



**Badger Turf and Grounds Club members will find new ways to reach and educate children at this year's CALS Day for Kids, thanks to one of four WALSAA Innovation Grants.**

## WALSAA announces four Innovation Grant recipients

WALSAA funds donated last year during the 40th Anniversary Campaign will let members of four CALS student organizations pursue and expand innovative club programs this year.

One grant will help make it possible for members of the Badger Turf and Grounds Club to participate in the Golf Industry Show (GIS) in Orlando, Fla. Club President Adam Wepfer says participating in the conference will expand members' knowledge, not only by learning new industry research, mechanical innovations and technical advances, but better prepare them for the future of the industry and their careers.

Wepfer says, "The conference includes a four-hour exam; if we place in the top 10 schools, this could give us the standing of one of the top turf programs in the nation, which goes a long way for future educational resources and funding for our program. What we learn at this conference will also carry over to what we teach and share with others at events like CALS Day for Kids and Science Expeditions. "

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See Innovations Grants on page 7

# President's Message: Thank you for your contributions



WALSAA President Bryan Renk

**W**ALSAA activities have picked up into the new year. With the WALSAA Football Fire-Up, our major fundraising event of the year in the rearview mirror, we move forward, investing in support of the college and CALS students. Thank you to all WALSAA contributors including: WALSAA donors, new lifetime members and annual members.

WALSAA welcomed many new graduates from the college at Fall Commencement in mid-December by providing each graduate with a new Wisconsin portfolio, including an application for WALSAA membership. If you see a new graduate remind them about the great investment WALSAA can be for fundraising, friendraising and continued support of the college.

CALS students came back to campus in mid-January which signals the time of the year for WALSAA to accept and evaluate applications for various awards that are so generously supported by your WALSAA contributions. This year we have been able to award four Innovation awards to CALS campus organizations. These monetary grants are made possible by the generous contributions to the 40th Anniversary Fund. The fund raised more than \$14,000 to be awarded to CALS student organizations to grow programs, launch new initiatives or assist them in strategic planning and/or leadership training.

The Scholarship Committee is actively evaluating the Outstanding Sophomore Award applications.

Ten \$2,000 award recipients will be selected among sophomore student applicants. These talented CALS students are typically in the upper echelon of the university in achievement. In addition, WALSAA will award its Farm and Industry Short Course (FISC) scholarships to five students, each are \$500 awards. WALSAA had a record number of applications for this year's awards.

The Events Committee lined up another great sold-out friendraising event with the Hit the Ice with WALSAA Hockey Event held Feb. 21. Mark your calendars for the Farm Technology Days picnic on Aug. 13, and it won't be long before we turn our attention to the WALSAA Football Fire-Up.

We welcome our new annual and lifetime members. WALSAA is looking for additional membership and for existing members to continue to support and invest in the activities of the college, its students and faculty. Your financial support helps make this possible.

Thank you again to all our contributors. As you can see, your investments are being well spent on the students and faculty at the college. Additional support is always appreciated. Please consider making a tax deductible contribution to WALSAA by filling out the form on page 9 or through a secure connection at [www.walsaa.org](http://www.walsaa.org).

Thank you and On, Wisconsin!

# Dean's Message: Celebrating our impact



CALS Dean & Director Kate VandenBosch

**O**ur 125th anniversary – our “quasiquicentennial” – offers an opportunity both to celebrate our college’s achievements and advocate for our continuing growth and success.

We’re looking forward to connecting with alumni and friends at a number of “quasiqui”-flavored events this year. Highlights include a dedication ceremony for the new Hector F. DeLuca Biochemical Sciences Complex (April 24); a barn dance fundraiser hosted by our Board of Visitors at the family farm of Susan Crane (June 28); and our Honorary Recognition Awards banquet (Oct. 16), quickly followed by our Science Festival weekend (Oct. 16–19).

