

# WALSAA EXPRESS

➔ YOUR CALS CONNECTION FOR LIFE

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## It's Food, Families and Fun at Football Fire-Up Sept. 9

Nearly as old as the Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA), the WALSAA Football Fire-Up tailgate party and silent auction has served as the Association's annual gathering and fundraiser for 42 years.

The 2017 Fire-Up will be held from 8:30a.m. to 11:00a.m., prior to the Wisconsin vs. Florida Atlantic game on Saturday, September 9. It will take place in the University of Wisconsin Foundation parking lot, located at 1848 University Ave., Madison, Wis. 53726.

Join WALSAA as it continues a 45-year mission of connecting the University of Wisconsin, College of Agricultural and Life Sciences (CALS), CALS alumni and fellow WALSAA members. CALS Dean Kate VandenBosch will be in attendance to meet alumni and share in this great tradition. Guests will enjoy a special appearance by Alice in Dairyland and live music by The Soggy Prairie Boys.

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### Contact Us

Wisconsin Agricultural and Life Sciences Alumni Assoc.  
PO Box 5177  
Madison, WI 53705-5177  
Phone: (608) 438-1994  
Email: admin@walsaa.org

### Join WALSAA

Lifetime Membership \$400  
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Join online at:  
[www.WALSAA.org](http://www.WALSAA.org)

# PRESIDENT'S MESSAGE

Let's Go Badgers!



Vern Dougherty, WALSAA President

I hope everyone in WALSAA Land is having a great summer and is looking forward to a good and productive fall season. For the more than 100 CALS and FISC alumni who were able to attend the WALSAA summer picnic held at Pagel's Ponderosa Dairy Farm in Kewaunee, Wis., we hope you enjoyed the opportunity to catch up with other alumni members and friends, take in a farm tour, and had time to relax and enjoy the picnic.

For those who couldn't make it, we did something a little different this year and expanded our invitation to our entire Wisconsin agriculture community and welcomed alumni from the other Wisconsin agriculture college campuses and vo-tech schools. We are a small community with common interests, and it was nice to collaborate with one another. A big thank you goes out to not only the John Pagel family, but also to Paul and Sarah Patterson for making it a great event for everyone. It was a spectacular picnic and I am already looking forward to next year's summer picnic in Wood County.

Speaking of name dropping. Congratulations to Al Herrman, our 2017 WALSAA Daluge Red Jacket Award winner. I have said this before, but I think it warrants repeating. If you do an online search for "philanthropic volunteer," Herrman's picture will probably pop up. Herrman embodies the values of what it means to give back with no expectations. I wish there were more people like him in the world because it would be a much better place. If you would like to help us recognize Herrman as the 2017 WALSAA Daluge Red Jacket Award winner, please join us at the WALSAA Fire-Up event on Saturday, September 9 at 9:30a.m.

And speaking of WALSAA Fire-Up, let's go Badgers! No time like the present to purchase your Fire-Up meal ticket or game day package at [WALSAA.org](http://WALSAA.org). We have purchased a block of football tickets and are selling them first come, first serve while supplies last. Registration and meal tickets are now available for purchase through September 1 at a \$5 per person meal ticket discount (Badger football tickets are only available to WALSAA members as a game day package deal with Fire-Up luncheon tickets). Meal tickets can still be purchased the day of the event.

In addition, to encourage our WALSAA members with younger family members (or those with grandchildren) to join us that day, we have dramatically reduced the meal ticket costs to only \$10 for ages 6 to 18 (yes, that college freshman can eat for \$10) and children 5 and under eat free. Please bring the family! Games will be setup in the grass area. We hope this will provide a chance for those with younger families to stay connected with their CALS friends and keep it a family friendly event!

We are still looking for a few donations for this year's silent auction. Please contact Sara Schoenborn ([schoenborn@uwalumni.com](mailto:schoenborn@uwalumni.com)) if you have an item you'd like to donate. All donations are 100-percent tax deductible and the money raised goes toward UW-Madison CALS scholarships and awards.

With that, I look forward to seeing you at the 42<sup>nd</sup> WALSAA Fire-Up. **Let's Go Badgers!** (clap, clap, clap clap) Go ahead and do it, say it out loud, and say it again. I promise, it will make you smile.

