



WALSAA Football Fire-Up blends fellowship and fundraising

Nearly 300 UW alumni, family and friends gathered together on Saturday, Sept. 6 for one large tailgate celebration – the WALSAA Football Fire-Up. Complete with Bucky Badger and the UW Marching Band, the event readied Badger fans before Wisconsin's 37-3 win over Western Illinois.

Fire-Up guests were treated to grilled steak sandwiches and brats, cold beverages, great auction items and an awesome band. The Soggy Prairie Boys were back again this year to provide entertainment for our WALSAA members and guests while they were visiting and reminiscing.

This year's silent auction was a huge success again with four boards filled with items to bid on. Thank you to everyone who donated and purchased auction items. In the end, we raised more than \$23,500 to support our outstanding CALS students and faculty.

If you have never been to the Fire-Up at our new location, you are missing a great atmosphere for a tailgate. Fire-Up is held at the UW Foundation parking lot on University Avenue. Not only are we within five blocks of the stadium; we also have a nice amount of room to eat and visit with friends at an outdoor event. The eating area and auction areas are under tents for your comfort.

We look forward to seeing everyone again next year!

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and Life Sciences
Alumni Association
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PHONE (608) 438-1994
E-MAIL admin@walsaa.org
WEBSITE www.walsaa.org

President's Message: A privilege to serve



WALSAA President Sara Schoenborn

Hello WALSAA members and supporters – it is my privilege to serve you as the 2014-15 WALSAA president. A special thank you to Bryan Renk and the rest of the board of directors for the many successes of 2013-14. (You can read more about these achievements in Bryan's column on page 4.)

I came to the WALSAA Board of Directors in the fall of 2011, after graduating in 2010 with majors in dairy science and life sciences communication. I loved my time on campus as a member of the UW Marching Band, Sigma Alpha and Badger Dairy Club. Currently, I serve as the executive director of the Wisconsin FFA Foundation – a career that combines my love for giving back with supporting the future of the agricultural and natural resources industries.

My goal when I joined WALSAA was to help provide current students with the same experiences and opportunities I was fortunate enough to have. It constantly amazes me to see the amount of time, energy and love the WALSAA Board of Directors puts into planning

our annual events and awards. They are a wonderful, diverse group of individuals and I know you will be just as excited as we are for the plans in place for the new year.

First, I would like to officially welcome the members of FISC Alumni to the WALSAA family! FISC has always been an important of CALS and of WALSAA – and we are proud to now have an even stronger relationship. I hope you will all consider marking your calendars for the first ever FISC Reunion hosted by WALSAA on Saturday, Jan. 24!

The events committee is also hard at work planning another spectacular Hit the Ice with WALSAA hockey event for Feb. 20. Additional details on this social event are on page 9 of this issue of the *WALSAA Express*. We hope to see you there!

Please watch upcoming issues of the *WALSAA Express* and consider joining our e-newsletter at www.walsaa.org for important WALSAA updates.

On, Wisconsin!

WALSAA Board 2014-2015

Sara Schoenborn '10 - 2017
President
Fitchburg, WI

Tom Janczewski '98 - 2015
Vice President
Milwaukee, WI

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

Rene Johnson '95 - 2015
Treasurer
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Jill Makovec '00, '02
Bookkeeper
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Sara Anderson
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Madison, WI

Karen Martin
CALs Rep/Ex-Officio
Madison, WI

Matt Olson - 2016
Student Rep
Madison, WI

Logan Wells - 2016
Student Rep
Madison, WI

Heidi Zoerb
CALs Rep/Ex-Officio
Madison, WI

Dale Beaty '87 - 2017
Milton, WI

Bob Behnke FISC - 2016
Brooklyn, WI

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

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

Al Herrman '77 - 2017
New Franken, WI

Valerie Johnson '86 - 2016
Waunakee, WI

Kim Jones '91 - 2016
Darlington, WI

Dean Peterson FISC '62, '65, '67 - 2017
Janesville, WI

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

Marjorie Stieve '91 - 2017
Madison, WI

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

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

Dave Welsh '90 - 2015
Elkhorn, WI

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

CALS Message: The Hatch match packs a punch



CALS Associate Dean for Research Rick Lindroth

Some of the most important research projects on the CALS campus – and on land-grant campuses around the nation – start off with a relatively small federal-state matching fund program called Hatch.

