



## 37th annual WALSAA Football Fire-Up fun for all

The 37th annual WALSAA Football Fire-Up, in conjunction with the Dean's Annual Tailgate, was one for the record books with more than 600 alumni, faculty, students and special guests attending the Wisconsin Agricultural and Life Sciences Alumni Association's marquee event at the UW Foundation on Sept. 15.

Through the generous contributions of more than 50 donors and countless bidders, the Fire-Up Silent Auction – in combination with a \$10,000 matching contribution from the UW Foundation – raised nearly \$24,500 in scholarship funds for UW-Madison College of Agricultural and Life Sciences (CALS) students! A special 50/50 Raffle collected more than \$1,100 to be used for Innovation Grants for CALS student organizations.

Fire-Up attendees took part in a Wisconsin-style cook-out and enjoyed special entertainment from Bucky Badger, the UW Marching Band and Dick Leo and the Trio. They spent the afternoon celebrating the College, UW Football and each other.

WALSAA would like to recognize its 2012 Fire-Up Sponsors: Agrigold, Badgerland Farm Credit, DeLong Co., Foremost Farms and Land O'Lakes for their important role in creating this successful event!

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# President's Message: What a year for WALSAA



WALSAA President Sam Miller

**H**appy Holidays WALSAA members! I'm honored to be serving as your WALSAA president for the upcoming year and thank the Board of Directors for their support.

I am a lifetime WALSAA member having joined the first year following graduation from UW-Madison. My bachelor's degree is in agricultural economics, and I have many fond memories of my time on campus with my brothers at Alpha Gamma Rho, football Saturday's at Camp Randall (pre-Jump Around), involvement in Saddle and Sirloin Club and, of course, attending class to gain a world-class education.

I've put my ag econ degree to work as an agricultural banker. I am currently managing director and group head of agricultural banking for BMO Harris Bank. I have been fortunate to see many great businesses in the dairy industry, grain production and grain handling, farm inputs supply, as well as fruit and vegetable growing, handling and processing in my career as a banker across the U.S.

WALSAA has continued to grow and prosper notably under the leadership of past president, Jill Makovec. Jill's back-to-back tenure over the past two years has elevated the organization in its support of CALS, of student scholarships, and as important, growing members and friends among the alumni of the college. The next time you see Jill, make sure you thank her for her efforts leading your organization.

What a year for WALSAA. We celebrated our 40th anniversary, culminating with a ceremony for our 40 in 40 Impact Award honorees. In addition, your contributions raised more than \$12,000 to establish the WALSAA 40th Anniversary fund. The fund will be used to support various aspects of student education such as scholarships, travel grants, grants for student organizations, internships or study abroad opportunities. You can still make contributions to this important funding effort. See page 9 for more information.

This past year, WALSAA also welcomed Dean Kate

VandenBosch to the College. We look forward to working hand-in-hand with the dean and her staff to support the efforts of the college.

In addition, WALSAA hosted spring and summer social events in 2012. In April, the AirTran Airways Landing Zone at Miller Park was the destination for WALSAA alums to watch the Brewers. It was also great to see all the WALSAA alumni at the Farm Technology Days picnic in Appleton in July.

The ever popular and again highly successful WALSAA Football Fire-Up was held on a beautiful September day. The UW Foundation parking lot has been feeling like home for our football Fire-Up. The event and silent auction committees did an incredible job of staging this event and providing the single largest fundraising effort for the WALSAA Outstanding Sophomore Awards and Farm and Industry Short Course scholarships. Be certain to look for details about next year's Fire-Up in the spring.

I would like to thank our leadership team for all of their work and dedication, past president Jill Makovec, treasurer Bob Kaczmarek and importantly our committee chairs: Marjorie Stieve, Marketing and Development and the 40th Anniversary celebration committee; Dave Welsh, Events committee; and Bryan Renk, Scholarship committee; as well as an active and engaged WALSAA Board working diligently with each of the committees to successfully pull off multiple events in support of the college. After two and a half years, Amy Ryan stepped down as our administrative coordinator and we welcome Allison McCarty to this critical role. I would like to thank retiring board members David Fahey, Brian Nodoff and Tom Albrecht for their years of service and wish them the best in their future endeavors.

With their departure we welcome new board members: Rene Johnson, Tom Janczewski, Russ Tietz, and Tom Vergeront. These four individuals have a wealth of experience and strong passion for CALS. We are excited to have them share their talents with WALSAA.

On Wisconsin!

# Dean's Message: Looking forward to our future alumni



CALS Dean & Director Kate VandenBosch

**I** feel fortunate that my introduction to Fire-Up came in such a special year.

This year's gathering celebrated WALSAA's 40th Anniversary with a tribute to 40 remarkable individuals who have made extraordinary contributions to agriculture and life sciences in our state. It was a wonderful opportunity to reflect on the College's recent past – and it is so gratifying to know that our CALS community has made and continues to make such a difference in people's lives.

I also was moved to think about what the years to come might bring, perhaps because I am working on the College's strategic planning (<http://go.wisc.edu/4y1gw2>). What kind of CALS alumni can we expect to see at Fire-Ups and anniversaries in the future?

The first thing we know is that, potentially, there could be a whole lot of us. CALS has 3,059 students enrolled this fall – up 7.3 percent from last year and 33 percent from 10 years ago.