## WALSAA FOOTBALL FIRE-UP SCHEDULE OF EVENTS

### Saturday, September 9

- 8:30a.m. Registration  
WALSAA Annual Meeting
- 9:30a.m. Welcome from Dean Kate VandenBosch  
Presentation of Daluge Red Jacket Award  
Alice in Dairyland
- 11:00a.m. Badgers vs. Florida Atlantic



# DEAN'S MESSAGE

## The Wisconsin Idea and Wisconsin Dairy



Kate VandenBosch, CALS Dean and Director

As I write this, I have just returned from the summer WALSAA picnic, which was held at Pagel's Ponderosa Dairy in Kewaunee, Wis. Through new acquaintances and updates from old friends, I am reminded how our alumni are successful innovators in so many fields, including dairy, and such innovators are definitely in demand because Wisconsin's dairy industry faces its fair share of challenges each and every year. The spring of 2017, in particular, presented a unique situation.

Changes in Canada's dairy policy halted U.S. sales of ultra-filtered milk, a product that lowers transportation and storage costs and makes cheese manufacturing more efficient. As a result, some processors reduced their demand for milk. This happened at a time when domestic cheesemakers had large inventories and were unable to pick up the excess milk, leaving dozens of Wisconsin dairy farmers without a place to ship and sell their product.

The spring crisis was just one of many reasons the University of Wisconsin System chose to focus its inaugural Wisconsin Idea Summit on the state's dairy industry. The Dairy Summit -- held so aptly in the heart of June, National Dairy Month -- brought together industry leaders, legislators, government officials, and globally recognized UW researchers. Their task was to identify the top priorities to help the dairy industry move towards a prosperous future and keep Wisconsin known as America's Dairyland. More than 200 people attended the one-day public event, which consisted of panel discussions and question-and-answer sessions. CALS took a lead role in organizing the program, and we were well-represented among the presenters.

One of the most enlightening parts of this summit was hearing members of the dairy sector describe how the industry's current trends and challenges have affected their businesses. The list is long. Some of the trends and challenges were demographic shifts in demand for new types of dairy products, environmental impacts (and public perception) of agriculture, the role of low product prices in prolonging debt, and the affordability of new farming technology. These issues are only further complicated by sudden changes, like what we saw with Canada.

Fortunately, for the dozens of dairy farmers affected this spring, the crisis was solved temporarily with new

contracts and business arrangements between dairy farms and milk buyers. But long-term challenges still exist --- and opportunities, if we are ready to seize them --- that leave a lot on the collective plate for the state's industry and its partners in the university and government. Thankfully, Wisconsin has a strong tradition of taking on challenges through thoughtful and collaborative work.

Over the decades, CALS and UW-Extension continue to partner with our state's producers, processors, and government officials to devise solutions that ensure the success of the dairy industry. True to the Wisconsin Idea, UW's innovations have made a major impact in this regard. For example, the Center for Dairy Research has worked with the state's dairy processors to develop new products in response to consumer demands, like specialty cheeses. In addition, the Center for Dairy Profitability has developed a new bilingual human resource management program to help dairy farmers adapt to expanding herd sizes and the resulting changes in herd management. UW dairy scientists' discoveries have also helped solve problems related to cow nutrition and health, reproductive success, milk quality, nutrient management and more. The influence of CALS on the dairy industry and beyond is also felt through the students we train, who become innovators and leaders in their fields and continue to work with us long after they have left campus.

This innovation needs to continue to keep the Wisconsin dairy industry at the forefront of the agriculture world. Here at CALS, we are committed to working with our partners—and looking for ways to expand those partnerships— to address critical industry challenges today and into the future. This is living the "Wisconsin Idea" and a major reason for why we are here.

*On Wisconsin!*

## NEW LIFETIME MEMBERS

- ♦ James C. Mao, Ph.D.
- ♦ Matthew Chotlos
- ♦ Nathaniel Chotlos
- ♦ Brandon Maly, BS '16

# FISC CORNER

## Exciting Times All Around Us!



**Bob Behnke, WALSAA FISC Chairman**

We have all witnessed changes in production agriculture. Our parents and grandparents have seen cows being milked by hand, buckets, pipelines, parlors, and now robots. Change has happened for years and in most cases for the better.

