



## **41st annual Fire-Up & silent auction raises more than \$27,000 to support CALS students and debuts new Red Jacket Daluge Award**

By Marjorie Stieve, WALSAA Silent Auction Co-Chair, WALSAA Vice-President

Nothing beats eating a steak sandwich, dancing with Bucky Badger and jamming with the Soggy Prairie Boys at 9 a.m. on a football Saturday... But, combine that with possibly a glass or two of CALS-inspired Wisconsin Brewing Company's Inaugural Red and S'Wheat Caroline and you have all of the ingredients needed for a great event.

WALSAA members, families and friends were all in good spirits to show support of the UW College of Agricultural and Life Sciences. CALS Dean Kate VandenBosch welcomed all in attendance. CALS administration and faculty were also present. This year's silent auction helped raise a record amount, exceeding \$27,000. Monies raised are used to support UW CALS students through the Outstanding Sophomore Award scholarships and FISC awards. A big thank-you to all of the donors, bidders and volunteers.

But the WALSAA Football Fire-Up isn't all about the money, it was a day that gave old friends time to catch up and reminisce about days on campus.

It was also the day that the inaugural WALSAA Daluge Red Jacket Award was presented for the first time. Jack Kaltenberg was selected as the first recipient because as an early WALSAA president he guided the organization through much growth. With his help, WALSAA increased membership, jump-started alumni outreach through area

Continued on page 6

### INSIDE THIS ISSUE

FISC Reunion .....	page 5
Campus Happenings.....	Page 7
CALS Ambassadors .....	page 7
Hit the Ice with WALSAA .....	page 8
New board members.....	page 9
Student profile .....	page 10
Sponsor spotlight .....	page 10

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# President's Message: WALSAA 2017: It'll be HUUUGE!



WALSAA President Vern Dougherty

**H**oliday Greetings to all UW–Madison CALS and FISC alumni and friends. I hope this newsletter finds each of you in good health, good spirit and looking forward to the year ahead.

I am writing this letter before the presidential election has taken place, so I'm not exactly sure if the word huuuge will make it into 2017 edition of the Merriam-Webster dictionary ... or not. None-the-less, I am honored to be serving as your WALSAA president and look forward to 2017 being a huuuge year for WALSAA.

Our goals are to continue the legacy from years past, but also take on new endeavors to support the CALS campus, as well as CALS and FISC students.

A little bit about myself: I am originally from DeForest and currently live near Oconomowoc. I am a 1983 CALS graduate with a degree in ag education. After undergrad, I went to work as the Waukesha County agriculture agent before returning to the UW and getting an MBA in marketing. After grad school, I went to work for Merck AgVet, which is now part of Merial, and worked in a variety of positions in veterinary product sales, marketing research and brand management.

In 1999, I started a qualitative market research firm (FOCUSED Marketing Research) with a specialization in brand positioning and messaging. I am married to Judy (BS '84; DVM '88) and we have two children, Jeff, a 2014 UW–Madison finance/real estate graduate, and Corinne, a 2016 University of Denver graduate. Again, I am honored to be serving as your president and look forward to meeting as many of you as possible in the year ahead.

I was recently talking with a 2016 UW–Madison CALS graduate who told me he hadn't joined WALSAA because he didn't see the value. (Ouch, that hurt!). To paraphrase our conversation, he said, "I don't have a lot of money, so why would I join WALSAA? Even at a 60 percent new graduate discount of \$200 for a lifetime membership, I'm not sure it has any value to me."

Honestly, this hit me pretty hard and I have been

struggling ever since trying to come up with a succinct way of saying what I thought were key value points:

- WALSAA: Is your CALS connection for life! A WALSAA membership allows you to reconnect with CALS and give back to the college where it all began.

- Your membership dollars will be used to award scholarships, fund CALS Ambassadors, support student leadership and recognize exceptional faculty – all in support of the college and the alumni's connection to it.

- "As alumni we can act more effectively than any single group to rebuild the image of greatness that this college so justly deserves and at the same time enjoy the fellowship of working together," Roger Biddick, first WALSAA president, said at the organization's first meeting.

So – How would you answer the question, "Why WALSAA?" The reasons I gave weren't enough.

Everyone has his or her reasons, for me it wasn't really even a question if I'd join, it was why wouldn't I join? WALSAA is my UW–Madison alumni association. CALS alumni are the people I went to school with. You are "my people." I admit, cash was tight and I did the five-year WALSAA membership plan (Did you know we have a five-year payment plan? \$105 per year for five years). But, still I joined!

