



WALSAA Football Fire-Up 1978

An impactful 40-year celebration

By Marjorie Stieve

Chairwoman, WALSAA Marketing & Development Committee

Whip up a cake and light up the candles...our outstanding WALSAA organization has reached a milestone. A 40-year milestone that offers us an excellent opportunity to work together as WALSAA members and CALS enthusiasts to reach new heights supporting our students and faculty while recognizing the contributions of our alumni. On behalf of its membership the WALSAA Board of Directors, through the Marketing & Development Committee, is facilitating three 40th anniversary strategic campaign efforts of which we would like for you to take part.

Recognition Campaign – WALSAA: 40 in 40 Impact Awards

Impact is the word guiding the selection of 40 individuals who have impacted the College and student body in the last 40 years. Through your involvement, public relations efforts, networking on campus and within associated CALS organizations, nominations will be solicited for 40 individuals related to the College who have made a difference in significant or unique ways. This focus will be on those who have made a difference not only on center stage, but also those who have diligently worked across farms, classrooms, labs, organizations and within other related arenas. The 40 selected individuals will be given special recognition in and around WALSAA's Football Fire-Up.

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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
WEBSITE www.walsaa.org

President's Message: 40 years of WALSAA

WALSAA President Jill Makovec



This year WALSAA celebrates an important milestone – its 40th anniversary. The theme for the year is *40 Years of Making an Impact*, and in the past four decades WALSAA has made quite an impact. In this issue, you will learn more about the history of your beloved alumni organization – from how the group came together to important initiatives developed along the way. We are proud of the accomplishments WALSAA has made in serving its alumni, supporting students and building connections with the college.

As a tribute to our anniversary year, we have several activities in store for the remainder of 2012. I am most excited for the 40 in 40 recognition WALSAA is coordinating. This initiative is designed to honor those that have played a significant role in CALS – as a supporter, researcher or staff member – in the past 40 years. I can think of several individuals who shaped my college experience and are deserving of this recognition. I am sure you can too! If you know of someone that has been integral to CALS in the past 40 years, I hope you will nominate them for this award. (More information about this program is noted in the newsletter.)

When celebrating an anniversary, it is important to reflect on the past and pay tribute to those aspects that were significant over the years. We have learned that being members of WALSAA is one of the significant areas that has made our organization successful. As I mentioned in the last newsletter, this year we are returning to a membership structure. Rest assured, if you were a lifetime member before, you will remain a lifetime member under the new structure. If you were a supporter that contributed enough money to achieve lifetime supporter status, you will now be recognized as a lifetime member.

However, if you missed out on the chance to become a lifetime member of WALSAA or used to be an annual member, here is your chance. In honor of our anniversary, we are offering special pricing for this year only. Join WALSAA in 2012 at the annual rate of just \$40 per year, or at the lifetime rate of one installment of \$400. WALSAA memberships make great graduation or birthday gifts as well! And, with all that is happening with the association, you don't want to miss out on being a member!

Another important aspect of our history is the continued financial support of our members. In this issue we also

pay tribute to our annual WALSAA supporters. While membership dues are important, additional gifts allow WALSAA to expand current programs and implement new ones. Over the past few years, various student organizations have approached WALSAA asking for support to get started or develop a new activity. Unfortunately, we have not been able to honor these requests in addition to the scholarships and activities we already sponsor.

Therefore, as part of our anniversary, we have created an Anniversary Fund. If you have not given to WALSAA in a while, here is a unique, one-year opportunity for you to support. All the money raised for this fund will be offered to student organizations as Innovation Grants in the next academic year. If it is a new student organization looking to get started or a current organization in need of seed money for a new project, WALSAA would like to help these organizations achieve their goals. I encourage all lifetime members to consider a gift to this one-time fund in support of CALS student organizations.

While we are busy reflecting on our history, anniversaries also present a time to look ahead to the future. The College will soon be entering a new chapter and WALSAA is eager to see what that future holds. In this newsletter, you will have the chance to meet our new Assistant Dean for External Relations and Advancement Heidi Zoerb. Heidi will be serving on the WALSAA board as a liaison to the dean's office. Speaking of the dean's office, our new dean, Kate VandenBosch, joined the CALS community on March 1. I recently met with Kate, and she is looking forward to meeting WALSAA members and celebrating with us throughout our anniversary year.

WALSAA will kick-off its anniversary celebration with the Brew Crew Bash on April 20. This is a wonderful event to gather in the Milwaukee area. We hope you will be able to join us! Space is limited so be sure to RSVP today.

Forty years is quite an accomplishment. We appreciate all the alumni that have served and led the association in the past. We would not be here without you! And, we welcome new members looking to reconnect to the College after graduation. Stay tuned for more information on our anniversary plans by visiting us online at walsaa.org or by following us on Facebook or Twitter.

On Wisconsin!

CALS Message: Embodying the Wisconsin Idea

CALS Assistant Dean for External Relations and Advancement Heidi Zoerb



This issue you'll notice we're doing something a little different with the CALS Message. I am honored to have the opportunity to introduce myself to WALSAA as we transition from Interim Dean Bill Tracy's leadership to welcoming Kate VandenBosch as the next dean of the College of Agricultural and Life Sciences in early March.