Similarly, our FISC leadership continues to keep things fresh and up to date. This year marks the first year of the partnership between FISC and the UW system. Like all the changes mentioned earlier, each appeared to be better than the last. The introductory classes for students will stay the same, but the elective courses will evolve over time much like the changes in the agriculture landscape. It's a good thing we have top-notch leadership in FISC to keep up with these exciting times.

Hope to see everyone at WALSAA Fire-Up!

# CAMPUS HAPPENINGS

## Internships Lead to New Experiences



**Emma Wagner, WALSAA Student Representative**

Once again, summer has come and gone in the blink of an eye! The beginning of the semester is approaching quickly and I am looking forward to starting my senior year.

I spent the summer as a human resources intern at Brakebush Brothers, a chicken processing company in Westfield, Wis. Throughout the course of the summer, I learned about the various parts of human resources and also encountered many new experiences. Some of the projects I worked on included assisting in employee feedback sessions, contributing to the internal company newsletter, and creating new internal communication pieces. I really enjoyed witnessing firsthand how a growing company handles change!

I spent most of my spare time helping my younger sister with her 4-H livestock projects and convincing her to become a Badger in the near future! Although I have had a great summer, I am very excited to be back on campus. I look forward to spending time with my fellow Badgers, whether it be relaxing at the terrace or jumping around at Camp Randall!

## WALSAA BOARD OF DIRECTORS 2016-2017

**Vern Dougherty '83, '88 - 2017**  
President  
Oconomowoc, WI

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**Shawn Conley '96, '99, '01 - 2018**  
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**Russell Tietz '96, '98 - 2018**  
Watertown, WI

**Al Herrman '77 - 2017**  
New Franken, WI

**Tom Vergeront '77, '78 - 2018**  
Sun Prairie, WI

# HERRMAN TO RECEIVE WALSAA DALUGE RED JACKET AWARD AT FIRE-UP



Al Herrman, 2017 WALSAA Daluge Red Jacket Award Recipient

A recently established Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) tradition will continue at the WALSAA Football Fire-Up event on September 9 as the second WALSAA Daluge Red Jacket Award will be presented to Al Herrman.

Herrman was selected because of his longtime involvement and support of WALSAA. Over the years, Herrman has served WALSAA as a student representative, Farm & Industry Short Course (FISC) representative and as a member of the WALSAA Board of Directors for three terms. He also served two terms as WALSAA President in 1981 and 1985. Currently, Herrman is the chair of the Dean Henry Residence Fund committee, co-chair of the WALSAA events committee, and a member of the FISC, finance and marketing and development committees. "Al Herrman embodies the essence of the WALSAA Daluge Red Jacket Award. His energy and commitment to WALSAA and his support of the students and faculty at the UW-Madison College of Agriculture and Life Sciences (CALs) is truly humbling," shared Vern Dougherty, WALSAA President.

"The reason for WALSAA to exist has not changed in its 40-plus years of existence," Herrman said. "WALSAA is here to support CALs, serve as a way to support students with scholarships and keep alumni involved with CALs and the University." Herrman encourages more alumni to give back to their departments and to CALs. "Don't be afraid to step up. It's easy to do."

Herrman recently retired from Wisconsin Public Service as manager of Wholesale Services. He grew up on a dairy farm in Sparta, Wis. and is a 1974 FISC graduate, received his BS in Dairy Science in 1977 and a Masters in Business Science. Herrman has also worked as a loan officer for Production Credit Association and held positions at the Wisconsin Department of Agriculture as International Trade Specialist and Director of Marketing and Economic Analysis. He and his wife, Lynn, live in New Franken, Wis. and have two children and three grandchildren.

The WALSAA Daluge Red Jacket Award honors Rick and Peggy Daluge. Rick was WALSAA's Executive Director for many years and a founding member of the National Agricultural Alumni and Development Association (NAADA). Rick served as CALs Placement Director and CALs Assistant Dean before retiring as FISC Director in 2008. A red jacket is presented in their honor to someone who has made a significant contribution to WALSAA and the future of the organization.