The name refers to the Hatch Act (sponsor: Missouri Congressman William Hatch), which launched the program in 1887 with the mission of establishing an agricultural research network nationwide.

But the name may be considered a double entendre, given the fund's importance in incubating and "hatching" research that often develops into major studies supported by such agencies as the U.S. Department of Agriculture or the National Science Foundation.

Through Hatch, CALS receives \$5 to \$6 million dollars a year – funding that is matched one-to-one by the state, making it an excellent way to leverage both state and federal funding to benefit Wisconsin agriculture.

Every year at CALS we issue a call for competitive proposals. The proposals are evaluated by disciplinary experts, and then discussed and ranked by a faculty committee. We strive to provide Hatch funds to a wide range of projects, although at a relatively modest level. A typical Hatch allocation supports a graduate student as well as supply and travel expenses.

That may sound like small potatoes amid the \$100-\$110 million in research dollars that CALS brings in annually. But because Hatch funds can be used in ways that other funds can't, it's a very important source.

Here are the kinds of projects for which Hatch is a particularly needed source of funding:

1 Establishing new research areas – Hatch provides seed money that helps researchers gather the kind of basic data needed to apply for larger, more competitive grants. Example: My graduate student Mike Hillstrom (BS'03, PhD'09) and I examined how changes in climate were affecting plant resistance to insect pests. This line of research went on to get funding from the U.S. Department of Energy.

2 Supporting longer-term research – Faculty will often keep a line of research going for 10 or 20 years, continuing to improve and refine it as knowledge emerges. They can apply for Hatch funding throughout that research trajectory. Example: Hatch funding has allowed animal scientist Mark Cook to continue exploring the health benefits of conjugated linoleic acid (CLA), a fatty acid he's been examining for decades. Numerous patented products have emerged from this research.

3 Exploring novel areas – Hatch support allows faculty to explore new ideas that are not likely to get more competitive funding. Example: Entomologist Claudio Gratton explored how the distribution and diversity of biofuel crops and other land cover can improve pollinator activity, and potentially offset honeybee declines.

4 Applied approaches to statewide concerns – Federal funding is less likely to support applied research addressing statewide or local concerns. Example: Soil scientist Doug Soldat's Hatch project evaluated the performance of drought-resistant turfgrass species in Wisconsin using wastewater for irrigation – a point of particular concern in such water-pressed regions as the Central Sands.

5 Emergency funding for critical needs – It generally takes at least a year for federal funding to become available for a particular proposal. Hatch funding can come through much faster – and, if needed, states can pool some of it to collaboratively address a vital concern. Example: A number of Midwestern states recently did just that to study corn rootworm resistance to the Bt toxin in corn.

If you are interested in learning more about the impacts of Hatch research nationwide, including in Wisconsin, you may visit a database recently established at Texas A&M University: <http://landgrantimpacts.tamu.edu/>
On, Wisconsin!

Past President's Message: A year of accomplishments



WALSAA Past President Bryan Renk

It has been an honor to serve as WALSAA president this past year. We had a very successful year with our events and a lot of the praise needs to go to our co-chairmen, Dave Welsh and Dale Beaty. Our spring hockey event was the largest ever followed by an excellent turnout for the Farm Technology Days picnic. We then finished off the year with a successful WALSAA Football Fire-Up. At our annual tailgate, we were able to recognize both Jill Makovec and Sam Miller as outgoing board members and thank them for their outstanding service to WALSAA.



Sam Miller, left, and Jill Makovec, center, were recognized by outgoing WALSAA President Bryan Renk, right, for their service on the WALSAA Board of Directors.

Scholarship chair Robb Bender kept the momentum going with awards to outstanding FISC students and 10 outstanding CALS sophomores which we highlighted at our spring scholarship reception. I was very proud to see the turnout from the parents of the awardees. We attended both the FISC and CALS graduations for awards and promotion of WALSAA.