I am so excited to be serving as the assistant dean for external relations and advancement in CALS. I had the pleasure of working with some of you in my previous position as an academic planner in the CALS dean's office, and I look forward to meeting more of you in this new position.

My family ties to CALS span four generations, beginning with my great-grandfather who studied agricultural education in the early 1900s. During the Great Depression, my great-grandparents kept their La Crosse greenhouse business afloat by selling tomatoes they grew from seeds that came from a CALS research greenhouse. My own introduction to CALS came from trips to my grandfather Art Pope's lab in the Animal Sciences Building. I learned

40-year celebration cont.

Continued from page 1

Fundraising Campaign – WALSAA Innovation Grants

WALSAA is rolling out a new opportunity for its members to support students within the College. Its special anniversary fundraising is earmarked to benefit new "WALSAA Innovation Grants" to be awarded to CALS student groups proposing new, innovative projects to benefit the College and its members. A special committee will oversee the grant selection process. WALSAA's goal is to raise at least \$14,000 to support four grants starting next year.

Membership Campaign – Special 40th Membership Rate

A milestone of 40 years is an excellent opportunity to reconnect with CALS and give back to the college through WALSAA programs and funding support. Membership dollars are 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. The special anniversary rates good throughout 2012 are \$40 for an annual membership and \$400 for a lifetime

membership. UW traditions while attending WALSAA Fire-Ups with my dad, Dave Zoerb – a great place to learn the words to "If You Want to Be A Badger."

As my own story reflects, CALS plays an active role in the lives of our graduates and Wisconsin industry. This year on campus, UW–Madison has been celebrating the Year of the Wisconsin Idea. No corner of the university has stronger ties to the state than CALS. These are two-way relationships – our off-campus partners always have been critical to CALS' success. You support scholarships, sponsor research projects and offer out-of-classroom educational experiences for students and researchers.

Thank you for your support – and for making the Wisconsin Idea more than just a theory. I am looking forward to working with you in the future.

On Wisconsin!

Read more about the Year of the Wisconsin Idea and share your own story: <http://wisconsinidea.wisc.edu/yowi/>

membership.

On behalf of the WALSAA board of directors and all of my fellow committee members we couldn't be more excited about the direction of this great organization. This philanthropic drive and engagement with CALS was built with a strong foundation 40 years ago that continues to be strengthened year after year. These anniversary campaigns are truly an opportunity to make an impact on the current student base and those to come. WALSAA has made and will continue to make a significant impact within CALS now and into the future.

Watch for a direct mailing explaining our WALSAA membership changes, anniversary membership rates, a nomination form for the WALSAA: 40 in 40 Impact Awards and more information on how to support the new Innovation Grants.

Circle Sept. 15 on your calendar as you won't want to miss the special birthday party we'll be throwing at Fire-Up. *I'm confident we'll all enjoy a little anniversary cake with our standard fare of great food, great networking and great fun.*



FISC Corner: Generations of FISC celebrate 127th Anniversary

FISC Alumni President Andrea Brossard

More than 170 graduates, current students, supporters and friends of the UW-Madison Farm and Industry Short Course (FISC) gathered at the Coliseum Bar and Banquet Hall in Madison on Saturday, Jan. 28 for the 127th anniversary of this well-known agricultural education program.

Since its beginning in 1885, production agriculture has been the focus of the program. Graduates, from as long as 50 years ago to those currently enrolled, speak of the practicality of the coursework and the positive life experiences they gained during their days as FISC students.

Larry Meiller, professor emeritus, Life Science Communications, served as the emcee for the program. William Tracy, interim dean for the College of Agricultural and Life Sciences (CALs) extended greetings and warm wishes. In addition, Sarah Pfatteicher, interim associate dean of Undergraduate Programs and Services, CALs; Jeff Lyon, deputy secretary of agriculture, Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP); and Jill Makovec, president of WALSAA greeted the crowd.

In addition, Bob Kauffman, professor emeritus of the Dairy Science Department, and the Dimensions in Sound provided pre-reunion music and the UW Marching Band got the crowd in the Badger spirit!

The highlighting event of the day was the live auction of Jorns Artwork, with the proceeds of \$2,200 going toward FISC 2012-2013 scholarships. The auctioneer was FISC graduate, Jeremy Schafer of Lake City, Minnesota.

The Friend of Short Course Award



The Farm and Industry Short Course Alumni presented two awards at the 127th Anniversary Reunion. Pictured, left to right, are: Ted Halbach, FISC Director; William Tracy, interim dean of CALs; Dr. Richard Cates, Service to Agriculture; Karen Knipschild, Friend of Short Course; Dr. Richard Daluge, emeritus associate dean and FISC director; Andrea Brossard, FISC Alumni president.



