

WALSAA EXPRESS

➔ YOUR CALS CONNECTION FOR LIFE

Volume 46 | Issue 2 | June 2018

Congratulations to the 2018 CALS Graduates!

WALSAA was honored to be part of University of Wisconsin-Madison's College of Agricultural and Life Sciences (CALS) Commencement Reception held in Allen Centennial Garden prior to the UW Commencement Ceremony on Saturday, May 12. With more than 1,000 CALS graduates, family and friends in attendance, this was a great event to welcome new alumni to WALSAA. New graduates were congratulated by past WALSAA President, Tom Janczewski, WALSAA Board members, Bob Behnke and Kara Luedtke, and WALSAA Membership and Events Coordinator, Stephanie Hammerly. They received WALSAA sunglasses and the new WALSAA membership brochure. Congratulations, graduates! We look forward to seeing you at upcoming WALSAA events!



Graduation Day CALS graduates were congratulated by Kate VandenBosch, CALS Dean and Director.



WALSAA Through the Years Banners displayed the history of WALSAA at UW-Madison.

New Lifetime Members

Laura Bolstad '18
Olivia Brandenburg '18
Pietro Cerri '18
Amanda Gehrke '18
Kevin Richardson '18
Logan Voigts '18
Emma Wagner '18
Sarah Krier '17
Sandy Larson '94
Dhanya Attipetty '20
Samantha Busch '20
Emily Matzke '20
Grace Padgett '20
Jinal Patel '20
Abby Rothering '20
Anna Schmidt '20
Jessica Strosahl '20
Brooke Trustem '20
Anna Walther '20

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PRESIDENT'S MESSAGE

CALS Connection for Life: Giving Back



Marjorie Stieve, WALSAA President

As we strive to be your CALS Connection for Life, WALSAA leadership has focused our efforts into three main areas – staying connected, networking and giving back. Here are some of the ways WALSAA is working to give back.

First, the center pages of this issue feature the 2018 WALSAA Outstanding Sophomore Award recipients. I encourage you to spend time learning about the achievements and contributions these students have provided our CALS community. I believe you will be as inspired as I was by the talent and dedication these recipients will bring to the rest of their collegiate career, and our industry, in the years ahead.

Second, we are excited to announce a new way WALSAA is giving back to the CALS. We're supporting the new CALS QuickStart Program with \$25,000. This program allows incoming first-year students to start their UW-Madison coursework during the summer while developing relationships with their peers. Tanya Cutsworth, QuickStart program director, explains the program in more detail, and how our contribution will be used, within this issue of the WALSAA Express.

Third, WALSAA is doing great things with our CALS student organization IMPACT grants. At our most recent board meeting, we invited representatives of the eight recipient organizations to talk about how they used the grants. The student organizations received more than \$3,500 in grants ranging from \$135 to \$750.

Here's an overview of how they are putting our WALSAA dollars to work:

- **Saddle & Sirloin Club** – Sponsored world-renowned animal behavior scientist, Temple Grandin, for a community-wide talk at the UW Stock Pavilion.

- **Minorities in Agriculture Natural Resources and Related Sciences Club** – Created an Immersion Day for students from Milwaukee, Wisconsin's Vincent High School, where their students came to campus to learn about the opportunities in CALS sciences.
- **Food Science Club** – Will be sending three teams to Chicago in July for the American Society of Baking Conference to compete with their new product ideas.
- **Plant Science Graduate Student Council** – Expanded the reach of their annual Plant Sciences Symposium through a webinar format to share current research and theories in plant sciences to encourage networking connections between fellow students, faculty, and industry representatives.
- **UW-Madison Chapter of the National Agri-Marketing Association (NAMA)** – Used the IMPACT grant to travel to and WIN the National Student NAMA Marketing Competition!
- **Beta Beta Beta Biological Honors Society** – Traveled as an organization to the Milwaukee County Zoo to perform a comparative analysis of animal behavior between this zoo and the Henry Villas Zoo in Madison, Wisconsin to help students articulate observations, ask meaningful questions, form hypothesis, and draw logical conclusions.
- **CALS Health and Research Society** – Supported the CALS Undergraduate Research Symposium to help students within their area present their research at a public forum.
- **Quarter Scale Tractor Team** – Will be competing in the American Society of Agricultural and Biological Engineers International Competition to design, build, and test a quarter-scale pulling tractor, testing both their design and their "ability" to sell their design through a written and oral presentation.

