attended UW-Madison, so growing up I was greatly influenced by their immense love of this school. As I grew older, I started really admiring Madison, not only for its amazing sports teams, but also its research diversity. The opportunities available in research, even as an undergraduate, at UW-Madison had a major influence on my decision to attend this school.

**Q: What is the greatest learning experience you have had at UW-Madison?**

**MILLER:** The most significant learning experience for me has been growing in faith and putting all of my trust in God. From this ongoing experience I'm constantly discovering who I'm called to be. I'm called to selflessly serve and love others in all that I do. My faith has given me self-confidence and determination. It has shaped who I am and who I am becoming. I can do all things in God, and this truth has put so much love in my heart. It has given me such an overwhelming desire to serve others, and the determination and confidence to do so in all that I do.

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

**MILLER:** Growing up, my parents' work ethics and determination greatly inspired me, but now I find inspiration in many different people every day – in my roommate's compassion, my lab partner's patience and even in a stranger's kindness.

**Q: What are your career plans?**

**MILLER:** I'm still not certain where I'll end up, but I am positive that my future career will involve providing service for others in need. I plan on doing this by working on the interface between the environmental and social worlds, which I'll do by joining the Peace Corps after I graduate. I'm most interested in sustainable food systems, and how they can be run efficiently in urban and/or poor neighborhoods.

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

**MILLER:** Financially, this scholarship has provided me the opportunity to study abroad in Ecuador next semester. Personally, it has allowed me to network and meet many of the amazing alumni that have graduated from CALS. I am extremely grateful for all that WALSAA has done for me, personally, and also for all the opportunities that WALSAA continues to provide for all of the undergraduates in CALS. Thank you so much, I am very appreciative.

[www.walsaa.org](http://www.walsaa.org)

## Jared Wendt

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

**WENDT:** My decision to attend UW-Madison was based on academics, tradition and overall student experience. Wisconsin's superior academics were what initially drew me to this university. Its tradition as a land-grant institution was very important to me and not something we as Badgers should take lightly. The tradition of excellence and embracing the state motto, "Forward," made Wisconsin very enticing. Combine that with being a great financial value and known as a "public ivy" I was more than convinced. The outstanding people within CALS made my decision final and in no time I was Madison bound.

**Q: What is the greatest learning experience you have had at UW-Madison?**

**WENDT:** The greatest learning experience has been through the Alpha Gamma Rho Fraternity. It has been a great opportunity to learn about people and how they interact. Living with 40 other agricultural men has taught me a great deal about their agricultural pursuits and about the different things they bring to this world. The most important thing I have learned is that people are very different and I can bridge a lot of differences just by stepping back and realizing that not everyone values the same things that I do. The roles I have taken within the house have been instrumental in building my leadership and people skills. I know that I am going to be prepared for a successful life using the experiences learned living among such great diversity.

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

**WENDT:** My inspiration is the agricultural industry as a whole. Growing up my parents, Jerry and Sharon, were and still are heavily involved in agriculture and its advocacy. Each day I am amazed more and more by this oldest profession and dedicate myself to ensuring its success and longevity. Only agriculture serves all of humanity's basic needs. Agriculture provides nutritious, safe and delicious food supplied from hardworking farmers and ranchers to nourish our bodies. Responsible forestry techniques and the sustainable use of land supplies us with the materials that shelter us and provide us with house and home. Lastly, agriculture provides a dependable, affordable and diverse supply of natural fibers used in our clothing. These three basic human needs, food, shelter and clothing, all come from agriculture. I believe that more

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# Student Happenings: More power to the students!

Shruthi Murali  
WALSAA's Student Representative

Every officer team that passes leaves some lasting legacy on the college. No matter what the object it is they're working towards, this is the ultimate goal – to be remembered because they caused a change for the better.

This year we hope to do no less than change the very definition of student voice; the way it's selected, the power it holds and the changes it can bring about in this college and university. "More power to the students!" has quickly become the catchphrase of this year's CALS Student Council.

This college exists in large part for and because of the students, so it only makes sense that the students have a say in the undertakings of the college. It is this council's vision that students have the power to influence everything that affects them in CALS. We believe that it should be within the scope of the students to change anything they think is worth changing.