Three generations of Short Course graduates were spotted at the Reunion. Pictured, left to right, are: Ted Halbach, FISC Director; Cory Brown; Brian Brown; Jerry Brown; and Dr. Richard Daluge, emeritus associate dean and FISC director.

was presented to Karen Knipschild, advisor, UW Higher Education Location Program - UW System. After a career in radio hosting and production, Knipschild was hired by Dr. Richard Daluge, assistant dean emeritus and previous FISC director as his graduate assistant in 2001 while enrolled full-time in UW-Madison's Continuing and Vocational Education master's program. Her master's thesis, The Nature of Learning among

Women in Agriculture, was based on two years of research and interviews with 12 female farming managers who either graduated from FISC or the four-year degree program. After receiving her master's degree she served as interim director upon Daluge's retirement and was eventually hired as the assistant director.

Among her many duties as assistant director, Knipschild was the primary public information and

WALSAA Farm Technology Days Annual Picnic host needed

The WALSAA Annual Farm Technology Days Annual Picnic will be held in Outagamie County on July 18. WALSAA is looking to secure a host within a close proximity of the Farm Technology Days event in the New London area. If you or someone you know would have an ideal location for this long-standing tradition, please contact WALSAA at (608) 438-1994 or admin@walsaa.org.

FISC Reunion cont.

recruitment officer visiting hundreds of Wisconsin agricultural high school classrooms in addition to representing FISC at Farm Technology Days, World Dairy Expo, Wisconsin State Fair, and state and national FFA conventions. She was responsible for the development of the Farm & Industry Short Course Ambassador program and taught the English Composition class for four years.

In 2009, Knipschild was awarded an Honorary State FFA Degree. The national agriculture sorority, Sigma Alpha, honored her with an Ag Advocate Award in the same year. She was the recipient of the State Special Citation Award by the Wisconsin Association of Agricultural Educators at its statewide convention last summer for her work as the FFA CDE Contest manager.

The Service to Agriculture Award was presented to Dr. Richard Cates, Jr., Center for Integrated Agriculture, Wisconsin School for Beginning Dairy and Livestock Farmers and CALs Grazing Systems Programming, for his continued dedication and service to the College of Agricultural and Life Sciences, Farm and Industry Short Course and the Wisconsin agriculture industry. Cates earned his doctorate in 1983 in soil science and plant health from UW-Madison while serving an Aldo Leopold Fellowship. He received his masters degree in soil science from Montana State University in 1979, and

bachelors degree in anthropology and geography from Dartmouth College in 1974. Shortly after completion of the doctorate, he served for eight years as agriculturist with DATCP's Sustainable Agriculture Program.

Dick holds a 75 percent-time appointment within CALs. He is senior lecturer in the Department of Soil Science, director of a new CALs Grazing Systems Programming Initiative, and director of the Wisconsin School for Beginning Dairy & Livestock Farmers (WSBDF; a program of the UW Center for Integrated Agricultural Systems), a program he helped initiate in 1995. The WSBDF, now in its 17th year, emphasizes dairy and livestock farm start-up, managed grazing, and business skill development through classroom curriculum and on-farm internship training. More than 400 students have been enrolled in the WSBDF since the program's inception. The WSBDF was also the first program within CALs to offer classes through Internet distance education. Cates also teaches courses he helped to develop on grassland management and ecology.

He was recognized as the Wisconsin Grazing Community Communicator of the Year in 2009, J.S. Donald 'Excellence in Teaching' award in 2004 from CALs, and the Distinguished Agricultural Award in 2000 from the Kiwanis Club of Downtown Madison.

Dick and Kim Cates and their three children, have operated an 800-acre managed-grazing beefsteer and custom dairy heifer business since 1987. In 1989, they began to direct-market beef from their pasture-raised Angus (now also, Jersey) steers; at present they provide Cates Family Farm beef directly to more than 200 households, retail-businesses, and restaurants located in south central Wisconsin, Madison, Milwaukee and the Chicago area.

FISC Reunion sponsors and donors

Varsity Club (\$300-\$500)

Henry Farms
Wisconsin Farm Bureau Federation

Red and White Club (\$150-\$299)

East Central/Select Sires
Union Bank & Trust Company

Door Prize Donations

ABS Global
AgSource Cooperative
East Central/Select Sires
Foremost Farms, USA
Land O' Lakes
Nasco
Partners in Production (PiP)
WALSAA
Wisconsin Milk Marketing Board
Vita Plus

WALSAA membership is back!

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."

In honor of the association's 40th Anniversary, WALSAA is offering special membership rates throughout 2012.

- Annual membership – \$40.00
- Lifetime membership – \$400.00

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 – \$40 Lifetime – \$400 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

Be a part of the WALSAA 'Brew Crew Bash'

WALSAA invites you to join its members in the AirTran Airways Landing Zone at Miller Park on Friday, April 20, as the Milwaukee Brewers take on the Colorado Rockies. Come cheer on the Brewers with friends, colleagues and fellow alumni and watch Corey Hart defend right field from field level!

The action starts at 7:10 p.m. but come early and come hungry! The WALSAA "Brew Crew Bash" package is just \$79 per person and includes a game ticket, entrance to the landing zone and a special pre-game buffet that begins when the Miller Park gates open.

The buffet menu features: Milwaukee's famous bratwursts, Klement's hot dogs, grilled sirloin hamburgers, BBQ chicken breast sandwiches, Wisconsin macaroni and cheese, corn on the cob, red wine vinaigrette coleslaw, assorted cookies, soft drinks and two beers per adult.

