



Photo by Wolfgang Hoffmann

## Show your Badger pride! WALSAA Football Fire-Up set for Sept. 7

The 38th annual WALSAA Football Fire-Up tailgate party and silent auction will be held at the University of Wisconsin Foundation parking lot, located at 1848 University Ave., Madison, on Saturday, Sept. 7 at 8:30 a.m., prior to the UW vs. Tennessee Tech kickoff at 11 a.m.

Join WALSAA for this wonderful opportunity to connect with the College of Agricultural and Life Sciences, CALS alumni and fellow WALSAA supporters. CALS Dean & Director Kate VandenBosch will be in attendance; as well as Bucky Badger and the UW Spirit Squad, who will kick off the event at 8:30 a.m. This year's event will also feature music by The Soggy Prairie Boys.

As in years past, WALSAA Football Fire-Up 2013 will host the WALSAA Silent Auction to raise money to support student and faculty scholarships and awards. The UW Foundation generously matches funds raised at this auction to help increase our impact on CALS students. See page 5 for a preliminary listing of auction items and watch the WALSAA Facebook page for an updated auction list as the event nears.

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Wisconsin Agricultural  
and Life Sciences  
Alumni Association  
P.O. Box 5177  
Madison, WI 53705-5177  
PHONE (608) 438-1994  
E-MAIL [admin@walsaa.org](mailto:admin@walsaa.org)  
WEBSITE [www.walsaa.org](http://www.walsaa.org)

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# President's Message: See you at Fire-Up!



WALSAA President Sam Miller

That's right – it's time for the WALSAA Football Fire-Up! I look forward to seeing you and other CALS alumni at the WALSAA Football Fire-Up on Saturday, Sept. 7. After Fire-Up, be certain to cheer for the Badgers and Coach Gary Anderson in his inaugural season.

We return again to the UW Foundation parking lot with its close proximity to Camp Randall. Please plan to get there early to visit, enjoy food and refreshments and most importantly check out and bid on the many silent auction items on display and raise funds to support CALS students and other WALSAA activities.

Silent Auction Chair and Board Member Sara Schoenborn has again put together an impressive auction. Since the early days of WALSAA, Fire-Up has served as our primary fundraising activity for the year. Proceeds from the silent auction are critical to our mission in support of CALS students and the College. Last year, we raised about \$25,000 for scholarships and would like to raise even more this year. If you have an item to donate, be sure to contact us at [admin@walsaa.org](mailto:admin@walsaa.org). In the meantime, check out the list of items received to date as listed on page 5 and consider being a bidder at this year's event.

If you are planning to attend Fire-Up, consider making it a WALSAA weekend and come down early on Friday afternoon to participate in the WALSAA golf outing. This is a best ball format so golfers of all skill levels are able and invited to attend. There is more information about the golf outing on the following page.

We extend a warm welcome to Maria McGinnis as the new administrative coordinator for WALSAA. Maria comes to WALSAA from her recent post in Career Services for the College of Agricultural and Life Sciences. Maria is passionate about WALSAA and is a great addition to the organization. Be certain to

introduce yourself and welcome Maria the next time you see her. We thank Allison McCarty for her service to WALSAA this past year and wish her well in her future endeavors.

This issue of the *WALSAA Express* also contains the final installment of our 40 in 40 Impact Award honorees. We recognized and profiled these individuals during WALSAA's 40th anniversary year. Be certain to read about and congratulate any recipients as you see them.

We recommend other alumni to join WALSAA and gain the benefits this organization offers – renew old friendships, interact with CALS alumni and faculty and support current and future CALS students through scholarships and other contributions and awards. If you are already a WALSAA member, please consider an additional contribution to support WALSAA take on new activities or support existing initiatives.

I look forward to seeing you at Fire-Up on Sept. 7. On Wisconsin!

## WALSAA to hold annual meeting

The Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) Annual Meeting will be held at 8 a.m. on Sept. 7, 2013 at the WALSAA Football Fire-Up. Current WALSAA members and supporters are invited to attend.