Again, I ask – Why WALSAA? Why did you join? I'd love to hear back from you. How would you answer this new graduate's question? Please send me your response at [verndough@gmail.com](mailto:verndough@gmail.com).

Also, I would also like to take this opportunity to welcome our new WALSAA board members: Tammy Beard and Paul Patterson as well as our two student representatives: Emma Wagner and Logan Voigts. Welcome on board.

Finally, I would be remiss if I did not take this opportunity to publicly thank a few people who have been shaping WALSAA, not only this past year, but for

Continued on page 3

# CALS Message: Reflections on research at CALS



CALS Associate Dean for Research Rick Lindroth

**A**s my six-year tenure as the college's associate dean for research draws to close, I find myself reflecting on what a rich, deep and rewarding experience it has been. Yet in some ways, I can sum it up with the tiny preposition in the title of my position.

I've served as the CALS associate dean *for* research. My job has been to enhance, promote, facilitate and protect the research endeavors of the college. It's not the associate dean *of* research, which puts the emphasis on the person holding the position. One of the things I have most appreciated about being in a leadership position at this university is the humility of my colleagues. Call it Midwestern, if you will – but then also call it effective and alluring. UW–Madison is not about egos. It's about great people doing great things to sustain and advance a great university. And of course CALS is an essential and time-honored part of that effort.

As a professor and researcher with a busy lab, I joined CALS administration with the expectation of new challenges and the hope of positively affecting the college's research enterprise. As many WALSAA members know, that enterprise is varied indeed. I think of it as encompassing three major areas. There's basic life science research, which includes the departments of biochemistry, genetics and bacteriology, as well as basic science conducted across our other departments – the kind of fundamental, curiosity-driven science upon which all other science is built. Then there is applied science; many of our more agronomically- or production-oriented departments fall under that heading. The third area is natural resources and environment, which

entails both understanding and stewarding our natural world.

Some of the things I have appreciated most about my role as dean for research are the quality of our faculty and their collaborative work ethic. CALS faculty are simply extraordinary researchers. And when people at other institutions complain to me about research silos, I wonder, "What are you talking about?" At UW–Madison, faculty are free to collaborate across the college, across the campus, across the world – and they do.

As associate dean, it's been my responsibility to protect and advance research interests in all of our disciplinary areas – a job that would have been impossible without the collaboration and support of our many partners throughout the state. Farmers, commodity and industry groups, businesses, government agencies, nonprofits, schools and other universities – with many of our alumni represented among these stakeholder groups – have been absolutely essential to CALS' research mission.

As I prepare to move back into full-time teaching and research, I'd like to take this opportunity to thank all of you for your help and support. Wisconsin is historically an extraordinary university for science, agriculture, and natural resources. We remain one of the top universities in the country – indeed, in the world – in those areas.

It has been a joy and a privilege to serve the CALS community as associate dean. With your continued engagement and support, I have no doubt that the CALS research enterprise will continue to flourish.

On, Wisconsin!

## President's Message

Continued from page 2

many years.

Outgoing president Tom Janczewski, thank you for your leadership and guidance this past year. Job well done. Al Herrman, if you do an Internet search with the words "philanthropic volunteer" your picture comes up. Thank you; I don't know how we would have succeeded this year without you. Jill Makovec, your on-going oversight

of our finances and commitment to WALSAA is beyond appreciated. Outgoing board members: Robb Bender, thank you for helping guide our scholarship and awards programs these past few years. Valerie Johnson, you have made a huge impact on WALSAA and I cannot imagine the WALSAA board without you. Thank you.

Wishing everyone a safe and peaceful year-end and fabulous start to the New Year.

# Past President's Message: A good year



WALSAA Past President Tom Janczewski

Greetings and Happy Holidays!

It has been an honor serving as the WALSAA president this past year. I view the twin goals of WALSAA as fostering fellowship among CALS alumni and supporting campus life at CALS. I am happy to report that WALSAA continues to make strides on both fronts.

As to the first goal, WALSAA hosted a number of successful alumni events from Hit the Ice, to the Farm and Industry Short Course Reunion, sponsored by Badgerland Financial, to the Farm Technology Days Picnic in Walworth County, and – of course – Fire-Up. Thank you to our events committee co-chairs, Al Herrman and Sara Schoenborn, and also to our FISC committee chairman Bob Behnke. They each did a tremendous job making sure our WALSAA events were well-promoted, well-organized and, most importantly, fun.