Other numbers and trends tell us more about our future alumni. Apart from the continuing increase in women – female undergrads now constitute about 60 percent of our enrollment – we're seeing further growth in such majors as biology, biochemistry and genetics as well as microbiology, nutritional sciences, biological systems engineering and food science, which has doubled since 2008. Biology, with enrollments divided between CALS and L&S, is now the largest single major at UW-Madison, and most biology majors are enrolled in CALS.

Interestingly, deans at our peer colleges around the country are reporting similar trends. What we're seeing is that students, in addition to many other reasons they may have for studying the life and health sciences, want to make an impact on challenges presented by the world's population growth, such as concerns about adequate food, renewable energy, and environmental impacts. Another reason is more pragmatic; students are aware of the abundant job opportunities in many of our disciplines.

Certainly these highly motivated, intelligent, excit-

ing young people are a great opportunity for us. They'll be able to tell the story of what it means to have a degree from CALS and what helps students be successful in CALS. They'll be an invaluable resource for helping some of our more established alumni think about how best to help our students – and perhaps wish to engage in such efforts themselves, whether through mentoring, providing networking opportunities or participating in WALSAA's programs and events.

How to attract and engage these fresh grads is something I look forward to thinking about and working on with you, your fellow alumni, our students and our faculty and staff.

On Wisconsin.

## 2012–2013 CALS Ambassadors



One of the ways WALSAA supports CALS and its students is by providing funding for the CALS Ambassadors program. Members of the 2012–13 CALS Ambassadors team include, left to right, front row: Kayla McKaveney, Rachael Baird, Aisha Liebenow, Kathleene Keene, Audrey Williams; middle row: Jared Wendt, Duane Mycklejord, Tara Centeno, Lauryn Vanderwerff, Lara Bower, Courtney Holdt; back row: Ryan Peterson, Jordan Riley, Bryan Rowntree, Taylor Fritsch, Mark Kendall, and Will Peasley. Not pictured are Ronald Crandall and Amrit Kanwar.

# Past President's Message: Progress made



WALSAA Past President Jill Makovec

I can't believe how quickly the past two years have flown by. I'm honored to have served as Board president during this time, and I'm very excited about the progress we've made.

One of the most noticeable accomplishments in the past two years is returning to a membership organization. By returning to our roots, we are able to truly fulfill our mission of being your CALS Connection! While more than 100 people took advantage of our special anniversary rates and became a member this year, there are still hundreds of alumni unaware of WALSAA and our initiatives. Luckily, there is still time to become a WALSAA member at the reduced rate. Please encourage alumni you know to join us and become a member before Dec. 31.

In addition, the past two years have been filled with several accomplishments and new endeavors. We have continued to build our Football Fire-Up, hosted by the UW Foundation, and increased the number of attendees for two consecutive years. We improved the number and value of items in the silent auction, and as a result, generated more money for student scholarships. WALSAA warmly welcomed a new dean, Kate VandenBosch, and implemented a mid-year event to give alumni more opportunities to reconnect and reminisce. This year, we reflected on WALSAA's 40-year history. It was a unique opportunity to celebrate our history, recognize instrumental alumni and create a fund for innovation grants to support future student organizations.

This year I was blessed to work with an exceptional leadership team. Dave Welsh continues to serve as the chair of the events committee and works diligently to execute a well-run Fire-Up year-after-year. Marjorie Stieve, marketing chair, embraced our 40th anniversary year by coordinating our 40 in 40 Impact awards and a fundraising campaign for the 40th anniversary fund. Bryan Renk chairs our scholarship committee, and for the second consecutive year increased not only the number of Outstanding Sophomore Award applicants but also the caliber of the award recipients. Lastly, new board member

Sara Schoenborn worked diligently to have an exceptional list of silent auction items and create a process that ran smoothly for donors and winning bidders. The success our organization has seen would not be possible without the work of these devoted and motivated individuals.

All of these changes along with exceptional leadership leave WALSAA well-positioned for the future. Congratulations to Sam Miller and Bryan Renk who have been elected as the new WALSAA president and vice-president. I look forward to working with them and the entire WALSAA Board, as we continue to grow the association and support the needs of the College. Thank you for allowing me to serve our membership in this capacity and grow the legacy of WALSAA.

On Wisconsin!

## WALSAA Board 2012-2013

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

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

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

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

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

**Sara Anderson**  
UW Foundation/Ex-Officio  
Madison, WI

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

**Heidi Zoerb**  
CALC Rep  
Madison, WI

**Dale Beaty '87 - 2014**  
Milton, WI

**Jenny Dierickx '05 - 2013**  
Madison, WI

**Al Herrman '77 - 2014**  
New Franken, WI

**Tom Janczewski '98 - 2015**  
Milwaukee, WI

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

**Rene Johnson '95 - 2015**  
Evansville, WI

**Karen Lee '03 - 2013**  
Edgerton, WI

**Russell Rindsig '68, '69, '73 - 2015**  
Sarona, WI

**Sara Schoenborn '10 - 2014**  
Fitchburg, WI

**Marjorie Stieve '91 - 2013**  
Madison, WI

**Russell Tietz '96, '98 - 2015**  
Watertown, WI

**Tom Vergeront '77, '78 - 2015**  
Sun Prairie, WI

**Dave Welsh '90 - 2015**  
Elkhorn, WI

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

# Thank you to those who made Fire-Up happen

WALSAA would 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 members and future scholarship recipients.