The primary order of business will be to elect board members and to recognize outgoing board members. If you have other items for the agenda, please forward them to Maria McGinnis at [admin@walsaa.org](mailto:admin@walsaa.org) or Sam Miller, president, at [sam.miller@bmo.com](mailto:sam.miller@bmo.com).

# Dean's Message: Much to celebrate this fall



CALS Dean & Director Kate VandenBosch

Thanks to the hard work and support of CALS alumni and friends, we have much to celebrate as we kick off the new academic year.

First, our new cheese and dairy plant and meat research facility are both moving forward. We received approval for public funding for these two key projects in the 2013-15 state budget.

It's been a long road to get here. And we know that our alumni and friends expressed support for the projects to various elected officials. These facilities will have a tremendous impact on CALS programs – but telling the story ourselves would not have been enough. We are very grateful for your crucial advocacy.

Our second piece of good news is that the CALS strategic plan, to which so many of you contributed, was unanimously endorsed by the CALS Academic Planning Council. By the end of September we will have a published report to share with you. In the meantime, you can view the complete report at [www.cals.wisc.edu/stratplan](http://www.cals.wisc.edu/stratplan).

Throughout planning and our many listening sessions I was reminded of how diverse our stakeholders are, from the people who work and study here to our alumni, the sectors we serve, and our partnerships in industry and with private citizens. It's all part of a CALS community, and it's something that I feel on a daily basis. Our community is composed of people with varied interests and viewpoints and ways of relating to the college. All

of them are valuable to our operations and key to the college's health and success.

I find myself thinking, too, about the guiding principles we formulated. They are perhaps not the stuff of exciting reading, but the first two principles, in particular, are important to me.

The first states that we "invest in research, teaching and outreach activities in scholarly domains in which we have acknowledged strengths or demonstrable potential." The second is that we "create opportunities and respond to 21st-century challenges by drawing on our strategic advantages in basic and applied sciences."

Both principles acknowledge that CALS changes over time. The challenges that we'll face in the next 25 years will be different from those of the last 25. And both principles assert that we will embrace these challenges with our best foot forward by investing in areas in which we have the biggest potential to make an impact, based on our particular strengths. This is what we mean to express with our new tagline, "Growing the future."

As we look ahead we're also taking a look back, which brings me to our third point of celebration. The year 2014 marks the college's Quasquicentennial – our 125th anniversary. We'll be sharing information soon about how you can participate in celebrating the best from our past and present during what is sure to be an exciting milestone year. On Wisconsin!

## Tee off at WALSAA's Fire-Up Golf Outing Sept. 6

Mark your calendars for the third annual WALSAA Fire-Up Golf Outing to be held Friday, Sept. 6 at Bridges Golf Course in Madison.

Sign up to golf with existing or new friends. Whether you played last year or not this is truly an opportunity for WALSAA members

and friends to get together and play some golf the day before the 38th annual Fire-Up.

Tee times will start at 1:04 p.m. and exact tee times will be communicated to all golfers once registration has been closed.

The cost is \$65 per golfer with

\$13 of that being a tax-deductible donation to WALSAA. Register at (608) 438-1994 or [admin@walsaa.org](mailto:admin@walsaa.org) by the end of day on Aug. 31.

Sign up as an individual, pair or group by including specifics while registering. Payments will be taken care of the day of the outing.

# NAADA Conference inspires and motivates participants

CALS was well represented at the National Agricultural Alumni and Development Association (NAADA) annual conference June 16-19 in Alexandria, Va. Maria McGinnis from WALSAA joined several representatives from the College and UW Foundation for three days of networking, learning and collaboration.

NAADA began in the late '70s (our own Dr. Rick Daluge was a founding member) as a way for Colleges of Agriculture from across the country to come together to focus on their specific needs, opportunities and challenges. WALSAA was viewed as a leader in alumni relations and activities and paved the way for many ag/science alumni associations that followed.