And that’s just a taste of it. For a complete list, visit <http://cals.wisc.edu/125th>. Throughout the year that website will serve as a hub for all manner of tributes to our past – photos, videos, recollections – as well as a place to share your thoughts about the college’s future. We welcome your contributions via social media or email (see information below).

Anniversaries serve as a time of reflection as well as celebration. As we look back on CALS contributions, it is inspiring to appreciate how much the college has improved lives in Wisconsin and beyond. For some examples, I invite you to look at our current *Grow* magazine cover story, which focuses on transformational achievements at CALS during the last 25 years alone. The rebound and current vigor of Wisconsin dairy, advances in genomics improving plant and animal productivity, tech transfer success stories that have made UW–Madison globally renowned – these are only a few of the stories that make me so proud to be part of the CALS community.

I know that members of WALSAA, as engaged alumni, are proud as well. What I invite all of us who know and love CALS to do, during our celebratory year, is take steps to ensure that more Wisconsin residents are aware of our college’s value to the state. Here are a few things all alumni and friends can do to spread the word

about CALS and help us grow the future:

- Share our stories with your community and elected local and state leaders. How has CALS touched your life? How has CALS helped your community? Let your local leaders and elected officials know.
- As noted, please share your CALS experiences, past and present – including your participation at anniversary events! – with your professional and personal networks on social media.
- Encourage the promising young people in your life to consider attending CALS. The college’s Visit Days are posted at <http://cals.wisc.edu/academics/admissions>.
- Make a gift to the CALS Annual Fund at [www.supportuw.org/giveto/cals](http://www.supportuw.org/giveto/cals). Donations to this fund go to the students and services that need it most.

Let me take this moment to thank you for your engagement and commitment to CALS. With your support we can ensure that CALS’ future is every bit as shining as its past. On, Wisconsin!

*We welcome your CALS stories:*

Twitter: UW-MadisonCALS, #UWCALS125

Facebook: UWMadisonCALS

email: [cals125@cals.wisc.edu](mailto:cals125@cals.wisc.edu)

## 4-H seeks centennial volunteers

Wisconsin 4-H is celebrating its 100th anniversary in 2014 and is seeking a variety of volunteers to make the year special. If you would like to be involved, contact John Brunnquell, Wisconsin 4-H Foundation Director, to learn more at [jbrunnquell@egginnovations.com](http://jbrunnquell@egginnovations.com) or (414) 704-1344.

## WALSAA Board 2013-2014

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

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

**Sam Miller '84 - 2014**  
Past President  
Appleton, WI

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

**Sara Anderson**  
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Madison, WI

**Scott Bowe**  
Faculty Rep  
Madison, WI

**Karen Martin**  
CALS Rep/Ex-Officio  
Beaver Dam, WI

**Will Peasley**  
Student Rep  
Madison, WI

**Heidi Zoerb**  
CALS Rep/Ex-Officio  
Madison, WI

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

**Robb Bender '10, '12 - 2016**  
Madison, WI

**Bob Behnke FISC '91 - 2016**  
Brooklyn, WI

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

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

**Valerie Johnson '86 - 2016**  
Waunakee, WI

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

**Kim Jones '91 - 2016**  
Darlington, WI

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

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

# FISC Corner: Opportunities to provide feedback



FISC Interim Director Jessie Potterton

**G**reetings, WALSAA alumni!  
Whew! It is the end of winter, and I'm still wondering where October went...

I am amazed with what the students have accomplished in just a few months time. In visiting with instructors and listening to feedback from the students, this program is truly life changing. Students are planning for the next steps in their lives, looking for full-time work and internships, and thinking about what they'll be doing at this time next year. In less than a month, the FISC program will have closed the books on another successful year!

I've been hearing from alumni and friends of the Farm & Industry Short Course Program. Hopefully you've received a letter (that was sent to all FISC alumni), and I want to take a chance to remind you of several upcoming opportunities you'll have to provide feedback on your experiences in the program. They include:

**1** Listening sessions were held across the state earlier this year. If you were unable to attend, provide feedback on our website at <http://fisc.cals.wisc.edu/alumni/listeningsessions/>

**2** Visit our website at <http://fisc.cals.wisc.edu>. We are constantly updating the website with events, news, student and alumni information.