In addition to the delicious meal and valuable networking, this event will include an exciting silent auction featuring a WALSAA Fire-Up Package, a

Milwaukee Brewers Fan Basket, and other great items! All silent auction proceeds are used to support the UW-Madison College of Agricultural and Life Sciences (CALs) and Farm and Industry Short Course scholarships, fund the CALs Ambassadors program and sponsor the annual CALs Leadership Retreat.

"I think the AirTran Airways Landing Zone will be an exciting place to watch the game!" says Dave Welsh, WALSAA board member and event chairman. "With seats literally at field level just beyond the right field fence it should be a unique player's view of the game that you normally don't get to see. Let's hope there are some Brewer home runs that are hit into our landing zone!"

To order tickets contact WALSAA at (608) 438-1994 or admin@walsaa.org or simply return the form below. Completed forms and payment are due to WALSAA by **Friday, March 30.**

We'll see you then and Go Brewers!

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

List group members for nametags: _____

Number of packages: _____ @ \$79 each. Additional donation to WALSAA: \$ _____

Total amount: \$ _____ Payment method: Check Money order Amer. Express
 Discover MasterCard Visa

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 **Friday, March 30.**

CALS Professor in the Spotlight: Dr. Dan Schaefer

By Maria McGinnis, CALS Career Services

Dr. Dan Schaefer, professor and department chair for Animal Sciences talks briefly about happenings in the department and the value of WALSAA.

What is your background?

I grew up on a diversified livestock farm near Kewaskum in Washington County. We were a full-time farm family with beef cattle, chickens, pigs, corn, alfalfa, oats and woodland pasture. I transferred to UW-Madison in 1971 and earned my bachelor's and masters degrees in meat & animal science in 1973 and 1975, respectively. After completing my doctorate in nutritional sciences in 1979 at the University of Illinois, I was an assistant professor of animal science at Purdue University.

In 1981, I had the good fortune of being able to return to my home department here at UW-Madison. My teaching and research roles have been and still are to be the beef cattle nutritionist and rumen microbiologist. In 1999, I was elected chairman of the Animal Sciences Department. My research program faded but my instructional roles were sustained. During March 2010 through June 2011, I served as the interim associate dean for CALS Undergraduate Programs & Services. Now, I am back in my department chair and faculty roles.

How long have you been involved in WALSAA?

I have been involved with WALSAA since 1981. Upon my return, I remember attending a Football Fire-Up in the Stock Pavilion. I saw my classmates who were now established

in their careers and enjoyed the pre-game atmosphere of being a Badger. It was a tremendous experience and I was hooked.

What is the value of WALSAA for current CALS students?

CALS undergraduates come to realize that UW-Madison is not such a big place. The connections that they have with their adviser and instructors carry over into alumni life, as do their undergraduate friendships with peers in their major. Their affiliation with CALS is what started these relationships, and it is WALSAA that facilitates the continuation of these relationships.

The WALSAA scholarship program provides important encouragement to undergraduates and raises awareness. In addition, a strong alumni organization can be an asset to CALS in providing valuable feedback and guidance as CALS navigates uncertain budget times.

What are some major projects that you are currently working on?

My largest project at this time involves a team initiative aimed at developing the private sector financial support to construct a new meat science and muscle biology lab on campus. We aim to recruit \$20 million of support for a project that has an estimated total cost of \$42.8 million. Thus far, we have numerous financial donations and gifts in kind that sum to more than \$5 million. This effort will be ongoing to 2015, by which time we hope to have achieved our goal.

The efforts of this department are benefiting significantly from the



Dr. Dan Schaefer

work of an 11-member Meat Science Advisory Committee that is chaired by Chris Salm, BS'75, of Salm Partners, Denmark.

What would you like WALSAA members to know about the Animal Sciences Department?

The Animal Sciences Department now numbers 19 faculty, 173 undergraduate majors and 35 graduate students. We experienced a nice increase in our number of undergraduate majors with the beginning of fall semester 2011, up from about 145 majors. When the department met with 38 of its freshmen and transfer students on Sept. 1, two-thirds indicated that aspirations of becoming a veterinarian motivated their enrollment in animal sciences, while they all expressed their affection for working with animals.

On a different topic, the department is undertaking its scheduled 10-year academic program review. We aim to develop a plan that can be used to guide decision-making relative to our future staffing, curriculum, research and Extension directions.

WALSAA congratulates new CALS graduates

WALSAA welcomed and congratulated the newest group of CALS graduates this past December. The graduates and their families were invited to the Nicholas Johnson Pavilion for a reception following their commencement ceremony, where they enjoyed cake, refreshments and a visit from Bucky Badger.

WALSAA was on hand to distribute the latest WALSAA Express newsletter, WALSAA stationary and brochures as a way of introducing the 501(c)(3) charitable organization to this new and excited group of UW alumni.

WALSAA looks forward to working hand-in-hand with this energetic, intelligent and engaged group of individuals to strengthen and grow the organization as it continues to move the alumni association forward.

On Wisconsin!