Topics this year focused on engaging alumni, supporting student initiatives, empowering volunteers and partnering with college administration. The NAADA conference is a great reminder to look to our colleagues across the nation for ideas and the motivation to continue to strive for excellence.

Budget is a hot topic of conversation and debate at UW and on the national level. Robust alumni groups like WALSAA provide resources for certain programs that might otherwise be eliminated. As events like Fire-Up draw near, remember that your membership dollars, donations and silent auction purchases fund student scholarships, the CALS ambassador program, student council activities and leadership development.

Thank you in advance and see you at Fire-Up!

## Do you know someone who should join WALSAA?

As a WALSAA member receiving this newsletter, you already know WALSAA supports the connection of students, faculty and alumni to the University of Wisconsin's College of Agricultural and Life Sciences (CALS).

Help us extend our reach by asking a former roommate, classmate or friend if they are a WALSAA member.

WALSAA has a special way of bringing together like-minded alumni who care about helping others, improving the college and participating in their industry. Help widen our reach of this important group.

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

WALSAA membership benefits include *WALSAA Express* newsletter delivered several times per year and special offers 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.

Send an e-mail, make a call or visit with a friend today and ask them to join you in your support of WALSAA by becoming a WALSAA member. Download the membership brochure at [walsaa.org/membership](http://walsaa.org/membership) or use page 15 in this newsletter.

# Items up for auction at WALSAA Football Fire-Up

Here is a partial listing of items that will be up for auction at Fire-Up. To see the full spread, attend the event on Sept. 7.

ITEM: One case of wine  
VALUE: \$150  
DONOR: Botham Vineyards, Inc.

ITEM: Christmas tree of choice at 2013 Forestry Club Sale Dec. 6-7, 2013, Maple cutting board, hand-crafted curly Maple pen Wisconsin grown and made  
VALUE: \$120  
DONOR: UW Forestry Club

ITEM: One week of summer/fall stay at Hurley area lodge for up to 12 people.  
VALUE: \$400  
DONOR: Daluge Travel

ITEM: Do-it-yourself ice cream package  
VALUE: \$150  
DONOR: ANIMART

ITEM: 1/4 Angus Beef. Grain finished. Processed at Weber's in Cuba City. Cut according to your specifications.  
VALUE: \$550  
DONOR: Valley View Farms

ITEM: Season passes and cow-themed items  
VALUE: \$100  
DONOR: World Dairy Expo

ITEM: Dog grooming services and basket  
VALUE: \$75  
DONOR: Maria McGinnis

ITEM: Camp Randall Print  
VALUE: \$170  
DONOR: Alpha Gamma Rho

ITEM: Two Door County gift baskets  
VALUE: \$150  
DONOR: Al and Lynn Herrman

ITEM: Four tickets to the UW Varsity Band Concert, Thursday April 12, 2014  
VALUE: \$94  
DONOR: UW Alumni Band

ITEM: Two \$125 Ruth's Chris Steakhouse gift certificates  
VALUE: \$250  
DONOR: Bob and Lisa Hagenow

ITEM: UW Men's Basketball tickets – two games/two seats  
VALUE: \$150  
DONOR: Bryan and Mary Renk

ITEM: Two tickets to a 2013-14 season Madison Symphony Orchestra concert  
VALUE: \$123  
DONOR: Madison Symphony Orchestra

ITEM: "Becky" Badger Package  
VALUE: \$150  
DONOR: Sara Schoenborn

ITEM: Two Badger-themed American Girl doll outfits  
VALUE: \$80  
DONOR: Russell and Karen Rindsig

ITEM: One case flavor infused cooking oils  
VALUE: \$90  
DONOR: Acala Farms, LLC

ITEM: One processed lamb  
VALUE: \$225  
DONOR: Rasch Market Lambs

ITEM: Wilson football signed by Coach Gary Anderson  
VALUE: \$250  
DONOR: Dale Beaty