**3** Email or call us at [fisc@cals.wisc.edu](mailto:fisc@cals.wisc.edu) or (608) 263-3918.

Finally, FISC will hold a celebration June 7 for all FISC alumni and friends. In 2014, this college-sponsored celebration will be held in lieu of the January FISC Reunion. With 2014 arriving, we celebrate the 130th anniversary of FISC and the 125th anniversary of the College of Agricultural and Life Sciences. We hope you

can join us on campus for a day of celebrations, tours and meeting with other alumni, faculty and staff.

I look forward to hearing from and meeting with you!



## AWA Breakfast on the Farm

The Association of Women in Agriculture is excited to announce it will be hosting the 19th Annual Breakfast on the Farm. This fun-filled event will be held on Sunday, April 27, from 8 a.m. to 12 p.m. at the Stock Pavilion located at 1675 Linden Drive on the UW-Madison campus.

This country tradition includes a farm-fresh meal of pancakes, eggs, applesauce, mushrooms, sausage, milk, juice and ice cream. Tickets can be purchased at the door for \$7 (adults), \$6 (seniors 65+), \$5 (students), and \$3 (children under 5). After eating a delicious outdoor meal in the heart of spring, enjoy the petting zoo with plenty of baby animals, agriculture education activities and entertainment like the Prairie Thunder Cloggers, Old Time Polka Band and Bucky Badger.

# Join the 125th CALS celebration!



2014 is the UW-Madison College of Ag and Life Sciences' quasiquintennial (125th anniversary) and there are a number of ways WALSAA members can connect and help us celebrate throughout the year.

We welcome your participation in one or all of these special celebrations.

## April 24 Rededication of the Hector DeLuca Biochemical Sciences Complex

The UW Board of Regents approved naming the biochemistry and biochemical science buildings located on Henry Mall and Babcock Drive after notable faculty member Hector DeLuca. The celebration will include a picnic lunch, building tours and a brief program featuring Chancellor Blank and Dean VandenBosch.

## May 23 Soil Science 125th celebration

As one of the college's original academic departments, soil science is planning a celebration highlighting the contributions of their faculty and alumni in the last 125 years.

## June 19 and 20 Horticulture 125th celebration

Horticulture, one of the college's founding departments, is also celebrating its 125th anniversary with an on-campus symposium in conjunction with its annual garden party.

## June 7 FISC Alumni Celebration

This year the Farm and Industry Short Course Program celebrates 130 years of training those in agriculture. FISC alumni are invited back to campus in June to connect with former classmates and tour new campus facilities.

## June 28 Barn Dance

Members of the college's Board of Visitors are planning a barn dance fundraiser at the home of board chair Susan Crane in Burlington, Wis. Food, music, dancing and fun will be plentiful at this summer social that will raise funds for the college's programs and students.

## October 16-19 Wisconsin Science Festival

CALS faculty, staff and students will be front and center during this weekend festival in Madison and in other Wisconsin communities. The festival is a great opportunity for aspiring scientists of all ages to learn more about discoveries and innovations at UW-Madison. Honorary Recognition, the college's annual awards program, will also be held in conjunction with the Festival on Thursday, Oct. 16.

Alumni can connect with the college by joining our LinkedIn group, following us on Twitter and liking our Facebook page. For complete details on the celebrations, and how you can get involved, visit us on the web at <http://cals.wisc.edu/125th>

# WALSAA welcomes new board members



## Bob Behnke

Bob Behnke graduated from the UW–Madison Farm and Industry Short Course program in 1991. Since that time, Bob has owned and managed, along with his parents, Wally and Donna, a 60-cow herd of registered Holsteins.