### Food and Supply Donors

Auction boards – Arlington Ag Research Station  
Beer, trailer and supplies – John Ziest, Frank Distributing  
Brats – Usinger's  
Cheese and sausage trays – Swiss Colony  
Entertainment & sound system – Dick Leo & the Trio  
Ice Cream – Schoep's Ice Cream  
Location – Sara Anderson and many others, UW Foundation  
Popcorn – Brian Nodolf, Rural Route 1 Popcorn  
Potato ole's – Bob Williams  
Tables, chairs, trailer, grills and trash barrels – Tom Wright, West Madison Ag Research Station  
Tents – Kyle Matthew, Matthew's Tent Rental, & Scott Johnson  
Steaks – Brian Nodolf, Biddick, Inc.

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!

Photo by Wolfgang Hoffmann

Rachael Baird  
Robb Bender  
Lara Bower  
Kyle Breunig  
Mikaela Breunig  
Tara Centeno  
Genevieve Dryak  
Taylor Fritsch  
Abby Gadbois  
Hannah Gerbitz  
Kate Griswold  
Susie Hodgson

Courtney Holdt  
Lauren Holterman  
Taylor Holterman  
Scott Johnson  
Amrit Kanwar  
Kathleen Keene  
Mark Kendall  
Claire Kushner  
Leanna Leverich  
Aisha Liebenow  
Lily Mank  
Mike Marr

Christine McFarland  
Kayla McKaveney  
Eleanor Miller  
Will Peasley  
Ryan Peterson  
Jordan Riley  
Bryan Rowntree  
Kyle Rowntree  
Lauryn Vanderwerff  
Jared Wendt  
Audrey Williams  
Bob Williams



Additional members of:  
Alpha Gama Rho  
Babcock House  
CALC Student Association

Thank you also to all of the student & alumni volunteers who just showed up on event day.

## Fire-Up cont.

Continued from page 1

In addition to the traditional Fire-Up activities, the 2012 event also hosted a special 40th anniversary celebration for the alumni organization, including a recognition program for those honorees selected as the WALSAA 40 in 40. Forty individuals were acknowledged for their contributions to WALSAA, CALS and Farm and Industry Short Course, farms, classrooms, laboratories, businesses and other organizations. A special birthday cake was also served.

WALSAA also held its annual meeting at the event. A bylaw change was made and four alumni were elected to the organization's board of directors. They were Tom Janczewski, Milwaukee; Rene Johnson, Evansville; Russell Tietz, Watertown; and Tom Vergeront, Sun Prairie. Retiring board members, Tom Albrecht, Shawano; Dave Fahey, Belleville; and Brian Nodolf, Livingston; were also honored for their service to WALSAA.

Plans are underway for next year's Fire-Up – watch [www.walsaa.org](http://www.walsaa.org) for more information!

# Silent Auction results from 2012 WALSAA Football Fire-Up

WALSAA would like to extend a huge thank you to the donors and bidders of the Fire-Up Silent Auction. Together we raised nearly \$24,500 for scholarships. Here is a listing of items sold, their donors and the highest bidders.

**Two Wisconsin vs. Illinois football tickets and an autographed 2011 Rose Bowl cartoon**

Donated by: Jere & Anne Fluno and Phil Hands  
Highest Bidder: Andy Currie

**One week of lodging in Montreal, Wis. and 3-bottle gift box of Wollersheim Wine.**

Donated by: Daluge Travel and Wollersheim Winery  
Highest Bidder: Bob Bosold

**Two Gander Mountain chairs and ottoman, a Curly Maple cutting board and a Forestry Club Sweatshirt**

Donated by: Lou Arrington and UW Forestry Club  
Highest Bidder: Jack Kaltenberg

**World Dairy Expo gift basket**

Donated by: World Dairy Expo  
Highest Bidder: Jim Engel

**UW print, framed and matted**

Donated by: Ron Curran  
Highest Bidder: Dan Ziegler

**Pair of UW Men's Basketball single game tickets**

Donated by: Mark & Kathleen Sherry  
Highest Bidder: Brian Nodolf

**Two American Girl doll Badger outfits**

Donated by: Russell & Karen Rindsig  
Highest Bidder: Robert Kaczmarek

**Badger baby basket**

Donated by: Ryan & Karen Lee  
Highest Bidder: Peggy & Rick Daluge

**Brewer/Packer fan package**

Donated by: WE Energies  
Highest Bidder: Dan Ziegler

**Green Bay Packers print and Jordy Nelson autographed magnet**

Donated by: Alpha Gamma Rho  
Highest Bidder: Sara Schoenborn

**One complimentary night stay at Doubletree Hotel of Madison and a \$125 gift certificate to Ruth's Chris Steakhouse**

Donated by: Doubletree Hotel of MSN and Bob & Lisa Hagenow  
Highest Bidder: Jim Engel