To be a part of Herrman's recognition, go online at [www.WALSAA.org](http://www.WALSAA.org) to purchase tickets for this year's WALSAA Fire-Up event. The WALSAA Daluge Red Jacket Award will be presented at 9:30a.m.

## **WALSAA Football Fire-Up** *continued from page 1*

As in years past, Fire-Up 2017 will feature the WALSAA Silent Auction to raise money to support scholarships, awards and student activities. The UW Foundation is generously matching up to \$10,000 of the funds raised at the auction to help further WALSAA's impact on CALs students. Last year, more than \$27,000 was raised. This year's auction will feature a variety of items, such as week-long lodgings in Hawaii and Door County, a John Deere 8400R pedal tractor, Packers tickets, UW Badger men's basketball tickets and much more! Visit WALSAA's Facebook page for an updated auction list as the event nears.

New family pricing for 2017! Fire-Up luncheon tickets are free for those younger than 5 years old; \$10 for children 6 to 18; and \$30 for adults. \$15 of the adult ticket price is a fully tax-deductible donation to WALSAA. The member cost for a combined package ticket to both the Fire-Up luncheon and game is free for kids under 2 (if sitting on a lap at game); \$45 for children 3 to 5; \$55 for children 6 to 18; and \$75 for adults (while tickets last).

Tickets can be ordered at [WALSAA.org](http://WALSAA.org) and must be ordered by Friday, September 1 to receive the advance pricing. After that date, Fire-Up tickets will be sold at the gate for an additional \$5 each. All tickets are held at the event registration desk and picked up upon arrival at the Fire-Up; they are not mailed.

# SILENT AUCTION ITEMS

## 2017 WALSAA FOOTBALL FIRE-UP

*Here is a partial listing of items that will be up for auction at Fire-Up. To see all the auction items, attend the event on September 9. More photos will be added to the WALSAA Facebook page!*



**ITEM:** On Wisconsin! Purebred Red WiscoBoxes gift box filled with iconic tastes and surprises sure to delight with authentic Badger spirit! Includes wine, cheese, popcorn, sausage, mini terrace chair and more!

**VALUE:** \$131

**DONOR:** Sarah Botham

**ITEM:** Four Green Bay Packers tickets to Dec. 3 game vs. Tampa Bay (section 104, row 7, seats 21-24)

**VALUE:** Priceless

**DONOR:** Al & Lynn Herrman

**ITEM:** Christmas Tree from the 44<sup>th</sup> Annual UW Forestry Club Christmas Tree Sale, Dec. 1-3

**VALUE:** \$75

**DONOR:** UW Forestry Club

**ITEM:** UW Men's basketball season tickets

**VALUE:** \$836

**DONOR:** Alpha Gamma Rho Alumni, Shawn Conley, Al and Lynn Herrman, Paul Patterson and WALSAA

**ITEM:** Tippy Cow Rum Cream! An assortment case of four flavors: Chocolate, Vanilla Soft Serve, Shamrock Mint and Orange Cream. Tip a glass and not a cow.

**VALUE:** \$204

**DONOR:** Duane & Kay Maas

**ITEM:** Two baskets including a cheese basket with World Champion Emmi Roth Grand Cru and a wine and liquor basket

**VALUE:** \$75/ea

**DONOR:** Bob Behnke

**ITEM:** Quarter Angus, grain-finished beef. Processed and cut at Weber's in Cuba City. Processing is included.

**VALUE:** \$600

**DONOR:** Valley View Farms

**ITEM:** Two UW Men's basketball tickets donated in memory of Mark Sherry

**VALUE:** \$100

**DONOR:** Kathleen Sherry



**ITEM:** One week stay in vibrant Door County, Wis. Stay at the Manney Place, a private residence on top of the bluff in Egg Harbor with beautiful views overlooking the waters of Green Bay. Four bedrooms, three baths, octagon great room, two fireplaces, full kitchen, mud room, etc....all the comforts of home!