He has also been active in the local and state Holstein associations; served as chairman for the Green/Rock County Holstein Sale; been a volunteer at the National Post-Secondary Judging Contest at World Dairy Expo; showed cattle at the local, state and national levels; acted as official judge at several county dairy shows and is currently serving as the vice president of the FISC Alumni Board.

He and his wife, Denise, reside in Brooklyn, Wis.



## Robb Bender

Robb Bender was reared on a small dairy farm in Cleveland, Wis., where a passion for agriculture was instilled in him at an early age. After selling the dairy cows in 2000, Robb's parents continued their agriculture passions by cash-cropping in addition to their full-time jobs. Robb and his brother, Ross, recently decided to commit to the farm through the purchase of land to supplement the current acreage.

From 2007–2010, Robb attended UW–Madison and finished a bachelor's degree in dairy science in May 2010. He was active in many organizations, including the UW Marching Band, Babcock House, Badger Dairy Club, Collegiate FFA and Dairy Challenge. During his undergraduate program, he developed an interest in emerging agriculture and researching new technologies that prompted a career path change.

Thus, Robb stayed at UW–Madison and embarked

on a master's degree in dairy science – reproductive physiology, combining his passion for dairy cattle with his appetite for academic advances in research. After obtaining a master's degree in August 2012, Robb's academic career culminated in the pursuit of a PhD in dairy science – nutritional physiology, which he is expected to finish in 2015. Throughout graduate school, a dual appointment as a research and teaching assistant has broadened his professional horizons.

In his free time, Robb still enjoys farming at home, playing trumpet, watching Wisconsin athletics (Packers and Badgers) and, of course, spending time with family and friends. His main goal at WALSAA is to look for ways to increase participation (both financial and otherwise) of UW–CALs alumni across generations.



## Kim Jones

With nearly 25 years of agricultural communications experience, Kim Jones has worked in nearly every capacity of account management and in most agriculture sectors. She grew up on a purebred Holstein dairy farm in southeastern Wisconsin and earned agricultural journalism and dairy science degrees from UW–Madison.

Kim currently owns and manages a purebred Hereford cow/calf operation, Wildcat Cattle Company, with her husband, who is a full-time veterinarian. She also owns Tanbark Consulting, a small communications business serving agricultural businesses. Kim and her husband have six children.

Kim is looking forward to serving on the WALSAA board and spreading the word about the important work WALSAA is doing to support students and the entire College of Agricultural and Life Sciences campus.

Continued on next page

(608) 438-1994



## Karen Martin

Karen Martin has been working in the CALS Office of Academic Affairs since 2008. She is currently the CALS Scholarship Director and works with undergraduate, graduate and FISC student awarding.

She has a master's degree in mathematics education

from Bank Street College of Education in New York City. Karen thoroughly loves being part of an academic environment and has been involved with education since 1985. While teaching in Connecticut, she received a "Celebration of Excellence" state teaching award for an interdisciplinary agricultural project she developed entitled, "Growing Together: Making a Garden."

She and her family live in Middleton, Wis.

## Innovation Grants, continued from page 1

Another club benefitting from a WALSAA Innovation Grant is College Farm Bureau at UW–Madison. The group says research shows the most effective way for farmers and agriculturalists to connect with consumers and build trust in today's agriculture is by engaging in dialogue and working to identify shared values of producers and consumers.

Club Vice President Taylor Holterman says, "We feel the best way for our organization to start productive conversations about food and farming is to host student organization(s) on a tour of a nearby Wisconsin farm. We hope the opportunity to meet a producer and see modern agriculture firsthand will build trust among students. In addition to a tour, the event will involve an interactive question and answer session among Collegiate Farm Bureau members, the producer and the consumers.

Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) will use its WALSAA Innovation Grant to attend the MANRRS career fair and training conference in Birmingham, Ala. Participating in this program will allow students to network with professional employers, explore internship opportunities and make career placement connections. "This conference allows our members to meet students from other MANRRS chapters throughout the country with similar

interests and create a network of aspiring professionals," says club officer Karla Montes De Oca. "As a result, members will see successful underrepresented groups with whom MANRRS' student members can directly relate. This motivates many minority students to keep excelling in their studies and pursue higher learning."