This year we awarded the inaugural Rick and Peggy Daluge Red Jacket Award to Jack Kaltenberg. Jack was undoubtedly a worthy recipient and hopefully you had a chance to congratulate him in person. As an aside, it is not too early to start submitting your nominations for the 2017 Red Jacket Award.

As to our second goal, we have continued to support campus life through the WALSAA Outstanding Sophomore and FISC Scholarships, as well as the Outstanding Advisor Award. Our dedicated Scholarship Committee, led by Robb Bender and Kim Jones, spent many hours sifting through applications, resumes and transcripts – and then interviewing award candidates.

This year WALSAA also decided to dig a bit deeper and do bit more. In July, we formally committed to participate in the UW All Ways Forward Campaign. WALSAA's donation will be used to rehabilitate the Dean Henry House for its future use as a new student center. What better way to support campus life than to assist CALS in creating a space for our future leaders in agriculture and life sciences to gather, to organize and to engage? Of course, we must still raise the money to meet our pledge. A heartfelt thank you to Al Herrman for

agreeing to serve as the chairman of the fundraising drive. His commitment to WALSAA is inspiring.

I must also thank Valerie Johnson for all of her hard work in serving as the chairwoman of the marketing and development committee last year. Valerie made sure that our members knew what was going on with WALSAA and oversaw our membership and donation drives. Although Valerie rotated off the board this fall, she has agreed to stick around for one more year to co-chair the marketing and development committee because she is fabulous.

WALSAA also owes thanks to Dean VandenBosch and the rest of Ag Hall, including Associate Dean Heidi Zoerb, Associate Dean Sarah Pfatteicher, and Student Services Coordinator Karen Martin. Rounding out the list, thank you to Ale Nicolet and the UW Foundation. WALSAA relies heavily on the knowledge and expertise of Ag Hall and the UW Foundation. I am proud that we have a strong relationship with both organizations and look forward to strengthening those ties even further.

Finally, I am happy report that Vern Dougherty will lead WALSAA next year as its president. Vern embodies enthusiasm, creativity and smarts. We are lucky to have him. Best of luck, Vern.

By the light of the moon!

## In memory of Bob Williams

Lifetime WALSAA member, Bob Williams, Pardeeville, passed away on Nov. 18, 2016. Williams spent more than 35 years with the Wisconsin Department of Agriculture, Trade and Consumer Protection, coordinating fair activities and working with commodity groups. Bob was a longtime supporter of WALSAA and could be found around the skillet at every Fire-Up, making his famous potatoes. As part of the WALSAA 40th anniversary, Williams was recognized as one of the 40 in 40 Impact Award Honorees. Please join us in our condolences to the Williams family.



# FISC Corner: Special event planned for FISC Reunion



WALSAA FISC Committee Chairman Bob Behnke

Coming in 2017, we have an exciting annual FISC reunion planned. Badgerland Financial is the lead sponsor for the event. We thank Badgerland Financial for the backing and support of our program and commitment to education of the next generation of farmers and industry leaders. Following a short presentation from a representative from Badgerland Financial, a noon buffet meal will be served. We will then hold a program to honor and thank our award winners. Special to this year, we will caravan to Vita Plus for a tour of the facilities. Vita Plus is just around the corner from The Coliseum Bar. See below for more event details.

The FISC committee is currently in search of sponsorships and silent auction items for this event. The silent auction items can range anywhere from a bag of soybeans to a barbeque set. This is a unique way for all of us to be able to give with the proceeds going towards scholarships and to enhance the student experience.

As I write this, students are making travel arrangements to get to campus, helping with fall harvest that sure seems to linger on and on this year, and putting finishing touches on fall tillage. Good luck to this year's class that has more than 100 students from across the country. Congratulations to alumni and the University for getting our program to an elite level.

## WALSAA to host FISC Reunion on Jan. 28

The 2017 Farm and Industry Short Course (FISC) Reunion will be held on Jan. 28 at the Coliseum Bar in Madison. Badgerland Financial will again be the lead sponsor for this event. Learn more about Badgerland Financial in the Sponsor Spotlight on page 10.