**Case IH Steiger 600 4-wheel drive steel pedal tractor**

Donated by: Case IH  
Highest Bidder: John Lonergan

**\$125 gift certificate of retail advertising and one-year subscription to The Country Today**

Donated by: The Country Today  
Highest Bidder: Keri Retallich

**Dog grooming basket**

Donated by: Maria McGinnis  
Highest Bidder: Bob Hagenow

**Framed floral print and Door County basket**

Donated by: Marjorie Stieve and Al & Lynn Herrman  
Highest Bidder: Paul Miller

**Mary Kay pamper package and four bottles of New York wine**

Donated by: Sara Schoenborn and Bob Kaczmarek  
Highest Bidder: Bob Hagenow



Photos by Wolfgang Hoffmann



**Two American Girl doll Badger outfits**

Donated by: Russell & Karen Rindsig  
Highest Bidder: Steve Thomas

**Two Wisconsin vs. Illinois football tickets and an autographed 2011 Rose Bowl cartoon**

Donated by: Brian Nodolf and Phil Hands  
Highest Bidder: Kim Flitcroft

**UW Men's Hockey season tickets - Friday Night Series with parking**

Donated by: Coloma Farms  
Highest Bidder: Sam Miller

**One processed lamb**

Donated by: Rasch Market Lambs  
Highest Bidder: John Lonergan

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

Donated by: Kay & Duane Maas  
Highest Bidder: Andy Currie

**Capitol at Night Print, framed and matted**

Donated by: Ron Curran  
Highest Bidder: Brian Giza

**Four Milwaukee Bucks single game tickets**

Donated by: Senator Herb Kohl's Office  
Highest Bidder: Eric Johnson



Photos by Marjorie Stieve



**Six bottles of award-winning wine**

Donated by: Howard Hasselkus  
Highest Bidder: Bob Hagenow

**Cooler package**

Donated by: ANIMART  
Highest Bidder: Dan Ziegler

**Two lift ticket vouchers to Tyrol Basin & Snowboard Area**

Donated by: Tyrol Basin & Snowboard Area  
Highest Bidder: Peggy & Rick Daluge

**Babcock Cheese of the Month gold membership and historic UW Dairy Science milk bottle**

Donated by: CALS and Marjorie Stieve  
Highest Bidder: Bryan Renk

**Four tickets to the UW Varsity Band concert and a \$125 Gift Certificate to Ruth's Chris Steakhouse**

Donated by: UW Alumni Band and Bob & Lisa Hagenow  
Highest Bidder: Jack Kaltenberg

**An overnight stay for two at the Chalet Landhaus Inn and a \$50 gift certificate to the New Glarus Hotel Restaurant or the Chalet Landhaus Restaurant**

Donated by: Middleton Community Bank  
Highest Bidder: Bob Hagenow

**Four Wisconsin vs. Illinois football tickets and an autographed 2011 Rose Bowl Cartoon**

Donated by: Henry Farms and Phil Hands  
Highest Bidder: Emily Pronschinske

**Autographed UW game day football and historic 1960s Bucky Badger stuffed toy**

Donated by: Dale Beaty and Marjorie Stieve  
Highest Bidder: Brian Giza

**UW Men's Basketball season tickets**

Donated by: WALSAA  
Highest Bidder: Corey Geiger

**A mixed 1/4 angus beef**

Donated by: Valley View Farms  
Highest Bidder: Jeannie Ubersox

**One Christmas tree**

Donated by: UW Forestry Club  
Highest Bidder: Heidi Zoerb

**WALSAA lifetime membership**

Donated by: WALSAA  
Highest Bidder: Elton Aberle

**Four Wisconsin vs. Ohio State football tickets and Badger Pre-Game Chili Cook-off and an autographed 2011 Rose Bowl Cartoon**

Donated by: Birdie Schiller and Phil Hands  
Highest Bidder: Kim Flitcroft

**Door County basket**

Donated by: Al and Lynn Herrman  
Highest Bidder: Dae Jahnke

**UW Men's Hockey season tickets - Friday Night Series with parking**

Donated by: Agrigold  
Highest Bidder: Jack Kaltenberg

**Two UW Homecoming football tickets and an autographed 2011 Rose Bowl cartoon**

Donated by: CALS and Phil Hands  
Highest Bidder: Jack Kaltenberg

**One-week stay at cabin in Waupaca, WI**

Donated by: Crane Farms  
Highest Bidder: Kris Scheller

**UW Men's Basketball season tickets**

Donated by: WALSAA  
Highest Bidder: Corey Geiger

**One week stay at The Manney Place**

Donated by: The Manney Place  
Highest Bidder: Jeannie Ubersox

**2013 Wisconsin FFA Foundation Golf Outing package for four**

Donated by: The Wisconsin FFA Foundation  
Highest Bidder: Dan Ziegler

**Two pairs of UW Men's Basketball tickets**

Donated by: Bryan and Mary Renk  
Highest Bidder: David Weis

**Pair of Madison Symphony Orchestra concert tickets**

Donated by: Madison Symphony Orchestra  
Highest Bidder: Sue Crane

**UW Men's Basketball season tickets**

Donated by: WALSAA  
Highest Bidder: Eric Johnson

**Badger tailgate package**

Donated by: Brian Giza  
Highest Bidder: Jack Kaltenberg

**John Deere pedal tractor**

Donated by: UW alumni at John Deere  
Highest Bidder: Jack Kaltenberg

**Badger rhinestone bracelet**

Donated by: Anonymous  
Highest Bidder: Elaine Wiegel

# FISC Corner: It's Reunion time again!

FISC Alumni President Andrea Brossard

This year's Farm and Industry Short Course session is well underway. There are a 127 enrolled for 2012-2013. There are 88 first-year students and 39 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 set for Jan. 26

The UW-Madison Farm and Industry Short Course, Wisconsin's longest-running agricultural education program, invites alumni and friends to help celebrate its 128th anniversary at its annual reunion on Saturday, Jan. 26, at the Coliseum Bar and Banquet facility in Madison.