AWA's 17th annual Breakfast on the Farm set for April 15

The Association of Women in Agriculture (AWA) is hosting its 17th annual "Breakfast on the Farm," Sunday, April 15, in the Stock Pavilion at 2015 Linden Dr. This year the theme is "Educating America, One Meal at a Time." Join AWA for a delicious breakfast and learn more about the agricultural industry.

This country tradition will include a home-cooked breakfast, consisting of pancakes, sausage, scrambled eggs, applesauce, coffee, juice and a sundae for dessert. Enjoy the petting zoo, educational activities and live entertainment. Breakfast will be served from 8 a.m. to noon. Admission is \$7 for adults, \$6 for senior citizens, \$5 for students (K-UW), \$3 for children ages 5 and under. All tickets can be purchased on the day of the event.

For more information, contact Mara Budde at (920) 344-2945.

A look back at WALSAA: 1972-1982

“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.”

—Noted by Roger Biddick, first WALSAA president at the organizations' first meeting



WALSAA's Wisconsin State Fair display in 1977.

WALSAA's beginning

WALSAA initially started as a constituent group of the Wisconsin Alumni Association (WAA) until 1974 when WAA asked it and seven other alumni groups to go on our own. Initial dues were \$10 with WALSAA getting just \$2; lifetime dues were \$150 with WALSAA receiving \$20. In 1974, WALSAA started as an independent, non-for profit, 501(c)(3) group and charged \$10 and \$150, respectively, and all of it went to WALSAA. At the time of the split, WALSAA had around 500 members. Some chose not to stay with WALSAA, but about 350 did. WALSAA honored all life memberships, but did ask that group to make an additional tax deductible contribution. By the end of the first 10 years, WALSAA's roster included about 500 annual members and 300 life members.

The early WALSAA board was small with only six elected members and three ex-officio (the secretary-treasurer, a short course representative and the dean). The first secretary-treasurer was Donald Schwarz. Rick Daluge assumed the role nine months later when Schwarz moved to Milwaukee Technical College. The board was very dedicated often having night meetings in Madison and then driving back to places like Green Bay, Eau Claire, and Milwaukee.

WALSAA Presidents

Roger Biddick, 1972-73

Don Schwarz, 1974

Keith Hawks, 1975-77

Jack Kaltenberg, 1978-80

Al Herrman, 1981

Rolland Schmidt, 1982

Life at CALS

- Glenn S. Pound, was dean of the College of Agricultural and Life Sciences from 1964 until he retired in 1979. Much of the college's current focus in basic biological sciences can be traced to Pound's administration, says Leo Walsh, who took over as dean when Pound retired.
- The Animal Sciences Building located at 1675 Observatory Drive was dedicated on Nov. 3, 1972. Prior to the completion of this building the faculty were scattered throughout 16 buildings on campus. The building cost just more than \$5 million dollars.
- In 1977, CALS bacteriologists describe site of nitrogen-fixing enzyme in bacteria and unravel the mechanism by which the enzyme is regulated — an important step in long-time research aimed at putting nitrogen-fixing capability into non-legume plants.
- In 1979, CALS food safety researchers provide purified botulinum toxin for first trials with human volunteers. Purified toxin made at CALS was the first to be FDA-approved for use in a revolutionary eye treatment that replaced conventional eye surgery. Botulinum toxin is now also used to treat severe neck cramps, cerebral palsy and migraine headaches — as well as to erase wrinkles.
- In 1980, CALS horticulturists clone a plant gene for the first time.

WALSAA Milestones

JANUARY 1972

"Rebuilding the image of greatness." A group of CALS faculty and alumni established the Wisconsin Agricultural and Life Sciences Alumni Association.

SEPTEMBER 1974

We give our first scholarships, totaling \$1,800, to six students, three each from the degree program and from the Farm and Industry Short Course.

FEBRUARY 1974

The first "area meeting" brings together 200 alumni in Milwaukee to hear Dean Glenn Pound and basketball coach John Powless. By the mid 1990s, WALSAA was hosting up to a dozen of these gatherings annually around the state. Area meetings were an effective tool for strengthening the alumni network and keeping alumni informed about college issues. Along with UW administrators, popular speakers have included many UW varsity coaches and Mike Leckrone, director of the UW Marching Band. WALSAA also presented awards at its area meetings to alumni that were deemed to be active on a local level. Alumni were known to assist locally with recruitment of students.

SEPTEMBER 1975

The Fire-Up: More than a tailgate party. Originally conceived as an event to attract younger alumni, WALSAA's first Football Fire-Up consisted of 150 people nearly all under the age of 40, who gathered outside the Stock Pavilion with two half barrels, some brats and other food. A threat of rain the following year moved the event inside the Stock Pavilion. A crowd of 300 alumni of all ages attended. The auction and a portion of the ticket sales earmarked for scholarships was the brain child of Karl Ohm who helped the board with some strategic planning in the late '70s. WALSAA charged \$5 per person with \$2 being tax deductible. The UW Foundation began matching scholarship dollars at a maximum amount of \$2,000. Since subsequent Fire-Ups outdrew all other alumni events (as many as 1,300 people), in 1982 it was designated as WALSAA's annual meeting.