We want every student that passes through CALS to leave a lasting impression on the college and that the college is the sum of all the work, dedication and ideas of those students. In the future one should be able to track the changing demographics of the student body just by looking at the types of events that were put on or the nature of the changes to the curriculum or the deans and advisors that were hired that year. After all, if we are going to be the future alumni of this college then we should be able to mold today so that when the time comes we can be proud to proclaim it as our alma mater.

To bring about this change, we are currently working on building a stronger, more formal connection with the administrative body of CALS, the dean's office and 116 Ag Hall. What we've learned so far is that communication is key to this change. That having constant communication between the college, the student council and the individual organizations under its umbrella is the best way to keep the students and the college abreast on

the desires and expectations of both.

We know that everyone involved is working to the same end, for there to be good professors teaching undergraduate courses, for our students to succeed at the university and to be competent, competitive individuals in the workplace. And a strong line of communication from the college to the students would be the easiest way to get the students' voices heard on things that matter to them.

In the past we've appointed students to some faculty-run shared governance committees, what we hope to do this year is to increase the amount of committees that will have students serving on them, better the communication between the students on the shared governance committees and the student council. We are also working on increasing communications between the student council and all the organizations it represents in the hopes of strengthening the CALS student voice when talking to the college or organizations outside of CALS.

Getting a larger voice for the students within our own college is only half the battle. We are also looking into setting up a collaboration of the different student councils of the university. It is essential that students have power not only at the college level but at the university level as well.

Although, the Associated Students of Madison (ASM) has the power to create some change for the benefit of the students, in the last few years it has come woefully short of actually accomplishing anything of worth. In order to jolt ASM to take up the leadership role it was bestowed, communications have begun between the various student councils about a meta-council being formed. As this idea is still at its infancy nothing of substance has been established; but we hope that in time it becomes the norm for student councils to communicate with each other and coordinate events

Continued on page 13

# Outstanding Sophomores cont.

## New WALSAA Supporters

A big WALSAA welcome to:

Marilyn Boland  
Scott Bowe  
Deb Case  
Kacie Case  
Bob Cooney  
Shellie Kappelman

Ramone Manthy  
John Marquardt  
Barb McCarthy  
Paul Miller  
Lois Polacek  
Diane Titus  
Dan Ziegler

## Student Happenings cont.

Continued from page 12

and services under the banner of ASM. Having this meta-council will create a direct link from individual members of organizations to ASM, a line that is sorely lacking today.

These are just a few of the issues the CALS student council has taken upon itself to change this year. We have an extremely motivated officer team and although I would be lying if I said it has been a smooth ride so far, we all agree that it is something we feel needs to change.

We think that the progress of this college depends on its students, as much as it does on the administration, and the only way to ensure our future is to give more power and voice to the students. We want to see that the students' ideas and dreams become a reality here at CALS and at UW-Madison.

## New Dean cont.

Continued from page 4

officer of the college, with responsibility for personnel, budget, fund raising, community relations, curriculum, academic affairs, and physical facilities.

The dean oversees the college's 19 academic departments, which span environmental, social, and basic life sciences and production agriculture, as well as numerous research centers and a range of outreach and university extension activities. The dean also coordinates Cooperative Extension Service programs within the college and serves as director of the Wisconsin Agricultural Experiment Station.

Continued from page 11

and more we need to focus on agricultural education to ensure the future of those industries that provide for our daily needs.

**Q: What are your career plans?**

**WENDT:** My passion has always been in the food industry. I have had a lot of experiences in the meat industry and will continue to seek out opportunities with a meat emphasis. After college I hope to pursue a graduate degree in some area of food science with future plans for working in the private sector. My passion for agriculture will only become stronger in the coming years and I plan to continue to educate consumers on where their food comes from. No matter where I end up, I will always work hard and keep the big picture in mind. Agriculture will always need skilled workers to provide food, shelter and clothing for all people. With agriculture as my focus, I believe that I can exert an influence in my home, country and the worldwide agricultural community.

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

**WENDT:** This scholarship means so much because of those who have already received it. In many of my student organizations I was led and taught by many great people. It was only later that I learned they had received this prestigious honor as a sophomore as well. It is very humbling to think that I am now among those individuals. I hope to use this award as a stepping-stone to achieve even greater things. It's always nice to receive recognition for my hard work, but this scholarship has the ability to promote future hard work and diligence as well. The money is greatly appreciated for its true value is that it inspires education in agriculture.