The event begins with an 11:30 a.m. social hour followed by luncheon at 12:15 p.m. and a post-reunion social hour. There will be an appearance by members of the UW Marching Band and Bucky Badger.

The program will include presentation of the Service to Agriculture Award and the Friend of Short Course Award. Bill Bruins, Farm and Industry Short Course alumni, dairy farmer from Fond du Lac County, along with serving nine years as the Wisconsin Farm Bureau Federation President will serve as emcee.



Bill Bruins

Special recognition will be given to the classes of 2003, 1993 and 1983 as they celebrate decadal reunions, and to all alumni who graduated 50 or more years ago. A variety of door prizes will be given out.

Alumni and friends can sign up for the reunion online at <http://fisc.cals.wisc.edu/alumni/reunion>. Tickets cost \$20 (\$17 for current students) for those who register by Jan. 20 or \$25 at the door (check or credit card only). The Coliseum Bar and Banquet is located near the Alliant Energy Center at 232 Olin Avenue in Madison.

The short course was established on the Madison campus in 1885, predating the College of Agricultural and Life Sciences by four years. The first session ran for 12 weeks and was taught by four professors. Today's program runs 17 weeks with dozens of instructors



teaching more than 55 courses.

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

## WALSAA's Golf Outing delivers as promised

By Brian Giza

The WALSAA Football Fire-Up Golf Outing was played at Lake Windsor Golf Club on Sept. 14. As advertised, the outing proved to be a great opportunity for WALSAA members and friends to get together, play some golf and raise some money for WALSAA.

We want to congratulate the winning team of Keith Kelling, Abe Aberle, Dick Wolkowski and Larry Binning.

# 40th Anniversary goal within reach



By Valerie Johnson

WALSAA is within just a few thousand dollars of reaching our \$14,000 goal for the 40th Anniversary Fund, which will support Innovation Grants to CALS student organizations.

More than 75 WALSAA members and friends have already supported the WALSAA 40th anniversary fund. As of press time, more than \$10,000 had been received toward the \$14,000 goal. To help WALSAA reach our

final goal, please consider donating online at [www.walsaa.org](http://www.walsaa.org) or with a check to:

WALSAA 40th Anniversary Fund  
PO Box 5177  
Madison, WI 53705

Funds raised will challenge CALS student organizations to grow programs, launch new initiatives, or help them build future capacity by receiving special assistance such

as strategic planning or leadership training. CALS students will propose how they can best use the innovation grants through a formal proposal process, and a WALSAA committee will select and provide as many challenge grants in 2013-2014 as funds donated allow.

Donors to the WALSAA 40th Anniversary Fund will be recognized at the \$40, \$400 and \$1,400 levels; all gifts are fully U.S. tax-deductible.

## WALSAA recognizes 40 in 40 Impact award recipients



In celebration of its 40th anniversary, WALSAA honored individuals who have made a difference not only for WALSAA, CALS and FISC, but also farms, classrooms, laboratories, businesses and other organizations in Wisconsin. A reception for all honorees was held on Sept. 15 just prior to the WALSAA Football Fire-Up. Recipients included: Lou Armentano, La Verne Ausman, Roger Biddick, Dale Boness, Dale Bruhn, William C. Bruins, Robert Bush, Susan Crane, Tom Crenshaw, Rick Daluge, David Dickson, Norval Dvorak, Dorothy Farrell, Steve Fronk, Corey Geiger, Bob Hagenow, Keith Hawks, Liz Henry, Daphne Holterman, Gail Janssen, Valerie Johnson, Bruce Jones, John "Jack" Kaltenberg, Pete Kappelman, Robert Kauffman, Alan Koepke, Shelly Mayer, Jill Makovec, Larry Meiller, Sam Miller, Larry Satter, Tom Schomisch, Ronald Schuler, George Shook, Bernie Staller, Marjorie Stieve, William F. Tracy, Gale VandeBerg, Bob Williams, Thomas Wright. The honored individuals or a family representative are pictured above with CALS Dean Kate VandenBosch.

Photo by Wolfgang Hoffmann

# 40 in 40 Impact Award honorees



Lou Armentano

**Lou Armentano** has been a faculty member in the Department of Dairy Science since 1983, serving as department chair from 1996 to 2004. Armentano has received the American Dairy Science Association's top award in nutrition research and the American Feed Industry Award, and co-led the revitalization of the undergraduate animal nutrition curriculum. "It is not an exaggeration to say that Lou Armentano's leadership of the UW-Madison Integrated Dairy Facility Project was probably the largest and most important service commitment in the history of the Dairy Science Department, and CALS students, staff and faculty will benefit from his efforts for many decades to come."