Bob Behnke, WALSAA FISC committee chairman, encourages everyone to take advantage of the \$10 pre-registration discount. Not only will alumni save money but you will also help ensure adequate food and other items are available for all attendees. Pre-registration is \$25. While registration will be accepted on the day of the event, the fee will be \$35. Registrations are being accepted at walsaa.org

The reunion will begin with registration at 11:15 a.m. and food will be served at noon. Alumni are encouraged to join us for the formal program beginning at 1 p.m. followed by a tour of the Vita Plus facilities that will depart at approximately 2:15 p.m. Awards will be presented for the Friend of Short Course, Service to Agriculture and Excellence in Teaching. There will be a silent auction to help raise scholarship funds for deserving FISC students.

FISC alumni and supporters of the FISC program are encouraged to bring others who might have an interest in supporting the FISC program.

### 2017 FISC Reunion Luncheon Reservation Form

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

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

City, State, Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

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

### Payment Options

\_\_\_\_\_ reservation(s) at \$25 per adult (until Jan. 23, 2017) \$ \_\_\_\_\_ total (Registration is \$35 at the door.)

Return with payment to WALSAA, P.O. Box 5177, Madison, WI 53705-5177

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

Volume 46 • Issue 4 5

Save time,  
sign up  
online!

# WALSAA Football Fire-Up cont.

Continued from page 1

dinners, and began more student awards at graduation.

The new award honors Peggy and Rick Daluge, known to most WALSAA members. Rick was WALSAA's executive director for many years and a founding member of the National Ag Alumni and Development Association (NAADA). Daluge served as CALS placement director and CALS assistant dean before retiring as FISC director in 2008. A red jacket will be presented to someone who has helped WALSAA grow each year in their honor. Kaltenberg is an owner of Partners in Production, LLC. He and his wife, Jane, live in DeForest.

WALSAA would like to thank the event's following sponsors:

**The UW Foundation for the matching gift of \$10,000 – thank you!**

#### \$500 Badger Level Sponsors:

Badgerland Financial  
Coloma Farms  
Foremost Farms USA  
Michael Best & Friedrich, LLP  
Wisconsin Soybean Program

#### In-Kind Fire-Up Donations:

UW Foundation  
Brian Nodolf/Biddick, Inc.  
Coloma Farms  
Dane County Dairy Promotion Committee  
Rural Route One Popcorn  
Swiss Colony  
Usinger's  
Williams Family  
Wisconsin Brewing Company

A special thank you to the following CALS Student Organizations for their service at Fire-Up:

Alpha Gamma Rho

Association of Women in Agriculture  
Babcock House  
CALS Ambassadors  
Collegiate Farm Bureau  
2015 Outstanding Sophomore Award Recipients

To the multitude of volunteers who have given of their time and talents to make this the event what it is today and notably to our Fire-Up chairman: Al Herrmann, thank you – you're the best.

Want to get involved in planning for next year's event or any of the other great WALSAA activities planned for next year? We are looking for volunteers for just about anything before, during and after.

If you have talents that you would like to help out more with WALSAA, or know of anyone interested in being a part of making Fire-Up 2017 even better, call or e-mail our Membership and Events Coordinator Stephanie Hammerly. She can be reached by phone at (608) 438-1994 or by e-mail at [admin@walsaa.org](mailto:admin@walsaa.org).

### 2016-17 WALSAA Board of Directors



The 2016-17 WALSAA Board of Directors includes, left to right, front row: Corey Brown, Al Herrman, Bob Behnke; back row: Logan Voigts, Kim Jones, Emma Wagner, Marjorie Stieve, Vern Dougherty, Paul Patterson, Sherryl Pertzborn, Tammy Beard, Shawn Conley, Tom Janczewski. Not pictured are Ale Nicolet, Karen Martin, Dean Peterson, Sara Schoenborn, Russell Tietz, Tom Vergeront and Heidi Zoerb.

# Campus Happenings: Before and after winter break



WALSAA Student Representative Logan Voigts

**A**s this fall semester comes to a close, it's a great time to catch up on what has been happening around campus, and looking forward for what's to come.

Students are collectively taking a breather from being done with midterms, and gearing up for finals with thoughts of going home for the holidays. For the past three months, our team of CALS Ambassadors have been hard at work helping welcome new students to campus and offering a helping hand at various events including the WALSAA Football Fire-up. Looking forward, the Ambassadors will be very busy in the spring hosting visit days and guiding campus tours for prospective CALS students. The CALS Student Association has also been active, hosting the CALS fall picnic in September, and planning CALS week and CALS Day for Kids in the spring.