ITEM: iPad with Retina Display – 32 GB WiFi-enabled  
VALUE: \$599  
DONOR: Valerie Johnson, Sam and Nadine Miller, Daphne and Lloyd Holterman

ITEM: Four complimentary registrations at the 2014 Wisconsin FFA Foundation Golf Outing of your choice  
VALUE: \$320  
DONOR: The Wisconsin FFA Foundation

ITEM: One week stay for eight or more at the Manney Place in Door County, June 6-13, 2014  
VALUE: \$1,500  
DONOR: The Manney Place

ITEM: Rural Route 1 Popcorn Basket  
VALUE: \$50  
DONOR: Brian Nodolf

ITEM: Old Fashioned Basket – \$50 gift card to The Old Fashioned in Madison, Badger glassware, Korbel brandy, Maker's Mark whiskey and the fixings to make your own Old Fashioneds  
VALUE: \$150  
DONOR: Ryan and Karen Lee

ITEM: UW Football tickets  
VALUE: TBD  
DONOR: Liz Henry

ITEM: Wisconsin basket  
VALUE: \$100  
DONOR: Marjorie Stieve

ITEM: Popcorn popper filled with five varieties of popcorn, totaling 20 pounds.  
VALUE: \$200  
DONOR: Tietz Family Farms Popcorn

ITEM: Two sets of two UW Men's Hockey season tickets (Friday night series) with parking  
VALUE: \$620 each set  
DONOR: WALSAA

ITEM: Three sets of two UW Men's Basketball season tickets  
VALUE: \$845 each set  
DONOR: WALSAA

ITEM: Two overnight stays on deluxe level  
VALUE: TBD  
DONOR: Doubletree Hotel of Madison

ITEM: Two tickets to the UW Homecoming football game versus Northwestern on Saturday, Oct. 12  
VALUE: \$145  
DONOR: CALS

ITEM: One lifetime membership to WALSAA  
VALUE: \$500  
DONOR: WALSAA

# Fire-Up cont.

## Continued from page 1

The WALSAA annual meeting will be held prior to the Fire-Up Luncheon, at 8 a.m., where business will be conducted and new board member nominees will be introduced.

The cost for both the Fire-Up luncheon and game is \$75 for adults; \$65 for children 3 to 11; and ages under 3 are free. This package deal is limited to WALSAA members only.

If you'd rather not attend the game or already have football tickets, Fire-Up luncheon tickets are

## Volunteers wanted

WALSAA is looking for those interested in fellowship through service to volunteer at its annual fundraising event. The WALSAA Football Fire-Up raises thousands of dollars each year for scholarships and that achievement wouldn't be possible without hard workers that help organize and work at the event.

This year a crew will begin event set-up at 6 p.m. on Friday, Sept. 6. Even more volunteers plan to arrive early on Saturday, Sept. 7, and a dedicated group will miss kick-off to be sure everything is cleaned-up.

If you are interested in helping, please contact WALSAA at (608) 438-1994 or admin@walsaa.org for more details.

\$30 for WALSAA members; \$40 for non-members, \$20 for children 3 to 11; and free for those younger than 3 years old.

\$15 of the luncheon ticket price (alone or part of the package) is a 100 percent tax-deductible donation to WALSAA.

Ticket orders must be post-marked by Aug. 28. After that date, Fire-Up tickets will be sold at the gate for an additional \$5 each.

Tickets to the football game are limited and sold on a first come, first served basis.

Please plan to join WALSAA in supporting agricultural and life sciences and to show your Badger pride!

To order tickets, please use the form on the following page or contact WALSAA at (608) 438-1994 or admin@walsaa.org.

Go Badgers!

## WALSAA t-shirts available at Fire-Up

Show off your support for WALSAA with this long-sleeved t-shirt. Perfect for fall football weather, this t-shirt will be available at the WALSAA Fire-Up.

The shirt is black with white lettering and offered in the following sizes: small, medium, large and x-large.