La Verne Ausman

**La Verne Ausman**, '48 Farm and Industry Short Course, served in the Wisconsin State Assembly for two terms and as the secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection. In 1990, President George H.W. Bush appointed Ausman as the administrator of the Farmers Home Administration, where he served until 1993. He has also served on the WALSAA Board of Directors, the Wisconsin FFA Sponsors Board and the Wisconsin Farm Technology Days Board. "La Verne is an excellent example of what individuals can accomplish with a Farm and Industry Short course degree and a commitment to education."



Roger Biddick

**Roger Biddick**, *In Memoriam*, BS '47 agronomy and meat & animal science, was a co-operator of Trelay Seeds and was instrumental in starting WALSAA, serving as its first president in 1972. He started the Biddick Foundation that benefits students in southwest Wisconsin, was instrumental in expanding the Southwest Technical College facility in Fennimore, and employed numerous CALS students as interns in his seed operation. "Roger Biddick was always accessible, thought issues through carefully and was not afraid to voice his opinion. Roger believed in education and he used his actions and funds to try to make CALS a better place for both students and faculty."



Dale Boness

**Dale Boness**, BS '61 ag extension education, started his career working for the Wisconsin Department of Agriculture, Trade and Consumer Protection where, as a market development director, he played a role in the formation of what is now World Dairy Expo. His passion for ag products and marketing continued to develop through his career as he worked to merchandise cheese for AMPI before starting off on his own to form the American Cheeseman and then the Bo-Joy Enterprises, which he continues to run today. Through his work in this area and several volunteer roles he continues to be known as "the Wisconsin voice of cheese."



Dale Bruhn

**Dale Bruhn**, BS '48 agricultural education, MS '74 education curriculum & instruction, worked for the Department of Employment Relations, the state agency responsible for operating the state civil service system, until his retirement in 1987. He served as the director of the Bureau of Administrative and Agency Services. Bruhn has been exceptionally active in his local Lion's Club, taught vocational agriculture classes and advised an FFA chapter. He also contributed heavily to UW-Madison's Alpha Gamma Rho alumni organization and represented WALSAA at the National Agriculture and Alumni and Development Association Conference.

The first 10 recipients, in alphabetical order, are listed below. Watch future issues to learn more about the other awardees.



Bill Bruins

**Bill Bruins**, '68 Farm and Industry Short Course, is co-owner of his family's dairy operation, Homeland Dairy. Bruins is the president of the Wisconsin Farm Bureau Federation as well as Rural Mutual Insurance Company. He is a member of numerous ag-related committees in Wisconsin and nationally, including the CALS Board of Visitors and the Wisconsin Department of Natural Resources board. "Bill greatly appreciates the value and importance of CALS in maintaining the lifeblood of Wisconsin agriculture through research and by teaching and training the next generation of farmers and agriculturalists."



Robert Bush

**Robert Bush**, BS '50 food science, is the chairman emeritus of Schreiber Foods. He is the past director of the National Cheese Institute and Wisconsin Manufacturers and Commerce. He was also chairman of the United Way of Green Bay and serves on several boards at UW-Madison, including the CALS Board of Visitors and the Chancellor's Council. "Bob has been a strong supporter of education, community development, civic commitment and supporting those in need. Bob and Carol are great examples of who have benefited from the CALS education, put that education to productive use and have given back to the community and the UW System as a result."



Susan Crane

**Susan Crane**'s career has been marked by her deep belief in education and her passionate commitment to agriculture. Crane and her family run Crane Farms in Burlington, and she also works with We Energies as manager of special projects for wholesale energy and fuels. Crane was appointed by Governor Doyle in 2005 to serve on the Wisconsin State Fair Park Board, and she continues to promote awareness of and support for agriculture through her work with the CALS Board of Visitors and a number of other organizations. Crane also hosted the Wisconsin Rural Youth Scholarship Barn Dance on her farm to benefit this new CALS funding endeavor.



Thomas Crenshaw

**Thomas Crenshaw** is a professor of animal science at UW-Madison. He has served as the faculty advisor for the UW-Madison Alpha Gamma Rho chapter and co-advisor of the CALS Student Council. Crenshaw is a member of the CALS Scholastic Policies and Action Committee, the American Society of Animal Science, the American Society for Bone and Mineral Research, and the American Society for Nutrition. "He strives to ensure that both undergraduates and graduate students in animal science are having a productive and engaging journey during their time at campus, learning those lifelong skills needed to have a successful career."



Rick Daluge

**Rick Daluge**, BS '71 agricultural education, MS '75 continuing & vocational education, PhD '82 continuing & vocational education, is an assistant dean emeritus for the University and vice president of Daluge Travel. Daluge has been exceptionally active with CALS, serving as an assistant dean, the Farm and Industry Short Course director and secretary-treasurer of the UW-Madison Alpha Gamma Rho Educational Foundation. Daluge has received countless awards and honors and is one of the most respected members of WALSAA, having served as secretary/treasurer for most all the 40 years of the organization. He was also instrumental in the formation of the National Agricultural Alumni and Development Association.

# A look back at WALSAA: 2003-2012

**“Your participation is priceless and will keep this organization strong and significant as we move into this new chapter of WALSAA history.”**

—WALSAA President Liz Henry addressing WALSAA members in the 2008 WALSAA Express



Bucky Badger greets a NAADA participant at the Alumni Picnic and School Colors Night event held at the West Madison Agricultural Research Station when WALSAA and CALS hosted the NAADA conference in 2007.