WALSAA BOARD OF DIRECTORS 2017-2018

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Watertown, WI

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Sun Prairie, WI

CALS MESSAGE

A New Vision for Extension and Outreach at CALS



Doug Reinemann, CALS Associate Dean for Extension and Research

By now, news has probably reached you that UW Cooperative Extension has undergone a major internal reorganization called the nExt Generation project. You've also likely heard that, as of July, Cooperative Extension will once again be housed within UW-Madison. These changes are happening at the same time as a major redesign effort in CALS. This is an enormous organizational transformation that has taken up a lot of our time and called on all of us to exercise our vision and creativity.

In January, I took on the role of associate dean for extension and outreach at CALS. Although this position has long existed at the college, its scope has been altered in the wake of changes at Cooperative Extension. My position is now solely focused on extension and outreach activities at the college; duties related to the oversight of Cooperative Extension personnel on other campuses and in the counties now fall to two new Cooperative Extension associate deans.

Cooperative Extension has a proud, storied tradition of service and public engagement in Wisconsin, and its connection to CALS through shared specialist positions has long been a part of this tradition. I know this firsthand – I grew up in Sheboygan County, surrounded by farms, and I've been an extension specialist since 1990 when I joined the faculty in the UW-Madison Department of Biological Systems and Engineering. I expect this tradition to continue through the major transitions in Extension and in CALS. My main goals are to maintain the strong partnership between CALS and Extension, which has been forged through more than 100 years of cooperation, and to ensure our applied research supports the extension mission for the benefit of the citizens of Wisconsin.

Transitions like these bring challenges – but they also bring opportunities. For example, they give us pause to reassess and realign our extension programs to make them more effective in responding to future needs. The narrowed scope of the extension responsibilities in my position will allow me

to coordinate and strengthen our college-based outreach efforts, which have a broader scope than our traditional extension activities, and expand the vital role we play in connecting the university with the people of the state.

The road ahead is indeed challenging. We ask our specialists to be responsive to citizens' immediate needs by listening and answering today's questions. We also ask our specialists to look forward by identifying and starting research programs to answer tomorrow's questions.

Their contributions to research can range in physical scale from microbes to ecosystems, and in a cultural scale from individuals to the state-wide communities. Our individual discoveries need to integrate plant, animal, machinery, environmental, and social systems so they can be applied to agriculture and natural resource management for the benefit of Wisconsin's citizens.

To accomplish all of this, my vision for extension and outreach at CALS includes three vital components:

- **Excellent communication** – This means communication between campus and county, county and client, and client and specialist. I envision a future that combines educational programs delivered by county faculty and staff, and some programs delivered directly by campus faculty and staff, with mutual dialog at all levels.
- **A solid core** – We need a stable center of specialists to provide continuity and connection in areas that are likely to remain mainstays of the extension mission – the evolving dairy production system, natural resource management, and rural economic and community development.
- **Flexibility** – The campus network should be elastic enough to adapt to changing needs over time.

These operational principles can help us navigate a time of rapid change in our society and our institutions and fashion a CALS extension and outreach program for the 21st century.

SEEKING RED JACKET AWARD NOMINATIONS

WALSAA is seeking nominations for the 2018 WALSAA Daluge Red Jacket Award. The Red Jacket Award was established in 2016 in recognition of lifetime service to WALSAA. It is named after two of WALSAA's most dedicated alumni, Rick and Peggy Daluge. A red jacket will be presented to someone who has helped WALSAA grow each year in their honor. Please send your nominations to WALSAA President, Marjorie Stieve at mstieve@vitaplus.com by July 1.

CAMPUS HAPPENINGS

Students Connect to Campus Earlier with CALS QuickStart



Tanya Cutsforth, CALS QuickStart Instructional Program Manager

The transition from high school to college is a big one. Whether it's moving away from home, forging new friendships, adjusting to academics, or finding a major that "fits," the first year of college can be both exciting and overwhelming.