Winter break brings students a chance to apply for various scholarships including the CALS scholarship, polish up their resumes, and work on finalizing internships for the upcoming summer. It's been a great semester thus far and I can't wait to see what lies ahead in the spring semester!

## 2016-17 CALS Ambassador Team

One of the ways WALSAA supports CALS and its students is by providing funding for the CALS Ambassadors program. Members of the 2016-17 CALS Ambassadors team include:

- Glenda Valdez, Agricultural and Applied Economics, Entomology, certificate in Environmental Studies
- Laura Johnson, Genetics and Applied Mathematics in Genetics
- Ann Sticha, Food Science and Microbiology
- Caroline Brown, Animal Sciences; Agricultural Business Management
- Jamie Bang, Genetics with Certificate in Global Health
- Katie Borden, Pre-Dietetics
- Charles Connolly, Microbiology
- Sydney Endres, Dairy Science, Life Sciences Communication, Cert. in Ag. Bus. Mgmt.
- John Faldet, Agronomy
- Keith Franke, Life Sciences Communication and Genetics
- Lauren Jorgensen, Agronomy and Community & Environmental Sociology
- Claudia Lopez, Biological Systems Engineering (Food Engineering)
- Gina Luu, Biochemistry
- Abigail Martin, Dairy Science with an Agriculture Business Management Certificate
- Alyssa Nuttleman, Dairy Science
- David Pintens, Biological Systems Engineering (Food Engineering)
- James Rasmussen, Life Sciences Communication and Environmental Studies
- Ryan Rebernick, Biochemistry; certificate in computer science
- Christina Rowntree, Agricultural Business Management
- Tony Schmitz, Dairy Science
- Kritika Singh, Nutritional Sciences with Certificates in Global Health and Leadership
- Yuan Fang Tham, Food Science and Microbiology
- Emma Wagner, Life Science Communication; Minors: Ag Business Management, Digital Studies
- Jessica Wendt, Agricultural Business Management
- Connor Willems, Dairy Science
- Molly Willging, Forest Science



# Save the date! Hit the Ice with WALSAA and UW Hockey

Join WALSAA at Wando's, 602 University Avenue, and the LaBahn Arena, 105 E. Campus Mall, on Saturday, Feb. 11, as the University of Wisconsin Women's Hockey Team takes on Minnesota Duluth. As of Nov. 15, the Badgers are undefeated. Show your Badger spirit and network with fellow alumni and hockey enthusiasts!

**Save time, sign up online!**

The event starts at 11:30 a.m. at Wando's with faceoff following at 2 p.m. The WALSAA Hockey Package is just \$30 and provides entrance to the game and the pre-game gathering at Wando's, which includes heavy appetizers. A cash bar will also be available.

This event will also include an exciting 50/50 raffle and silent auction featuring a WALSAA Fire-Up Package and select hockey and UW items! All silent auction proceeds are used to support the UW-Madison College of Agricultural and Life Sciences (CALs) and Farm and Industry Short Course scholarships, fund the CALs Ambassadors program, and sponsor the annual CALs Leadership Retreat.

Space is limited and will be filled on a first-come, first-served basis. For tickets, go to [walsaa.org](http://walsaa.org) to register and pay online, or mail in the form below with payment by Friday, January 27.

For further information contact WALSAA at (608) 438-1994 or [admin@walsaa.org](mailto:admin@walsaa.org).

## Hit the Ice with WALSAA

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

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

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

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

List group members for nametags: \_\_\_\_\_

Number of packages: \_\_\_\_\_ @ \$30 each. Additional donation to WALSAA: \$ \_\_\_\_\_

Total amount: \$ \_\_\_\_\_ Payment method:  Check  MasterCard  Visa  
 Discover  Amer. Express

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: \_\_\_\_\_

Please mail this form to WALSAA, P.O. Box 5177, Madison, WI 53705-5177 by **Friday, January 27.**

# Welcome to the WALSAA Board!



## Tammy Beard

Tammy (Booth) Beard grew up on a registered Holstein dairy farm outside of Cuba City in Lafayette County, where she was extensively involved in 4-H, FFA and athletics. She took her love of agriculture with her to UW-Madison, where she graduated with honors in 2002 as a major in dairy science and agricultural journalism. While on campus, Tammy held leadership roles in the Association of Women in Agriculture (AWA) and National Agri-Marketing Association (NAMA), and was active in the Badger Dairy Club. She received both the CALs Outstanding Senior and WALSAA Outstanding Sophomore awards. Following graduation, Tammy served roles on the AWA Corporation Board and Wisconsin FFA Foundation Sponsors Board, and continued involvement in other organizations such as NAMA (Badger Chapter). Currently, Tammy is the marketing director at Badgerland Financial, a Farm Credit cooperative headquartered in Prairie du Sac. In her role, she works with a team of marketing professionals to execute communications, advertising, public relations and philanthropic activities and initiatives. Tammy's passion centers on brand development and management.