You may purchase one of these exclusive WALSAA long-sleeved t-shirts in advance for \$15 each using the order form on page 7. WALSAA will then have it waiting for you when you arrive at the annual tailgate party on Sept. 7.



# 2013 WALSAA Football Fire-Up order form

**Saturday, Sept. 7 • 8:30 a.m.**

**UW Foundation parking lot, 1848 University Avenue**

Please fill in ALL information below to complete your registration.

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

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

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

Phone Number: \_\_\_\_\_

E-mail (required to receive additional e-mail correspondence): \_\_\_\_\_

Event	Cost	# of Tickets	Total
<b>Game Day Package*</b> Fire-Up Luncheon** & Wisconsin vs. Tennessee Tech tickets Kick-off 11 a.m. (max. 6 tickets per request)	WALSAA member: \$75 Child 3-11: \$65 Child under 3: Free***	WALSAA member: ___ Children 3-11: ___ Children Under 3: ___	\$
<b>Fire-Up Luncheon</b> Luncheon** Tickets Only	WALSAA member: \$30 Non-member: \$40 Child 3-11: \$20 Child under 3: Free	WALSAA member: ___ Non-member: ___ Children 3-11: ___ Children Under 3: ___	\$
Fire-Up T-Shirts	\$15 per shirt	Small Qty ___ Medium Qty. ___ Large Qty. ___ X-Large Qty. ___	\$

Make checks payable to WALSAA.

Mail registration and payment to WALSAA at  
P.O. Box 5177, Madison, WI 53705

Registration must be **postmarked on or before Aug. 28.**  
After that date, tickets will be for sale at the gate  
for an additional \$5 each.

Additional 100% tax deductible donation to WALSAA.	\$
Total Cost	\$

List Names for Fire-Up Nametags: \_\_\_\_\_

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

\* 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 3 must sit on the lap of an adult football ticket holder during the Badger game.

For additional information, please contact WALSAA.

Phone: (608) 438-1994; E-mail: admin@walsaa.org; or visit us on the web at www.walsaa.org

# Bob & Karyn Schauf host Farm Technology Days Picnic

WALSAA Events Committee Member Dale Beaty



Eighty people from around the state of Wisconsin attended the annual Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) Farm Technology Days Picnic on Wednesday, July 10, from 3 to 8 p.m. A delicious picnic meal of brats, burgers, salads, brownies, water, lemonade, soda and beer was enjoyed by all.

The Schauf family graciously hosted the picnic on their beautiful Indianhead Holsteins Farm near Barron. Bob Schauf gave tours of the farm, which included their outstanding Holstein herd, their wood shavings business, and their production of canola oil to be used as fuel.

College of Agricultural and Life Sciences (CALs) Dean Kate VandenBosch attended the picnic and spoke briefly about the status of CALs and the importance of WALSAA's support of CALs programs and students. Wisconsin's 66th Alice in Dairyland, Kristin Olson, also attended the picnic.

WALSAA welcomed alumni members from UW-Madison's American Society of Agricultural and Biological Engineers chapter, as well as members of the Young Farmer and Agriculturist (YFA) program of the Wisconsin Farm Bureau Federation.



# 40 in 40 Impact Award honorees



Larry Satter

**Larry Satter**, *In Memoriam*, MS '62 dairy science, PhD '65 biochemistry and dairy science, was a professor at UW and a research dairy scientist at the USDA Dairy Forage Research Center. In 2003, he retired and was named emeritus professor. Satter was the recipient of the American Dairy Science Association (ADSA) Award of Honor and was named a highly cited scientist in 2002. He was president of ADSA and a founding father and first president of the Federation of Animal Science Societies. In addition to his career work, Satter helped pave the way for female students by playing a key role in the development of the Association of Women in Agriculture (AWA) organization.