Thanks to a new CALS initiative, and generous support from WALSAA, many incoming students will now get a head start on their Wisconsin Experience.

This summer, CALS is launching CALS QuickStart, a new program to support first-year students transition to UW-Madison. Participants will get an early start on their degree requirements through two summer courses, including their required first-year seminar. QuickStart begins with an eight-week online course, which students can complete from home, and continues with a one-week on-campus course in late August. Throughout the summer, students will connect with the people, opportunities, and resources that will shape their time on campus and beyond.

Academic and co-curricular exploration and planning are also core to QuickStart. Students will develop initial academic and professional goals for their undergraduate career and a personalized roadmap to reach them. Beyond better perspective as they embark on their first year, we hope this early and intentional planning will help participants reach their goals (and graduation) sooner.

This spring, all incoming first-year CALS students were invited to participate in QuickStart. Interest in the program exceeded expectations: More than 125 incoming students applied in its inaugural year; 80 have confirmed their intent to participate. Thanks to WALSAA's seed funding, CALS will distribute \$25,000 in need-based scholarships to 38 QuickStart students, many of whom are the first in their families to attend college. These scholarships will help offset the summer tuition associated with QuickStart, making it more accessible for students who stand to benefit the most.

As a CALS alum and student affairs professional, I was excited to come back to CALS this year and help launch QuickStart. It is one of the first programs of its kind at UW-Madison, and I am proud to see CALS at the forefront of this type of educational innovation. Students can gain so much from early exposure to CALS, our campus, and the endless opportunities available to them here. Our incoming QuickStart students articulate it best:

- *My growing awareness of the global food crisis has motivated me to help solve this problem in my own community and prompted my interests in agriculture, health, economics, food production, and the*

environment. I am eager to see how CALS can transform my interests into career possibilities and introduce me to new areas of study.

- *I am excited to learn about the Wisconsin Idea, and I believe that this program will allow me to do that. To be given the chance to gain early exposure to the campus and people, and also learn new concepts and ideas, is an exceptional way to begin my college experience.*
- *The CALS QuickStart Program is an amazing opportunity for me not to be overwhelmed with the college experience, which is a new one for both me and my family. It would be beneficial to see for myself what college is like, and I would feel a lot more settled in once everyone else gets to campus.*

If you're interested in learning more about CALS QuickStart or want to be involved, please get in touch by emailing quickstart@cals.wisc.edu. We would love to have alumni participate in the program (site visits, panels, industry tours), especially during the on-campus course from August 22 to 27.

WALSAA, thanks for your extraordinary support of CALS QuickStart. Your seed funding is about to bloom into something beautiful for our students!

STUDENT UPDATE

Lauren Jorgensen, WALSAA Student Representative

CALS Ambassadors just wrapped up their spring semester schedule. Our last big event was Admitted Students Day on April 13. At this event, students from across the country come to campus to finalize their enrollment decisions and explore all the opportunities CALS has to offer. More than 70 students and their families attended, with CALS Ambassadors leading tours and answering questions from the excited students. Even with the strange April weather, this event was very successful. Although summer can be a great time to relax and recharge for the upcoming school year, I always find it a very busy time. I will be studying abroad in Copenhagen, Denmark for a month in a "Food and Identity" course. After I return, I will continue my internship with the City of Madison's Food Policy Council. Here's hoping for a fulfilling summer for all!



WALSAA AWARDS

Outstanding Advisor and FISC Awards

Sarah Botham receives the WALSAA Outstanding Advisor Award from Kate VandenBosch, CALS Dean and Director



WALSAA has been honoring advisors with the Outstanding Advisor Award since 1979. This year's recipient is Sarah Botham.

Botham's career has involved being a science, agriculture, and business writer, as well as an entrepreneur, marketing and public relations consultant, and educator. As a faculty associate for the University of Wisconsin-Madison Department of Life Sciences Communication, Botham brings a unique blend of business acumen and agriculture marketing and communications experience to the classroom. She teaches classes on agricultural marketing, advertising, and print and electronic media design for the life sciences, among other courses.