The fourth WALSAA Innovation Grant will help 16 National Agri-Marketing Association (NAMA) student chapter members participate in a student marketing competition in Jacksonville, Fla. Team members enroll in a full-time class during the spring semester and spend up to 20 hours a week in and out of the classroom developing a full-scale marketing plan for a new agricultural product. Each team has 20 minutes at the competition to present their marketing strategies and tactics, collateral materials design, product naming, competitive analysis, business proposition and budget. In addition to this real-world experience, students also have the opportunity to attend business sessions and network with industry professionals.

The four WALSAA Innovation grants total more than \$4,000. The WALSAA 40th Anniversary Fund has enough capital to make similar grants in the next two academic years. CALS student organizations should watch for a spring call for applications from the Dean's office.

# Campus Happenings: WALSAA Leadership Retreat



WALSAA Student Representative Will Peasley

For students, it is a busy time of year on campus with midterms around the corner. CALS student organizations are also hard at work planning their upcoming events.

This year CALS week, which highlights many of the CALS student organizations, will be held April 21-27. Some of the events include CALS Undergraduate Research Symposium and AWA Breakfast on the Farm.

In addition, through the WALSAA Innovation Grants, there will be new programs to look forward to from student organizations like Collegiate Farm Bureau, the Badger Turf and Grounds Club and others. These new initiatives would not be possible without the generous donations of alumni. As a student it means a lot to know that we have alumni support behind us.

On, Wisconsin.

## New graduates welcomed by WALSAA



WALSAA was proud to welcome CALS' most recent graduates at the University of Wisconsin Fall Commencement Ceremony on Sunday, Dec. 22. Following the graduates' 10 a.m. commencement ceremony, CALS hosted a gathering in the Nicholas Suites at the Kohl Center. CALS graduates and their families enjoyed refreshments, visits with faculty, staff, Dean Kate Vanden Bosch and, of course – Bucky Badger!

As a parting gift, graduates who attended the CALS

commencement reception were given a professional portfolio embossed with the UW logo. WALSAA included a letter of congratulations and membership information in each portfolio. This gift will come in handy as students interview for jobs or attend graduate/ professional school.

As a special promotion to graduates, WALSAA offered "one payment free" for use on a Lifetime Membership – a \$105 value. Please join us in welcoming these new alumni into the WALSAA community.

# Show your support for WALSAA's initiatives

Donations sent to WALSAA at any time are used to support the college, its students and faculty. Contributions enable WALSAA to award scholarships, fund CALS Ambassadors, support student leadership and recognize exceptional faculty – all efforts to support the university and the alumni's connection to it. Every dollar contributed is 100 percent tax deductible.

WALSAA recognizes its sponsors by the following giving levels:

- Other Support – Annual contributions less than \$50
- Red & White Club – Annual contributions between \$50 and \$124
- Henry Mall Club – Annual contributions between \$125 and \$249
- Babcock Hall Club – Annual contributions between \$250 and \$499
- Agricultural Hall Club – Annual contributions between \$500 and \$999
- WALSAA Society – Annual contributions of \$1,000 or greater

*Corporate donations are also welcome. Visit [www.walsaa.org](http://www.walsaa.org) to learn more about these unique opportunities.*

Donations can be made safely online (go to [www.walsaa.org](http://www.walsaa.org) and click on the donate button) or by filling out the donation form below and mailing it in.

Please take a few moments to reflect on your experience at the college and consider how support from WALSAA may have helped your situation. The more support we can generate, the more we can do for the college. Thank you for your continued support of WALSAA.

### DONATION FORM

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: \_\_\_\_\_

Donation to support WALSAA: \$ \_\_\_\_\_

If you wish, please specify a purpose for this gift: \_\_\_\_\_

Payment method:  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: \_\_\_\_\_

# Thank you to our 2013 WALSAA supporters

WALSAA would like to thank the individuals who made a contribution in support of WALSAA in 2013. This list excludes those people who make a donation through their lifetime membership enrollment.