Tom Schomisch

**Tom Schomisch**, BS '65 dairy science, MS '66 agricultural journalism, PhD '83 mass communications, is a professor emeritus in the Department of Life Sciences Communication. Schomisch serves as the director of the Alpha Gamma Rho Fraternity and Education Foundation, and during his time at UW, led six National Agri-Marketing Association teams to the Final 4 – with a national championship in 1996. Schomisch was nominated for this award because, “by allowing the students to think for themselves and to make important decisions, Tom was truly building tomorrow’s industry leaders. Tom would say the greatest honor of all was helping students achieve their highest goals.”



Ronald Schuler

After receiving his degrees from the UW, **Ronald Schuler**, BS '62 agricultural engineering, BS '63 mechanical engineering, MS '67 agricultural engineering, PhD '71 agricultural engineering, was hired as a tenured professor and rose to department chair of Biological Systems Engineering. In addition to teaching, Schuler worked extensively to promote farm safety programs and the agri-ability program. After retiring from the department, Schuler became the general manager of Wisconsin Farm Technology Days. “Professor Schuler has impacted faculty, students, alumni, as well as farmers all over Wisconsin. He has exemplified the Wisconsin Idea, that the boundaries of the state are the boundaries of the University.”



George Shook

**George Shook**, MS '65 dairy science, PhD '67 dairy science, began his career at the UW as a research assistant in the Dairy Science Department, eventually becoming a professor, department chair and now emeritus professor. Shook was nominated because of his extensive record of achievements in research, teaching, outreach and service. “Shook exemplifies what this award is designed to accomplish – recognize those that have made an impact to CALS, its students and the agriculture industry. A thoughtful researcher, dedicated teacher and trusted friend, Professor Shook garners an unequivocal recommendation for the 40 in 40 Award.”



Bernie Staller

**Bernie Staller**, BS '65 agricultural education, MS '66 agricultural education, was an agribusiness instructor and FFA advisor at Janesville-Parker High School for 11 years before moving on to the National FFA Foundation, where he has served as assistant executive director and executive director, as well as serving as the chief operating officer for both the National FFA Organization and the FFA Foundation. He has been honored with numerous awards, highlighting his contributions and commitment to agricultural education. “Many individuals experiencing UW–Madison have been affected by Bernie’s involvement whether they realize it or not.”

The fourth set of 10 recipients, in alphabetical order, are listed below. The first 30 awardees were featured in past newsletters.



Marjorie Stieve

**Marjorie Stieve**, BS '91 agricultural journalism, has influenced many people through her work at World Dairy Expo and Capital Newspapers and, most recently, as an employee owner of Vita Plus, where she serves as the marketing services manager. Stieve serves on the boards of directors of WALSAA, WDE Management and Community Support Network. She also has been engaged with the Association of Women in Agriculture, the National Agri-Marketing Association, Wisconsin 4-H Foundation, Cows on the Concourse and numerous other organizations, events and causes. Colleagues respect Stieve for what they call her “nonstop dedication to agriculture.”



William Tracy

**William Tracy** is a professor of agronomy at UW-Madison and the chair of the department since 2004. He also served as interim dean for CALS from January 2011 to March 2012. Tracy is involved in a number of professional and university committees and organizations, serving in multiple leadership roles throughout his tenure. His research efforts are appreciated worldwide as he developed sweet corn germplasm that is being grown on every continent. “Bill is a true leader within CALS and across the UW-Madison campus. He is widely respected by academic and industry leaders worldwide and is a tireless advocate for agriculture.”



Gale Vandenberg

Before retiring in 1983, **Gale Vandenberg**, BS '43 agricultural education, PhD '57 cooperative extension education served as the dean/state director of The Cooperative Extension Service and assistant chancellor of UW-Extension. He has been inducted into the International Hall of Fame For Continuing Education and received numerous awards from state and national organizations, including 4-H, UW-Extension and the USDA. “It seems to us as family members, that he was always flying or driving somewhere to speak at various national or state extension organizations – or going to some state or national committee meetings – and you should have seen his quarter-acre garden and fruit trees!”