She began her career as a daily newspaper reporter but left the newspaper business to pursue a position in the political arena as a media analyst, writer, and photographer in Wisconsin's Assembly Caucus. Following a two-year stint as managing editor of In Business magazine in Madison, she

launched Botham, INK., a marketing and public relations consulting firm specializing in branding and strategic planning for businesses. She is also the director of marketing for her husband's business, Botham Vineyards; president and founder of Acala Farms, a food products business launched in 2012; and president and founder of WiscoBoxes, an all-Wisconsin-products online gift box company founded in 2016.

As advisor for the UW-Madison student chapter of the National Agri-Marketing Association (NAMA), Botham oversees the organization's activities and functions as instructor and competition coach for the student marketing team. She was recognized as Outstanding Student Advisor by the National NAMA Organization in 2008 and has helped the team earn numerous awards. Under her guidance, the NAMA marketing team has won two national championships in 2016 and 2018. Congratulations, Sarah!



Outstanding FISC Student Awards

Five scholarships were presented to students who display excellence in leadership, service, academics and work experience. This year's winners are: \$1,000 to Laura Bolstad, Gilman, Wisconsin; \$500 to Pietro Cerri, Italy; \$500 to Kevin Richardson, Roscoe, Illinois; \$250 to Olivia Brandenburg, Fort Atkinson, Wisconsin; and \$250 to Amanda Gehrke, Arpin, Wisconsin.



Activities and Leadership Awards

Four awards were presented to students actively involved in campus organizations and leadership opportunities. This year's winners are: Laura Bolstad, Gilman, Wisconsin; Libby Manthe, DeForest, Wisconsin; Kevin Richardson, Roscoe, Illinois; and Logan Weisensel, DeForest, Wisconsin.



Academic Excellence Awards

Seven awards were given to students with the highest grade point averages. This year's winners are: Pietro Cerri, Italy; Michelle Godez, Dodgeville, Wisconsin; Ethan Hass, Manawa, Wisconsin; Amy Jensen, Evansville, Wisconsin; Thomas Maloney, Whitewater, Wisconsin; Jansen McClelland, Viroqua, Wisconsin; and William Zeimet, Cottage Grove, Wisconsin.

FIRE-UP SILENT AUCTION

Looking for a great way to support current Badgers? Consider donating to our WALSAA Football Fire-Up Silent Auction! All proceeds benefit UW CALS students through the Outstanding Sophomore Award scholarships, student organization impact grants and FISC awards. Contact Stephanie Hammerly, admin@walsaa.org or 608.438.1994, for more information or to confirm your donation! Are you interested in volunteering your time to help with the silent auction? Let us know.

WALSAA SUMMER PICNIC

2018 TICKET ORDER FORM

4:00 p.m. Wednesday, July 11 ♦ Marshfield, WI

UW-Madison's CALS and FISC alumni and friends are invited to the annual WALSAA summer picnic during Wisconsin Farm Technology Days. It will be held on Wednesday, July 11 from 4 to 7 p.m. at the Marshfield Ag Research Station (2611 Yellowstone Drive, Marshfield, Wisconsin). Grilled burgers, brats and hot dogs will be served with cold beverages to wash them down after a great day at the show site.

Tours of the Research Station will be available during the picnic.

CALS leadership and alumni of other agricultural colleges from around the state will also be in attendance. Join us to catch up with old friends, network with new friends and enjoy the Marshfield area.

Tickets for the event are \$10 for adults, \$5 for age 6 to 18 and free for children under 5. Please RSVP in advance at www.WALSAA.org. Walk-ins are welcome.

The host of the 2018 Wisconsin Farm Technology Days is D&B Sternweis Farm and Weber's Farm Store – Heiman Holsteins, 9885 CTH H, Marshfield, Wisconsin. For more information, or if you would like to help out at the picnic, contact WALSAA at admin@walsaa.org or (608) 438-1994.