JANUARY 1976

The first National Agricultural Alumni and Develop-

www.walsaa.org

A special thank you to Rick Daluge for helping provide insight and photos from WALSAA's first decade.



WALSAA President Jack Kaltenberg (left) presents Willis Freitag (right) with the WALSAA Active Alumni award in 1980.

ment Association (NAADA) conference was held. Rick Daluge along with people from Purdue, Michigan State and Kentucky initiated the organization. The WALSAA board attended most of the early conferences held at Purdue; Louisville, Kentucky; and Biloxi, Mississippi.

JANUARY 1978

WALSAA recognizes outstanding advisors. As part of its ongoing role to encourage quality in the CALS undergraduate education program, the alumni association began providing annual Advisor Awards of Merit, along with \$100 checks, to two faculty members in recognition of outstanding guidance to undergraduate students.

MAY 1978

WALSAA recognizes outstanding undergrads. The Outstanding Senior Activity and Leadership Awards recognized not just academic prowess, but activities and leadership — part of the college's goal of turning out students who understand the importance of community involvement.

AUGUST 1979

What better place to reach out to urban audiences than the Wisconsin State Fair in West Allis? And what better location on the fairgrounds than the Agricultural Products Building? A scholarship drawing and a Wisconsin agricultural quiz (first prize is an ice cream sundae) lure them to the WALSAA booth where they learn about the college and agriculture's role in the state's economy.

Daluge Fund to build WALSAA

An endowment fund honoring emeritus CALS Assistant Dean Rick Daluge and Peggy Daluge, funded by gifts of the Daluges and many WALSAA friends, will benefit WALSAA and Farm and Industry Short Course (FISC).

The fund began because the Daluges decided even after a lifetime of service, they owed something more back.

"So many people did things for us," Rick says. "We had scholarships, advisers and mentors over the years, and now it's time for us to give back."

In retirement, the Daluges continue to work at giving back in several ways. Rick works part-time in community relations for the Lions Eye Bank. In addition to public relations and development, he oversees a 2,000-person volunteer network that

transports eye tissue for transplant. He also served as district governor for the Lions in 2009-10, working with 55 chapters in southwest Wisconsin, and he currently serves as president of the Wisconsin FFA Foundation and secretary/treasurer of the local Alpha Gamma Rho Educational Foundation.

Peggy manages Daluge Travel, which organizes international group tours. Several Daluge tours have benefited WALSAA and include destinations such as Badger football games in Nebraska and Pennsylvania.

The Daluges have seen former students graduate and go on to successful careers and lives over the years. They say they wanted to support an organization made up of those people. "People are what make institutions important," Peggy says.

The Daluge's own children,

Madison city kids known for their skiing, both graduated with CALS degrees and currently work in agribusiness. Daughter, Tracy Sagan, who received a WALSAA Outstanding Sophomore award, is with CASE-IH in the Racine area, and son, Mark, is with Teton County Weed & Pest Control in Wyoming.

"We all received invaluable leadership opportunities in college," Peggy says. "WALSAA keeps those connections going, as it's the only organization that represents the entire college."

WALSAA will have the flexibility to use its annual earnings from the fund to build the capacity of the organization or where the need is greatest. For more information on starting a fund to benefit WALSAA or the college, contact WALSAA at admin@walsaa.org or (608) 438-1994.

Badger football trips planned for Nebraska and NYC/Penn State

Join WALSAA members and CALS alumni as we travel to see the Badgers take on Nebraska and Penn State. Each trip is operated by Daluge Travel and hosted by Rick and Peggy Daluge of Madison.

Last fall the Badgers welcomed Cornhusker fans to Camp Randall. Now it's our turn to be the visitors in Lincoln, Sept. 28-30. This trip includes game ticket, tailgate, two-night lodging with breakfast, transportation to and from Lincoln and a campus tour, if interested. Cost is \$650 per person at double occupancy, add \$200 for single occupancy. A \$200 deposit is due by April 1.

Act *now* to be part of a Thanksgiving Holiday Weekend in New York and Pennsylvania. Only a limited number of spots remain. Planned for Nov. 20-25, this trip begins in New York City with three nights in Manhattan. Take in the Macy's Thanksgiving Parade, the Rockettes Radio City Christmas Spectacular, and some free time to explore the city. Then enjoy the scenery on a train ride to Altoona, Pennsylvania, where the group will stay for two nights. Enjoy tailgating before the Penn State versus Badgers football game. Lodging, parade, Rockettes ticket, transportation, tailgate and game ticket included in the price. Cost is \$1,699 per person at double occupancy. A \$500 deposit is due by April 1.

A donation will be given to WALSAA for each member going on either trip. Please send your deposit along with name, address, phone number, email address and which trip you'd like to attend to Daluge Travel, 5321 Fairway Drive, Madison WI, 53711. Make checks payable to Daluge Travel. Call (866) 363-0099 or (608) 273-1091 or email ricknpeg@dalugetravel.com if you have questions.

Thank you to our 2011 WALSAA supporters

In addition to those people who have pledged a lifetime of support to WALSAA and its endeavors, the alumni organization would like to thank the individuals who made a contribution in support of WALSAA in 2011.