Bob Williams

**Bob Williams**, BS '76 agricultural education, MS '82 continuing, adult & vocational education, recently celebrated his 40th year with the Department of Agriculture, Trade and Consumer Protection as its county fairs coordinator, where he works to ensure that county fairs have proper judging programs and comply with requirements to continue receiving state aid. “Bob has demonstrated the same enthusiasm for WALSAA that he has for education – “a really personal commitment that makes those who interact with him realize that he is sincere and dedicated to the cause.”



Thomas Wright

**Thomas Wright**, BS '74 recreation resources management, BS '76 soil sciences, MS '91 soil sciences, is the superintendent of the West Madison Ag Research Station and has been a strong supporter of alumni-involved activities such as WALSAA Football Fire-Up and AWA’s Breakfast on the Farm. He is responsible for developing the West Madison station into a community resource – allowing others to utilize both the demonstration gardens and the meeting room. “Tom is one of the unsung staff at the College who make many things happen, but make it seem like part of their job when in fact it is an extra undertaking.”

# WALSAA contracts with McGinnis for administrative coordinator

WALSAA announces Maria McGinnis as its new administrative coordinator. McGinnis is dedicated to supporting and strengthening student opportunities and alumni engagement in the College of Agricultural and Life Sciences (CALs) at UW-Madison. She looks forward to supporting the WALSAA board, membership and all WALSAA activities.

McGinnis comes to WALSAA with significant experience in higher education, non-profit management and agriculture. For nearly five years, she worked in Career Services

for CALs and began her career at World Dairy Expo, Inc. She holds a master's degree in life sciences communication from UW-Madison, and a bachelor's degree in agricultural marketing and communications from UW-River Falls. Originally from Minnesota, McGinnis lives in Sun Prairie and enjoys competing with her Arabian horse, Ladd; walking her dog, Pippa; and networking with WALSAA friends and colleagues.

Sam Miller, WALSAA president, states, "McGinnis is well known to WALSAA and CALs through her work in Career Services and as a



Maria McGinnis

former WALSAA Board Member. We are excited to have someone on board with a deep understanding of WALSAA and the CALs community."

## Jessie Potterton named interim director of Farm and Industry Short Course

Jessie Potterton has been named as interim director of the UW-Madison Farm and Industry Short Course (FISC). She is taking over for Dick Cates, who has served as FISC interim director for the past year. Cates is stepping down to focus on his duties as director of the UW Wisconsin School for Beginning Dairy and Livestock Farmers and senior lecturer in the CALs soil science department.

Since 2011 Potterton has served as CALs director of prospective student services. In that position she has been in charge of developing, coordinating and implementing prospective student outreach activities with CALs

academic departments, supervising the CALs Ambassadors program and providing advising support for current CALs undergraduate students.

Before joining CALs, Potterton served for five years as the leader of the UW-Extension 4-H program in Lafayette County, Wisconsin's most agriculturally dependent county. While in Lafayette County, she saw the county's 4-H membership grow nearly 25 percent. Potterton earned a bachelor's degree in agricultural journalism from UW-Madison and a masters degree in education-counselor education from UW-Platteville.

FISC is a 17-week educational



Jessie Potterton

program that prepares students for careers in agriculture and related fields. Approximately 120 students were enrolled in the program last year. Established in 1885, FISC is the oldest program of its kind in the nation.

# New Alice in Dairyland is the 13th from LSC

Congratulations to CALs alum Kristin (Natzke) Olson for being selected the 66th Alice in Dairyland. The Fond du Lac native graduated in 2010 with a life sciences communications degree. LSC has prepared a lot of former Alices. Thirteen of the 66 women (20 percent) who have held the position earned LSC or ag journalism majors.

Alice in Dairyland is a public relations professional working for the Wisconsin Department of Agriculture, Trade and Consumer Protection. She travels throughout the state, nation and world to promote Wisconsin products to audiences of all ages, educating the media, youth and civic groups about the many facets of the state's agricultural industry.