*Responses were requested, but not received from OSA recipient Sylvia Janicki.*

# Alumni updates

Brothers **Alan, BS '63, Jim, BS '67,** and David **Koepke** and Jim's son, John – owners of Koepke Farms Inc. – were the recipients of the Leopold Conservation Award from Sand County Foundation and the Wisconsin Farm Bureau Federation. The Koepkes were also named the Dairymen of the Year at the 2011 World Dairy Expo.

**Rick Daluge, BS'71, MS'75, PhD '82,** has been elected as president of the Wisconsin FFA Foundation for the 2011-12 fiscal year. Daluge is emeritus assistant dean at CALS, and also works as a community relation's specialist for the Lions Eye Bank of Wisconsin.

**John Klatt, BA '99, MS '04, PhD '08** returned to CALS Office of Undergraduate Programs and Services in the newly created posi-

tion of assistant dean for student development. In this role, he will oversee co-curricular programming (including serving as honor dean and advising several CALS student organizations), coordinate college-wide advising activities and direct CALS Career Services.

**Larry Nelson, BS'02,** joins the Wisconsin Holstein Association as the member services manager. As part of Nelson's new role, he will begin to spearhead a number of WHA activities and bolster the member service areas. He started his career at Semex USA as the Excell-GM marketing program coordinator. From there he migrated on to be the e-commerce content coordinator for Kohls.com, a marketing manager at Parts Now! and most recently a marketing supervisor

with UW-Madison.

**Elizabeth (Beth) Porior, BS '07,** has been named the regional manager for the Wisconsin Dairy Council's north central region. She will promote the benefits of milk to elementary and middle school students and develop TV programming featuring Wisconsin cheese. Previously she was an ag educator at Merrill High School.

**Sarah Sacker, BS '11,** has been hired as an ANIMART marketing associate of the dairy and livestock division. Sacker will be responsible for assisting with dairy and livestock marketing and communications. She will also support the marketing communication efforts to introduce new products, programs and services to the sales team and customer base.

## WALSAA Board 2011-2012

**Jill Makovec '00, '02 - 2014**  
President  
Madison, WI

**Sam Miller '84 - 2013**  
Vice President  
Appleton, WI

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

**Andrea Brossard Martin '01, '05**  
FISC Alumni President  
Beaver Dam, WI

**Shruthi Murali**  
Student Rep  
Madison, WI

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

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

**Tom Albrecht '76 - 2012**  
Shawano, WI  
**Dale Beaty '87 - 2014**  
Milton, WI

**Valerie Breunig '86 - 2013**  
Waunakee, WI

**Jenny Dierickx '05 - 2013**  
Madison, WI  
**Dave Fahey '72 - 2012**  
Belleville, WI

**Al Herrman '77 - 2014**  
Green Bay, WI  
**Karen Lee '03 - 2013**  
Edgerton, WI

**Brian Nodolf '80 - 2012**  
Livingston, WI

**Bryan Renk '83, '85 - 2014**  
Sun Prairie, WI

**Russell Rindsig '68, '69, '73 - 2012**  
Sarona, WI  
**Sara Schoenborn '10 - 2014**  
Fitchburg, WI

**Marjorie Stieve '91 - 2013**  
Madison, WI  
**Dave Welsh '90 - 2012**  
Elkhorn, WI

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

# Show your support for WALSAA's initiatives

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
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- A WALSAA window static sticker for display on your vehicle
- Recognition in the WALSAA Express and on [www.walsaa.org](http://www.walsaa.org) for the

following giving levels:

- |                        |  |
|------------------------|--|
| Other 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](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.

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

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*Corporate donations are also welcome. Visit [www.walsaa.org](http://www.walsaa.org) to learn more about these unique opportunities.*



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**[www.walsaa.org](http://www.walsaa.org)**

**FISC Reunion  
invitation  
inside!**

## Upcoming Events

- |                 |  |
|-----------------|--|
| <b>Jan. 28</b>  | <b>FISC Reunion</b>                      |
| <b>Feb. 10</b>  | <b>WALSAA Board of Directors Meeting</b> |
| <b>March 24</b> | <b>FISC Graduation</b>                   |
| <b>April 20</b> | <b>WALSAA Milwaukee Brewers Outing</b>   |
| <b>Sept. 15</b> | <b>WALSAA Football Fire-Up</b>           |