## Changes for WALSAA

Change is never easy and for most of this decade WALSAA dealt with some significant changes.

It began in 2007 when Secretary/Treasurer Rick Daluge retired after 36 years of service to WALSAA. Rick had been vital to the organization in many ways and now the board had to decide how it would continue the multitude of activities and relationships that Rick developed over the years.

Concurrent with Rick's retirement, the University performed a review of how CALS administration fulfills many of the duties and tasks Rick had traditionally done for WALSAA and the college. The result was a recommendation to change the way WALSAA events are handled and how the Dean and CALS participate with WALSAA. In addition WALSAA stopped collecting membership dues and moved to a supportership organization.

As WALSAA weaved its way through the sea of change some things remained constant – the annual Football Fire-Up and Farm Technology Days Picnic and support to CALS students through the Outstanding Sophomore Awards and FISC scholarships. Plus, by the end of this decade, WALSAA has transitioned back to being a membership organization.

## WALSAA Presidents

Jim Crowley, 2002-03

Joan Barth, 2003-04

Jon Anderson, 2004-05

Jennifer Vincent, 2005-06

Steve Thomas, 2006-07

Liz Henry, 2007-09

Brian Fluno, 2009-10

Jill Makovec, 2010-12

## CALS Happenings

- CALS celebrates Ag Hall's 100th birthday in 2003.

- In 2003, the USDA bestows its prestigious "Secretary's Honor Award" on the Eco-Potato Partnership, a group composed of the World Wildlife Fund, Wisconsin potato growers and CALS researchers. The award recognizes the team's efforts to develop more sustainable methods to grow potatoes.

- The Microbial Sciences building opens in 2007.

- Emmons Blaine Dairy Cattle Research Center, the nation's premier Dairy Research and Teaching Facility, opens in 2008 at the Arlington Ag Research Station.

- With virologist Ann Palmenburg as lead author, a multi-institutional team of researchers in 2009 reports the sequences for all 99 strains of the common cold virus.

- In a 2010 study that promises to fill in the fine details of the plant world's blueprint for surviving drought, a team of lead by CALS biochemist Michael Sussman identifies in living plants the set of proteins that help them withstand water stress.

## WALSAA Milestones

### AUGUST 2003

WALSAA's newsletter gets a name – the *WALSAA Express* – thanks to John Wojta, the winner of the Name that Newsletter contest.

### SEPTEMBER 2003

Fire-Up proceeds exceed \$20,000 for the first time. Including the \$8,000 match from the UW Foundation, Fire-Up raised nearly \$22,000.

### SEPTEMBER 2005

For its 30th Anniversary year, Fire-Up was able to return to the Stock Pavilion for two more years. It then left for good, first held at the UW Field House for three years before finding its current location at an outdoor site in the parking lot of the UW Foundation building.

### JUNE 2007

WALSAA hosts the National Agricultural Alumni and Development Association Conference in Madison. Area CALS alumni were invited to participate in the Botham Winery tour and dinner, the Madison Mallards baseball game and tailgate party, and the Alumni Picnic and School Color Night.

### OCTOBER 2007

Rick Daluge retires after 36 years of service to WALSAA as the secretary/treasurer. Under his helm, the organization grew from 300 members to 1,900 in 2007. Concurrently WALSAA left its home within the College and discontinued collecting dues.

### AUGUST 2008

WALSAA participates in the all new UW-Madison Day at the Wisconsin State Fair. In doing so it no longer had a booth in the Products Pavilion.

### DECEMBER 2008

CALS changes its commencement celebration from a

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



WALSAA's Football Fire-Up proceeds exceed \$20,000 for the first time in 2003 while held at the West Madison Agricultural Research Station.

breakfast to an afternoon reception. WALSAA continues its presence at this event to invite graduates into our alumni association.

### JANUARY 2009

WALSAA sponsors the annual CALS Student Council Leadership Retreat. A few student representatives from the various clubs under the CALS banner attend this retreat to build leadership skills and bring fresh ideas back to their student organizations.

### MARCH 2010

WALSAA goes online and launches [www.walsaa.org](http://www.walsaa.org)

### JANUARY 2012

WALSAA returns to a membership organization and sets a special one-year dues rate of \$40 for annual members and \$400 for lifetime members.

### JULY 2012

WALSAA selects 40 in 40 Impact Award recipients and honors individuals who have made a difference not only for WALSAA, the College of Agricultural and Life Sciences and Farm and Industry Short Course, but also farms, classrooms, laboratories, businesses and other organizations in Wisconsin.

# Last chance to join with WALSAA's anniversary membership rates

More than 100 people joined WALSAA from January through October this year, taking advantage of a special anniversary membership rate. Anyone may join WALSAA now for \$40 for an annual membership or \$400 for a lifetime membership. Encourage your former classmates, friends and family to take advantage of this opportunity before the end of 2012. They may do so at [www.walsaa.org](http://www.walsaa.org), by emailing [admin@walsaa.org](mailto:admin@walsaa.org) or calling (608) 438-1994.