Tammy and her husband, Tom, and their two children, Blake (6) and Brooke (3), reside in Mount Horeb. Though much of her free time is family time, Tammy enjoys adding miles to her running shoes, getting involved in her son's school/extracurricular activities and taking part in community-based events and projects.



## Paul Patterson

Paul Patterson grew up on a Century Family Farm near Bloomington, raising hogs, beef and cash grain. He is the fourth person in his family (Dave '78, Margaret '82, John '83) to graduate from CALs, graduating with an ag economics degree in 1986. Paul and his wife Sarah live in Green Bay. They have been married for 26 years and have three children, Gina, Ryan and Anna. Paul has worked in the Ag Crop Protection field (Dow Chemical), the Ag Supply Cooperative world for 10 years and the energy sales field for 17 years. He is currently employed by Plains Marketing, LP wholesaling propane to retail customers in Michigan and New York. Paul has been a lifetime member of WALSAA and looks forward to serving on the Board of Directors.

## WALSAA Board of Directors 2016-2017

<b>Vern Dougherty '83, '88 - 2017</b> President Oconomowoc, WI	<b>Ale Nicolet</b> UW Foundation/Ex-Officio Madison, WI	<b>Heidi Zoerb</b> CALs Rep/Ex-Officio Madison, WI	<b>Kim Jones '91 - 2019</b> Darlington, WI
<b>Marjorie Stieve '91 - 2017</b> Vice President Madison, WI	<b>Karen Martin</b> CALs Rep/Ex-Officio Madison, WI	<b>Tammy Beard '02 - 2019</b> Mt. Horeb, WI	<b>Paul Patterson '86 - 2019</b> Green Bay, WI
<b>Sherryl Pertzborn '84, '89 - 2018</b> Acting Treasurer Lodi, WI	<b>Logan Voigts - 2017</b> Student Rep Madison, WI	<b>Bob Behnke FISC '90 - 2019</b> Brooklyn, WI	<b>Dean Peterson '62, '65, '67 - 2017</b> Janesville, WI
<b>Tom Janczewski '98 - 2018</b> Past President Milwaukee, WI	<b>Emma Wagner - 2017</b> Student Rep Madison, WI	<b>Cory Brown FISC '13 - 2018</b> Belleville, WI	<b>Sara Schoenborn '10 - 2017</b> Fitchburg, WI
		<b>Shawn Conley '96, '99, '01 - 2018</b> Madison, WI	<b>Russell Tietz '96, '98 - 2018</b> Watertown, WI
		<b>Al Herrman '77 - 2017</b> New Franken, WI	<b>Tom Vergeront '77, '78 - 2018</b> Sun Prairie, WI

# Outstanding Sophomore profile: Brad Morgan

As we continue to check-in on our Outstanding Sophomores, we reach Brad Morgan out of Fond du Lac. Brad is in his junior year as a biology and Spanish major with a certificate in business. Last summer Brad chose to stay in Madison and work for UW-Madison University Housing as a supervisor for one of the front desks and overseeing conferences in seven of the residence halls in the Lakeshore area.



Brad Morgan

To Brad, this past year was his most challenging year yet, but this award helped motivate him through the adversity. "The award encouraged me to continue studying what I love. It was such an overwhelming feeling knowing that my efforts were paying off. I plan on proudly representing WALSAA from whatever corner of the globe I end up in!"

This could be a possibility too, both with his projected major in Spanish and his plans to study abroad in the spring. This comes with both excitement and a little apprehension. "I plan on studying abroad in Madrid this spring. I've only been out of the country once in my life, so on top of being in a new place with a new culture, I'm nervous to have to rely on my Spanish vocabulary to guide me through one of the largest metropolitan cities in Europe."