WALSAA Society

\$1,000 or greater

Rick Daluge
Daluge Travel
Eric Johnson
Kay & Duane Maas
Ramone Manthy
Michael Marr, Valley View Farms
Paul Miller
Sam Miller
Brian Nodolf
Russell Rindsig
David Rischmueller
Dale & Marsha Ryan
The Wilson Family
Vita Plus

Scott Bowe
Pat Duffy
Brian Fluno
Gentle Breezes LLC
Grainger
Al Herrman
Hewitt
Robert Kaczmarek
Tomas James Kennedy
Timothy Lange
Howard & Ruby Larsen
Jill Makovec
Kim Olson
Chris Pollack
Rasch Market Lambs
Bryan Renk
Birdie Schiller
Dale A. Schlough
Thomas Schmidtnecht
Russ Vogel
Dave Welsh
Tom Williams
Wisconsin FFA Foundation

Maria McGinnis
David Mickelson
Rural Route Popcorn
Senator Herb Kohl's Office
Gary Sommers
Robert Taylor
The Country Today
WE Energies

Red & White Club

\$50-\$124

Tom Albrecht
Randolph Baier
Norlin Benevenga
John & Agnes Biese
Donald & Pam Bigelow
Marilyn Boland
Dale Boness
Andrea Brossard
Richard Brye
Deb Case
Carl Casper
Bob Cooney
Joseph Debilzen
Dept. of Forestry & Wildlife Ecology
Corey Enright
Thomas Franz
Gehl Foods, Inc.
Rudolph Geimer
James & Gladys Hansen
Lee Hansen
Arthur Hintzman
Kevin Hoepker
Russell Kaney
Richard LaCroix
Russel & Joan Larson
Madison Symphony Orchestra
Curtis & Helen Mansfield
John Marquardt
John Marquardt
Barb McCarthy
Donald McMillen
Ronald & Elsie Menzel
Thomas & Deann Moore
Thomas Morris
Shurthi Murali
Bruce Odeen
Bob Panzer

Michael & Judy Pedersen
Lois Polacek
Garry & Kim Preder
Howard & Delores Rasmussen
Michelle Richard
Staci Richardson
Katherine Ruffing
Carrie Ryan
Mark & Kathleen Sherry
Wayne Sloten
Heather Sorum
David Stark
Irvin & Judith Steinhauer
Kris Stewart
Bradley & Sheri Sutton
Mark & Vanessa Thieleke
Greg & Diane Titus
Bill Tracy
Tyrol Basin & Snowboard Area
Anthony Tyznik
UW Alumni Band
UW Forestry Club
Richard & Dianne Vielhuber
Leo Walsh
Kathy Wells
Bob Williams
Wollersheim Winery
Timothy Wood
World Dairy Expo
Dan Ziegler
Scott Zimmerman

Other

Less than \$50

Russell Balge
Allan & Mary Bogenschneider
Darek Brander
Rudolph & Martha Erickson
Wesley & Beverly Falk
Patrick & Laurie Ford
Glenn Fuguitt
Dennis Hipenbecher
Alan & Diane Leidig
Vernon Olson
Kevin Rademacher
Rick Roden
Marlene Schmidt
John Schwobe
Elmer & Donna Strassburg
Kenneth Witt

WALSAA welcomes new board members

Dale Beaty

Beaty serves as director of training & leadership development for the Wisconsin Farm Bureau Federation. In that role he is responsible for Farm Bureau's training and leadership development. He works directly with the Young Farmer & Agriculturist (YFA) program, the Women's program, and the Institute leadership development program as well as other training programs for Farm Bureau. Also, he introduces Farm Bureau to new Rural Insurance agents. Dale began his career with Farm Bureau on July 19, 2005.

Dale grew up on a dairy farm near Hillsboro. He is a 1987 graduate of UW-Madison with a degree in agricultural economics. He obtained his masters degree in organization & management leadership from Capella University in 2010. From 1987 to 1994, he served as a U.S. Army officer and was an Army Airborne Ranger. Dale left the Army in 1994 and moved to Milton and started Beaty Construction, a home building company.

Dale served on the Rock County 4-H Fair Board, the School District of Milton Board of Education, and served as a consultant on the National FFA Board. He has been actively involved in the FFA alumni, serving as the Wisconsin FFA Alumni president and the National FFA Alumni president.

Dale is married to Jillian Beaty; the new agriculture education teacher and FFA advisor at the Oregon High School. They have three children Kaitlyn, Sydney and Carson.



Al Herrman

Al graduated from CALS in 1977 with his dairy science degree. He also attended the Farm & Industry Short Course for two years. On campus, Al was active in Ag Student Council, International Ag Students Association (board president), served on UW Student Senate, served on UW Library Advisory Committee, and served on the CALS Agricultural Engineering Department Advisory Committee. Al is a life member of WALSAA & WAA and a life member of FFA Alumni Association.

Al started his career as a loan officer for Production Credit Association, now known as Farm Credit Services, and currently holds the position of wholesale service manager at the Wisconsin Public Service Corporation in Green Bay.