## Annual Members

LaVerne Ausman	Albin Jaeger
Garry & Lesle Beals	John Jelinski
Allan & Mary Bogenschneider	Lee Jennings
Dale Boness	Eric Johnson
Mary Bradley	Russell Kaney
Jerome Brunner	Nancy Kaufman
Warren Bryce	Steven Keller
Richard Brye	Scot Krebs
Carl Casper	Robert & Marcella Krueger
Charlotte Chatfield	Richard LaCroix
Robert & Janice Cooney	Howard & Ruby Larsen
Jim Cullen	Steve Larson
Gordon Cunningham	Alan & Diane Leidig
Dirk Daniels	Kenneth & Elizabeth LePine
Carlton Dowse	Philip Maas
Karl Drye	Curtis Mansfield
Jeff Edwards	Darren Marsh
Rudolph & Martha Erickson	James & Anne Massey
Wesley Falk	Raymond Maurer
Alfred & Betty Finger	Maria McGinnis
Tom Fritsch	Stanley McGraw
Rudolph T. Geimer	Adam Melichar
Alan Goldman	Thomas Moore
Theodore Halbach	Dwight Mueller
Oren Hammes	Vernon Olson
James Hansen	Scott Pahlow
Lee Hansen	Michael & Judy Pedersen
John & Lynn Helmer	Kevin Rademacher
S. Don Heth	Richard Ralph
M. Kathleen Hilgers	Gyles & Carol Randall
Arthur Hintzman	Paul & Hope Reinhardt
Dennis Hipenbecher	Rick Roden
Leslie Huber	Marlene Schmidt
Mike Hutjens	Richard Schultz
	John Schwobe
	Pamela Severson

## Lifetime Members

Warren Sharaatt	Elton Aberle
George Shook	Thomas Albrecht
Heather Sorum	George Beestman
Kirsten Sorum	Julie Cooper
Gary Southern	Phil Gordon
Dan Statter	Lauren Holterman
Roger Steiner	Rene Johnson
Thomas & Patricia Straka	Patrick Kusilek
Elmer Strassburg	Thomas Morris
David Stute	Willard Morris
Millard & Barbara Susman	Dale & Jacquelyn Pertzborn
Dana Tackes	Jeff Polenske
Mark Thieleke	Chris Pollack
Robert Thomsen	Robert Rand
Mike Turba	Dennis Rose
Kent Weigel	Sara Schoenborn
James Winn	Timothy Sprecher
Kenneth Witt	Hannah Steen
Gayle Worf	Gary Swain
Ralph Zibell	Clayton Wohlk
Wynnie Zuchowski	

## Find gifts and support CALS students

Shop for holiday gifts or maybe a treat for yourself at the CALS Student Association online auction! Proceeds support students and community outreach events such as the annual leadership retreat and CALS Day for Kids.

Visit <http://calsscbackup.ronforge.com/silent-auction> to view and bid on items. Bidding begins Sunday, Dec. 2 and continues until noon on Saturday, Dec. 8. Items can be picked up at the CALS Student Association office in the Stock Pavilion starting Dec. 9. E-mail [CALSSAfundraising@gmail.com](mailto:CALSSAfundraising@gmail.com) with questions.

# Alumni Updates

The spouse team of Cheryl Laughren-Rawlings '81, MS '82, and James Rawlings, have co-published the second edition of their first textbook at Madison's Nob Hill Publishing, where Cheryl is head publisher. The textbook, first published in 2002, has been used at more than 30 universities international-

ly. It's a chemical engineering textbook by James Rawlings and John Ekerdt, called "Chemical Reactor Analysis and Design Fundamentals." James is a full professor in UW's Chemical and Biological Engineering Dept., and John is a full professor at the University of Texas's Chemical Engineering Dept.

## In Memoriam

Gary Franc BS '78  
Christian P. "Chris" Guldhaug

## Hit the Ice with WALSAA and UW Hockey

Join WALSAA for a pregame get together at Wando's on University Avenue and then head over to the Kohl Center on Friday, Feb. 8, as the Badgers take on Bemidji State in men's hockey. Show your Badger spirit and network with fellow alumnus and hockey enthusiasts. Our event will start at 5 p.m. at Wando's, with faceoff set for 7 p.m.

The WALSAA Hockey package includes a game ticket and food, including appetizers and a main dish. A cash bar will be open. A silent auction and 50/50 raffle will also be held for a few select hockey and UW items.

The total cost of the event is \$40 per person and space is limited. For tickets, call WALSAA at (608) 438-1994, e-mail [admin@walsaa.org](mailto:admin@walsaa.org) or mail in the form below.

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

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

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

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

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

Number of packages: \_\_\_\_\_ @ \$40 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 **Wednesday, January 23.**

Follow WALSAA online at:



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



[www.youtube.com/watch?v=vUiep4NFUFg](http://www.youtube.com/watch?v=vUiep4NFUFg)

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

## Upcoming Events

- |                   |  |
|-------------------|--|
| <b>Dec. 2-8</b>   | <b>CALS Student Association Online Auction</b>     |
| <b>Dec. 16</b>    | <b>CALS Winter Commencement</b>                    |
| <b>Jan. 18-20</b> | <b>CALS Student Association Leadership Retreat</b> |
| <b>Jan. 26</b>    | <b>FISC Alumni Reunion</b>                         |
| <b>Feb. 8</b>     | <b>WALSAA Board of Directors Meeting</b>           |
| <b>Feb. 8</b>     | <b>Hit the Ice with WALSAA Hockey Event</b>        |
| <b>March 23</b>   | <b>FISC Graduation</b>                             |