During college, Olson held leadership roles in the Association of Women in Agriculture, Badger Dairy Club and the National Agri-Marketing Association.

Here's the full roster of LSC-educated Alice in Dairylands:

- 1979 – Rebecca (Powell) Powell-McCarthy, Baraboo, Milwaukee, Wis.
- 1980 – Vicky Scharlau, Waumandee, Wenatchee, Washington
- 1982 – Dorothy Farrell, Oregon, Elkhart Lake, Wis.
- 1988 – Rebecca Plantz, Ladysmith, Scottsdale, Ariz.
- 1992 – Kristan (Conrad) Collins, Green Bay, Madison, Wis.
- 1993 – Angela (Corbin) Tuthill, Belleville, Wyoming, Ill.
- 1995 – Jolynne (Nagel) Schroepfer, Antigo, Deerbrook, Wis.
- 1997 – Courtney (Ott) Booth, Forest Junction, Plymouth, Wis.
- 1998 – Jennifer (Hasler) Meyer, Monroe, Chilton, Wis.
- 2006 – Nicole Franzen-Reese, Sheboygan Falls, Jefferson, Wis.
- 2007 – Jill Makovec, Muscoda, Madison, Wis.
- 2010 – Christine (Lepple) Lindner, Beaver Dam, Fall River, Wis.
- 2013 – Kristin (Natzke) Olson, Fond du Lac, Wis.



Alice in Dairyland  
Kristin Olson

## Campus Happenings by Will Peasley

The summer is coming to the close and the 2013 fall semester is quickly approaching. As a CALs peer advisor for Student Orientation, Advising and Registration (SOAR), I have had first-hand experience meeting the more than 500 new students that have entered the College of Agricultural and Life Sciences. SOAR has reminded me of what it felt like to be at the beginning of my college career and the accompanying feelings of nervousness, anticipation and excitement. There are so many opportunities and challenges that await these new Badgers as they come to campus this fall, whether it's joining student organizations, such as CALs Health and Research Society (CHARS) or Badger Dairy Club, or taking challenging courses. As alumni and current students we know that SOAR is just the beginning of a rewarding UW-Madison journey.

# Alumni Updates

**Logan Wells** was elected State FFA President. Wells is a junior, forestry major from Monroe, and a previous Outstanding Sophomore award winner.

**Dr. Darlene Konkle**, BS '89, DVM '93, MS '97, has been named as Wisconsin's assistant state veterinarian and bureau director of animal disease control for the Division of Animal Health in the Department of Agriculture, Trade and Consumer Protection.

Konkle has overseen the division's veterinary emergency management program since 2007, where she monitors foreign animal diseases and helps the state prepare for potential disease outbreak responses.

Prior to joining the department in 2005 as part of the agency's Johne's disease program, she was in private practice and academia for 12 years in Wisconsin, Montana, Kentucky, and Saskatchewan, Canada.

**Note:** WALSAA would love to hear about your accomplishments. Please send updates to [admin@walsaa.org](mailto:admin@walsaa.org)

## New Annual Members

Jordan Simonson, BS '13

## New Lifetime Members

Stanley McGraw, BS '80  
Kevin Rademacher, BS '87  
Rick Roden, FISC '06  
Damian Deans, FISC '13  
Joshua-Josef White, BS '13  
Russell Vogel

## In Memoriam

Robert Sharratt, BS'49  
Scott Miller, BS'49  
Eugene Radloff, BS'56

### WALSAA Board 2012-2013

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

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

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

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

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

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

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

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

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

**Heidi Zoerb**  
CALs Rep  
Madison, WI

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

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

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

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

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

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

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

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

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

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

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

# Membership form

## 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).

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 organizations' 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:



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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

**Sept. 6      WALSAA Fire-Up Golf Outing**

**Sept. 7      WALSAA Annual Meeting & Football Fire-Up**