Al is married to Lynn Herrman, a school teacher and fellow UW-Madison alum. He has two married children and three grandchildren. He enjoys sports (including attending as many Packer games as possible), gardening, reading, spending time with the grandchildren, and remaining involved with local community activities. He has a special interest in education and youth development, especially working with North American Soccer Ambassadors.

Al looks forward to building on the excellent tradition that WALSAA has developed, with an emphasis on increasing participation in events and enhancing financial support from Northeast Wisconsin CALS alumni.



Sara Schoenborn

Sara grew up in a small, rural town called St. Anna in northwestern Sheboygan County. In addition to her parents' full-time jobs, they co-owned and operated a cash cropping farm, including soybeans and field corn. In high school, Sara was very active in her local FFA chapter, serving as president and competing on the State Champion Floriculture and Nursery Landscaping Career Development Events.

During her time at UW-Madison, where she earned a bachelor's degree in agricultural production (majoring in dairy science and life sciences communication) she was heavily involved with the agricultural sorority Sigma Alpha, in addition to Badger Dairy Club. She is very proud of her time with the UW Marching Band. Sara held internships with both Agri-View and the Wisconsin Veterinary Medical Association. She also served on the inaugural team of the UW-Madison College of Agricultural and Life Sciences Career and Internship Ambassadors, which was devoted to educating and engaging students about the value of internships and professional development.

Currently, Sara is the assistant editor of Agri-View, which allows her to actively witness and participate in all forms of agriculture to "get the full story."

Sara's goal while serving on the WALSAA board would be to make a difference, no matter how big or small.



Alumni updates

Betty Haag, BS '59; Maureen DeBruin; Julie Ehrke, BS '87; and Brenda Lee Turner, BS '97; were named Friends of Expo. The honorees were awarded for their years of support and outstanding service to World Dairy Expo.

James Birkemeier, BS '76, of Spring Green Timber Growers and **James Baerwolf, BS '93,** and **Robert Baerwolf, BS '96,** of Sassy Cow Creamery in Columbus won Indie Awards from Isthmus newspaper – Birkemeier for "modeling innovative practices" and the Baerwolfs for "delivering local, sustainable food."

Thomas Klevay, BS '78, was elected chief executive officer of the Diana Fruit Co. Inc. in Santa Clara, California. Tom served as vice president of Sales and Marketing since 2002.

Pete Kappelman, BS '85, owner

of Meadow Brook Dairy Farms in Manitowoc and a recipient of a CALS honorary recognition award, was elected treasurer of the National Milk Producers Federation board of directors.

Chuck Hutchens, BS '93, joined ANIMART, Inc. as its milk quality manager of the dairy and livestock division, which provides animal health products, supplies and solutions to producers. Hutchens will work with producers to troubleshoot and analyze dairy sanitation, investigate milk quality, develop milker training and increase education about dairy sanitation products with a focus on udder health.

Peggy (Dierickx) Coffeen, BS '06, has accepted a new position with Agri-View newspaper. Coffeen is joining the team as the new dairy and livestock editor.

New Lifetime Members

Phil Gordon, FISC
Chris Pollack

New Annual Members

Dennis Hipenbecher, FISC
Adam Melichar, FISC
Rick Roden, FISC
John Schwobe, FISC

New Supporters

Joseph Debilzen, BS '76
Glenn Fuguitt, PHD '56
Wayne Slotten, BS '59

In memoriam

James Crow
G Maurice Kieffer, BS '59
Harvey Mauth, BS '43
Frank Wing, BS '47

WALSAA Board 2011-2012

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

Sam Miller '84 - 2013
Vice President
Appleton, WI

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

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

Shruthi Murali
Student Rep
Madison, WI

Brian Hettiger '90
UW Foundation/Ex-Officio
Madison, WI

Maria McGinnis
CALs Career Rep/Ex-Officio
Madison, WI

Tom Albrecht '76 - 2012
Shawano, WI
Dale Beaty '87 - 2014
Milton, WI

Valerie Breunig '86 - 2013
Waunakee, WI

Jenny Dierickx '05 - 2013
Madison, WI

Dave Fahey '72 - 2012
Belleville, WI

Al Herrman '77 - 2014
Green Bay, WI

Karen Lee '03 - 2013
Edgerton, WI

Brian Nodolf '80 - 2012
Livingston, WI

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

Russell Rindsig '68, '69, '73 - 2012
Sarona, WI

Sara Schoenborn '10 - 2014
Fitchburg, WI

Marjorie Stieve '91 - 2013
Madison, WI

Dave Welsh '90 - 2012
Elkhorn, WI

Visit www.walsaa.org to view biographies and contact information for each of the Board members.

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www.youtube.com/watch?v=vUiep4NFUFg

www.walsaa.org

Upcoming Events

- | | |
|-----------------|--|
| March 24 | FISC Graduation |
| April 13 | Outstanding Sophomore Award Ceremony & Luncheon |
| April 20 | WALSAA Brew Crew Bash |
| May 19 | Spring CALS Commencement |
| July 18 | Farm Technology Days Picnic |
| Sept. 15 | WALSAA Football Fire-Up |