After graduation, he plans to apply to dental school and ultimately open his own dental office one day. In his free time, Brad enjoys finding new running trails around Madison, sketching houses and watching the sunset at the Terrace. We wish Brad luck for the rest of the school year and in his travels this spring

## New lifetime members

Lynn Dickman, BS '10  
Taylor Fritsch, BS '14  
David Golz, BS '82, MS '85  
Jack Henry, student  
Thomas Larson, BS '16  
Jackson Rohde, BS '13

## New annual members

Dawn Hinebaugh, BS '93  
Joel Kietzman, FISC '86  
Ken Williams, BS '73

## In Memoriam

Bob Williams, BS '76, MS '82

## Sponsor Spotlight: Badgerland Financial

Badgerland Financial has been a long-time supporter of young and beginning farmers through its monetary contributions to the Farm and Industry Short Course program, but also its own efforts to provide tools, resources and expertise to the agriculture industry as a whole.

Their team of local lending, crop insurance, tax and accounting staff works with farmers at all ages and stages of their careers, and have been doing so for 100 years as a proud member of the nationwide cooperative Farm Credit system.

For beginning farmers, grants up to \$1,500 are available through their "Beginning with Badgerland" program. Any beginning farmer living in Badgerland Financial's 33-county service area, regardless of age or customer status, is eligible to apply. The farmer simply needs to have less than 10 years of experience operating a farm and should be able to show evidence that farming is a part-time or full-time vocation. Grant funds can be used to pay for a variety of farm business-related expenses and training. To learn more, visit [www.badgerlandfinancial.com](http://www.badgerlandfinancial.com).



# Become a WALSAA member today

Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) is a 501(c)(3) charitable organization that supports the connection of students, faculty and alumni to the University of Wisconsin's College of Agricultural and Life Sciences (CALs), including the college's Farm and Industry Short Course (FISC).

**Save time,  
sign up  
online!**

Established in 1972, WALSAA has embarked on a remarkable journey of service and fellowship with alumni and friends of CALs. Noted by Roger Biddick, first WALSAA president at the organization's first meeting, "As alumni we can act more effectively than any single group to rebuild the image of greatness that this college so justly deserves and at the same time enjoy the fellowship of working together."

### WALSAA membership rates:

- Annual membership – \$50.00
- Lifetime membership – One-time payment of \$500.00 or installment payments of \$105 per year for 5 years

Advantages of being a WALSAA member include WALSAA Express newsletter delivered several times per year and invitations to WALSAA events, such as the Football Fire-up, Farm Technology Days Picnic, Hit the Ice Hockey event and Brew Crew Bash. A WALSAA membership allows you to reconnect with CALs and give back to the college where it all began. Your membership dollars will be used to aid WALSAA as it carries out its efforts to award scholarships, fund CALs Ambassadors, support student leadership and recognize exceptional faculty – all in support of the college and the alumni's connection to it. Become a WALSAA member today!

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): \_\_\_\_\_

Field(s) of study: \_\_\_\_\_

Membership level:  Annual – \$50  Lifetime – \$500  Lifetime installment – \$105

Additional donation to support WALSAA: \$ \_\_\_\_\_

Total amount: \$ \_\_\_\_\_  Check  Money order  Amer. Express  Discover  MasterCard  Visa

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

Cardholder's 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: \_\_\_\_\_

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

Follow WALSAA online at:



[www.facebook.com](http://www.facebook.com)



[www.twitter.com/walsaa](http://www.twitter.com/walsaa)



[www.linkedin.com/groups/4695448/profile](http://www.linkedin.com/groups/4695448/profile)

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

## Upcoming Events

- Jan. 27 **WALSAA Board of Directors Meeting**
- Jan. 28 **2017 FISC Reunion, The Coliseum Bar, Madison**
- Feb. 11 **WALSAA Hit the Ice, Wando's & LaBahn Arena, Madison**
- March 18 **Farm and Industry Short Course Graduation, Union South, Madison**
- April 7 **WALSAA Board of Directors Meeting**
- April 7 **WALSAA Outstanding Sophomore & Leadership Awards Ceremony, Madison**
- May 13 **CALS Commencement Coffee & Donuts, Ag Hall, Madison**
- July 12 **2017 Farm Technology Days Picnic, Pagel's Ponderosa Dairy, Kewaunee**
- July 28 **WALSAA Board of Directors Meeting**
- Sept. 9 **42nd WALSAA Football Fire-Up, Madison**
- Oct. 27 **WALSAA Board of Directors Meeting**