Marshfield Ag Research Station



Online registration available at: www.WALSAA.org

Name: _____

Address: _____

City, State & Zip Code: _____

Phone #: _____ Email: _____

Event	Cost	# of Tickets	Total
Farm Tech Days Picnic *includes burger, brat or hot dog, side dishes, dessert and beverage.	Adults: \$10	Adults: _____	\$ _____
	Children 6-18: \$5	Children 6-18: _____	\$ _____
	Children under 5: Free	Children under 5: _____	Free
Make checks payable to: WALSAA Mail registration and payment to: WALSAA, PO Box 5177, Madison, WI 53705 Registration MUST BE POSTMARKED by June 30. After that date, register online at www.WALSAA.org or tickets will also be available at the event.		Additional 100% tax deductible donation to WALSAA	\$ _____
		Total Cost	\$ _____

WALSAA FOOTBALL FIRE-UP

2018 TICKET ORDER FORM

10:30 a.m. Saturday, September 15 ♦ UW Foundation Parking Lot ♦ 1848 University Ave.

Online registration available at: www.WALSAA.org

Join hundreds of your classmates, professors, and friends to network or just have fun at this fall's 43rd annual WALSAA Football Fire-Up on Saturday, September 15. The big event will take place before the Badgers take on the BYU Cougars. Fire-Up will again be held in the parking lot of the UW Foundation, 1848 University Avenue. Plans include live entertainment, visits from Bucky Badger, the Spirit Squad, and the Badger Band, a host of great silent auction items everyone can bid on, and a huge steak meal including everything from beer to potatoes to ice cream.

**** BE SURE TO CHECK OUT FAMILY PRICING - - see below****

**Time subject to change by UW Athletics*

Name: _____

Address: _____

City, State & Zip Code: _____

Phone #: _____ Email: _____

Event	Cost	# of Tickets	Total
Game Day Package* Luncheon** & Wisconsin vs. BYU tickets Kick-off 2:30 p.m. (max. 6 tickets per request)	WALSAA Member: \$95	WALSAA Member: _____	\$ _____
	Children 6-18: \$75	Children 6-18: _____	\$ _____
	Children 3-5: \$65	Children 3-5: _____	\$ _____
	Children under 2***: Free	Children under 2: _____	Free
Fire-Up Luncheon Luncheon** Tickets Only	WALSAA Member: \$30	WALSAA Member: _____	\$ _____
	Children 6-18: \$10	Children 6-18: _____	\$ _____
	Children under 5: Free	Children under 5: _____	Free
Fire-Up T-Shirts	\$15 per shirt	Small Qty. _____	\$ _____
		Medium Qty. _____	
		Large Qty. _____	
		X-Large Qty. _____	
*Badger football tickets are available only to WALSAA members as a Game Day Package deal with Fire-Up luncheon tickets. **\$15 of each luncheon ticket is a gift of support to WALSAA and is 100% tax deductible. ***Children under 2 must sit on the lap of an adult football ticket holder during the Badger game.	Additional 100% tax deductible donation to WALSAA	_____	\$ _____
	Total Cost	_____	\$ _____

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

Make checks payable to: WALSAA

Mail registration and payment to: WALSAA, PO Box 5177, Madison, WI 53705

Registration MUST BE POSTMARKED by August 25. After that date, tickets will be available at the event for an additional \$5/each.



Your CALS Connection For Life

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Winner Scott Pertzborn (left) won the 50/50 cash raffle (shown with Paul Patterson, event co-chair).

Successful Cinco de Mayo Brewers Event

A group of WALSAA members attended the Brewers/Pirates game on Saturday, May 5. They watched a great game that was close until the eighth inning when Ryan Braun hit a two-out double to score two runs and seal the win for the Brewers. On a beautiful night at Miller Park, our group enjoyed meeting with old friends and making new friends in the Associated Bank Check Deck perched on the outfield wall in left field. Everyone agreed it was the perfect venue to relax and enjoy a Brewer’s victory on Cinco de Mayo!

UPCOMING EVENTS

- July 11 ♦ WALSAA Summer Picnic
Marshfield Ag Research Station, Marshfield
- Sept. 15 ♦ 43rd WALSAA Football Fire-Up
- Oct. 19 ♦ WALSAA Board of Directors Meeting
- Jan. 26 ♦ 2019 FISC Reunion

IN MEMORIAM

- Past WALSAA Board Member, Vern Olson
- Former CALS Associate Dean, Donald Field