## WALSAA

### Society

\$1,000 or greater

Daniel & Genese Brisky  
Eric Johnson  
Kay & Duane Maas  
Tim Martin  
Beverly McGowan  
Samuel & Nadine Miller  
Russell Rindsig  
Tom Wilson Family

Russell Tietz  
UW-Madison CALS  
Valley View Farms  
David & Kristine Welsh

### Babcock Hall Club

\$250-\$499

Dale Beaty  
Susan Bird  
BMO Harris Bank N.A.  
Case IH  
Jennifer Clough & Scott A  
Vosters  
DeMonte  
Stephen Diercks  
Michael Garvey  
Brian Giza  
Ruth Hawks  
Liz & Joe Henry  
John Deere  
Mike Manthey  
Stanley McGraw  
Scott A. and Tamara Mueller  
Warren P. and Paula O. Nesbitt  
Olson Toon Landscaping  
Jessica Sarbacker  
Kent & Linda Syth  
David Wieckert  
The Wisconsin FFA Foundation

Charlotte Chatfield  
The Country Today  
Doubletree Hotel of Madison  
Pierce Dopp  
Kimberly Flitcroft  
Brian Fluno  
Jere & Anne Fluno  
Mary Grummer  
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Herb Kohl Charities  
Dae Janhke  
Paul Johnson  
Rene Johnson  
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Howard & Ruby Larsen  
Madison Symphony Orchestra  
Curtis & Helen Mansfield  
Barb McCarthy  
Dr. Barbara & David Mickelson  
Karl Ohm III  
Rick Roden  
Bob Rowe  
Birdie Schiller  
Russell Skewes  
Marjorie Stieve  
Robert Thomsen  
Tyrol Basin & Snowboard Area  
UW Forestry Club  
Jeannie Ubersox  
Gale Vande Berg  
Thomas Vergeront  
Dr. Jerome Wallander

Roger Borgwardt  
Derek D. Brander  
Warren Bryce  
Martin & Kathleen Burkhardt  
Ronald & Anne Checkai  
Church Mutual Insurance  
Company  
Dave Daniels  
William Davies  
Maureen DeBruin  
Jeffrey Duffin  
Chris & Darlene Eckerman  
Kristina H. Elfe  
Annie Engebretson  
Daniel Esch  
Marshall Finner  
Patrick Galloway  
Karen & James Gardner  
Rodney Gasch  
Allen J. & Anna M. Gresch  
Shannon Hayes  
William Henquinet  
Kim Jones  
Jerrald Kindschi  
Daniel G. Kuffel  
Eric C. Kung  
Lakewood Construction  
Richard & Mary LaCroix  
Philip Maas  
Jill Makovec  
Joyce Marr  
Nichelle Martin  
John McClellan  
Maria McGinnis  
Steven Merry  
Paul B. & Laura L. Morrill  
David Morris & Patricia  
Farrington  
George Morris  
Becky Murkley  
Edward Naber  
Donald & Katherine Oakland  
Rebecca Plantz

Continued on next page

### Ag Hall Club

\$500-\$999

Badgerland Financial  
Kent Carnahan  
Coloma Farms  
Sue Crane  
Ron Curran  
Richard & Peggy Daluge  
Jean Elfson  
Foremost Farms USA  
Bob Hagenow & Lisa Sullivan  
Hagenow  
The Hansen Family Foundation  
Allan Herrman  
Thomas Janczewski  
Edward Jesse  
Valerie Johnson  
Robert Kaczmarek  
Karen Lee  
Keith & Diana Marty  
Robert H. & Vivian E. Miller  
Scott H. Miller  
James Mode  
Hikmat Nasr  
Brian Nodolf  
Partners In Production  
Rasch Market Lambs  
Bryan & Mary Renk  
Sara Schoenborn