**VALUE:** \$1,500

**DONOR:** The Wilson Family/The Manney Place

**ITEM:** Two lots of "Fill the Hill" pink flamingo couples

**VALUE:** \$250/ea couple

**DONOR:** UW Foundation

**ITEM:** One week stay at Club Wyndham Plus Resort at Ka 'Eo Kai at Princeville on the garden isle of Kauai, Hawaii

**VALUE:** \$1,400

**DONOR:** Duane & Kay Maas

**ITEM:** "Madison Panorama" and "Bucky on Ice" photos on canvas by photographer/artist Sandy Curran

**VALUE:** \$150 & \$125

**DONOR:** Curran Photo, LLC

**ITEM:** Movie theater popcorn popper and a variety of popcorn, totaling 20 pounds

**VALUE:** \$200

**DONOR:** Tietz Family Farms Popcorn

**ITEM:** Beautiful photo taken by Sevie Kenyon, CALS photographer printed on canvas

**VALUE:** \$150

**DONOR:** CALS



**ITEM:** John Deere 8400R pedal tractor and wagon with wood side stakes

**VALUE:** \$279.99 & \$174.99

**DONOR:** CALS Alumni of John Deere

# WALSAA FOOTBALL FIRE-UP

## 2017 TICKET ORDER FORM

**8:30a.m. Saturday, Sept. 9 ♦ UW Foundation Parking Lot ♦ 1848 University Ave.**

**Online registration available at: [www.WALSAA.org](http://www.WALSAA.org)**

Join hundreds of your classmates, professors and friends to network or just have fun at this fall's 42nd annual WALSAA Football Fire-Up Saturday, September 9. The big event will be prior to the kickoff between the Badgers and the Florida Atlantic Owls, Boca Raton, Florida. The WALSAA Football Fire-Up will again be held in the parking lot of the UW Foundation, 1848 University Avenue. Plans include live entertainment, visit from Alice in Dairyland, live music by The Soggy Prairie Boys, a host of great silent auction items on which to bid, a huge steak meal including everything from beer to potatoes to ice cream. **\*\*NEW THIS YEAR! FAMILY PRICING - - see below\*\***

*\*time subject to change by UW Athletics*

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

Address: \_\_\_\_\_ City, State & Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Names for name tags: \_\_\_\_\_

Event	Cost	# of Tickets	Total
<b>Game Day Package*</b> Luncheon** & Wisconsin vs. Florida Atlantic tickets Kick-off 11 a.m. (max. 6 tickets per request)	WALSAA Member: \$75	WALSAA Member: _____	\$ _____
	Children 6-18: \$55	Children 6-18: _____	\$ _____
	Children 3-5: \$45	Children 3-5: _____	\$ _____
	Children under 2***: Free	Children under 2: _____	Free
<b>Fire-Up Luncheon</b> Luncheon** Tickets Only	WALSAA Member: \$30	WALSAA Member: _____	\$ _____
	Children 6-18: \$10	Children 6-18: _____	\$ _____
	Children under 5: Free	Children under 5: _____	Free
<b>Fire-Up T-Shirts</b>	\$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 Sept. 1.** After that date, tickets will be available at the event for an additional \$5/each.



Your CALS Connection For Life

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



WALSAA Board Members Al Herrman, Shawn Conley and Paul Patterson grilling steaks for the 2017 WALSAA Summer Picnic

## UPCOMING EVENTS

- Sept. 9 ♦ 42nd WALSAA Football Fire-Up  
UW Foundation Parking Lot, Madison
- Oct. 27 ♦ WALSAA Board of Directors Meeting
- Jan. 27 ♦ 2018 FISC Reunion  
The Coliseum Bar, Madison

### 2017 WALSAA Summer Picnic - A Success!

Thank you to the more than 100 agriculture enthusiasts who came out to Pagel's Ponderosa Dairy for the 2017 WALSAA Summer Picnic! It was a great evening filled with a farm tour, networking, and catching up with old friends, while making new ones. Vern Dougherty, our President, gave an update on WALSAA followed by Kate VandenBosch, CALS Dean, with a CALS update. WALSAA would like to send a special shout-out to all the agriculture alumni from colleges across Wisconsin who joined us and a very special thank you to the whole team at Pagel's Ponderosa for welcoming our group and showcasing their great Wisconsin family dairy farm! We look forward to you all joining us at the 2018 WALSAA Summer Picnic in Wood county! Look for more details in future editions of the WALSAA Express.