### Henry Mall Club

\$125-\$249

Alpha Gamma Rho  
ANIMART  
Anonymous  
Robb Bender  
Botham Vineyards & Winery

### Red & White Club

\$50-\$124

Janice Augustine  
Robert Behnke  
Elizabeth Burgy  
Lawrence Behlen  
Norlin Benevenga  
Tonya Birkrem

# Alumni Updates

Ronald J. & Anne M. Putzer  
Scott Ruetten  
Sheldon Schieldt  
Dale & Delores Schoepke  
Allan Schultz  
Wayne Schwartz  
Mark & Kathleen Sherry  
Gary Sommers  
Patricia Stromberg  
UW Marching Band  
Robert L. Weiss  
Linda B. Wenck  
Maurice White  
Kenneth Witt  
World Dairy Expo  
Ralph Zibell

## Other

Less than \$50

Robert Briggs  
Russell & Linda Fish  
David F. Keil  
Carolyn S. Knorr  
Joanne Leonard  
Joel Marquardt  
Joyce & Gordon Morris  
Clarence Olson  
Vernon Olson  
Bill Outhouse  
Steven Pamperin  
Sarah Pfatteicher  
Robert Reddell  
Pamela & Gerald Richardson  
Jen Sawle  
Dale Sievert  
Mary & Eric Soderlund  
George Sorum  
Jodi Wickham  
Wollersheim Winery  
Kenneth & Susan Zalniz  
Heidi Zoerb

**Kevin Jorgenson, BS'91**, joined Select Sires as a Holstein sire analyst. Jorgensen will be responsible for Holstein sire acquisition in Wisconsin and other states and will assist Selects' member cooperatives in their efforts to grow semen sales.

**Brenda Murphy, BS'97**, is the new producer communications and programs director for the Wisconsin Milk Marketing Board. She comes to the board from *Agri-View*, where she most recently served as sales and marketing manager. Previously, Murphy was managing editor of that publication.

**Katie Varney, BS'04**, was named marketing and event specialist with Vita Plus. Varney will provide planning and project management support for Vita Plus-related events, training efforts, tradeshow and customer meetings. She will also work with the marketing team to further branding efforts.

**Peggy Coffeen, BS'06**, joined Progressive Publishing where she will cover dairy-related events in the Midwest and coordinate editorial content pertaining to cow comfort, facilities and housing, hoof health, and A.I. and breeding for *Progressive Dairyman's* U.S. and Canada editions.

**Crystal McNett, BS'06**, was named trade show manager with World Dairy Expo, Inc. McNett previously was trade show & project coordinator for World Dairy Expo

and is the former sales and marketing communications specialist with Select Sires.

**Susan Orth, BS'06**, was named sponsorship manager with World Dairy Expo, Inc. She will be the lead contact for sponsors, sponsor customer service and communications. She has been on World Dairy Expo's staff since 2009 and most recently served as trade show manager.

**Nicole Reese, BS'06**, was named executive director of Southern Wisconsin Agricultural Group. Reese, an agriculture teacher and FFA adviser for Milton High School, will be responsible for the non-profit's daily communication duties and community outreach.

## New Lifetime Members

Mark Anderson, BS'99,  
Agronomy, Whitewater

## New Annual Members

Ron Cambell, BS'92, MBA,  
Ellsworth

Sheryl Nehls, BS'81, dairy  
science, Cleveland

## In Memoriam

Albin Jaeger, FISC'50

John Rowntree

Gordon Monroe Halverson

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

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

## Upcoming Events

- |                 |  |
|-----------------|--|
| <b>March 15</b> | <b>FISC Graduation</b>   |
| <b>April 11</b> | <b>WALSAA scholarship winner reception at the Memorial Union</b> |
| <b>April 27</b> | <b>AWA Breakfast on the Farm</b>                                 |
| <b>May 17</b>   | <b>CALS Spring Commencement</b>                                  |
| <b>Aug. 13</b>  | <b>WALSAA Farm Technology Days Picnic</b>                        |