Several things occurred this year that I would also like to bring to your attention. We helped CALS celebrate its 125th anniversary; taking part with the silent auction and attending the CALS Barn Dance. Jill Makovec has come back to WALSAA as its bookkeeper. We were able to formalize our relationship with FISC alumni to better

serve both FISC and WALSAA in our continuing support of all alumni and CALS. Board members Al Herrman and Bob Behnke deserve a lot of credit in assisting with this process.

Finally, I would like to congratulate Sara Schoenborn, president; Tom Janczewski, vice-president; and Rene Johnson, treasurer as your new leadership team. They are well versed in WALSAA and I am excited to help them have a successful upcoming year. Thank you for allowing me to serve as your president this past year and in continuing the tradition and legacy of WALSAA.

On, Wisconsin!

Thank you to those who made Fire-Up happen

WALSAA would like to give special thanks to the generous people, companies and organizations that donated to Fire-Up. These cash and in-kind donations reduced the overall cost of the event, benefiting both WALSAA members and future scholarship recipients.

Cash sponsors

Badgerland Financial

Foremost Farms USA

Johnson's Sausage Shoppe

Michael Best & Friedrich

In-kind donors

McCain Foods

Schoep's Ice Cream

Swiss Colony

Usinger's

WI Potato & Vegetable Growers

WALSAA would like to extend its sincere gratitude to all of the volunteers – from student volunteers to the long-time, experienced gurus, please know that your time and commitment to making this event great is greatly appreciated and evident in its success. Thank you!

Here is a list of student organizations that provided volunteers:

CALS Ambassadors

Food Science Club

Alpha Gamma Rho

Babcock House

Collegiate Farm Bureau

FISC Corner: Plans for the future of FISC



FISC Director Jessie Potterton

Greetings, WALSAA alumni!

As I begin my tenure as the 14th director of the Farm and Industry Short Course (FISC), I am humbled by the history of the program and thrilled to help carry out its mission. WALSAA's continued support of FISC in the form of scholarships, awards and offers to connect with the current and prospective students means a great deal to the program and is appreciated by the students and staff. Thank you.

The FISC Alumni Celebration, held in June in conjunction with the college's quasiquintennial (125 year anniversary), was a great success. FISC alumni and guests enjoyed talking with CALS Dean Kate VandenBosch, outgoing WALSAA President Bryan Renk, and fellow FISC alum Al Herrman. Highlights were Bucky Badger and the UW Band; tours of the greenhouse, Dairy Cattle Center and Camp Randall; and, of course, Babcock ice cream.

Our staff is very excited to welcome the 122 excellent students who make up the 130th class of the program this fall. The class of 2015 includes:

- 94 First-year students and 28 second-year students;
- 98 in-state students, 18 domestic out-of-state students and six international students; and
- 98 males and 24 females.

The FISC Planning Council is beginning to meet and discuss opportunities in the program that will help guide us for the next 130 years. Members include: Francisco Arriaga, Soil Science; Jamie Nack, Forest & Wildlife Ecology; Jeff Nelson, Biological Systems Engineering; David Thomas, Animal Sciences; and Kent Weigel, Dairy Science. We are beginning to discuss the strategic vision of FISC, utilizing the work already done from the CALS Strategic Plan (www.cals.wisc.edu/stratplan).

As always, we welcome your feedback in a variety of ways:

- 1 Check out our e-newsletter (we plan to email a few each year). You can update your email address at <http://fisc.cals.wisc.edu/newslettersubscribe/>.
- 2 Visit our website at www.fisc.cals.wisc.edu. We are constantly updating the website with events, news, and student and instructor information.
- 3 Call us at (608) 263-3918 or email fisc@cals.wisc.edu.

I look forward to staying in touch with alumni of the program as we look forward to the next 130 years!

**Save the date:
WALSAA
is making plans
to host the FISC
Alumni Reunion
on Saturday, Jan. 24.
Mark that day
on your calendar
and watch for more
details to come.**

Silent Auction results from 2014 WALSAA Football Fire-Up

WALSAA would like to extend a huge thank you to the donors and bidders of the Fire-Up Silent Auction. Together we raised nearly \$23,500 for scholarships. Here is a listing of items sold, their donors and the highest bidders.

World Dairy Expo gift basket

Donated by: World Dairy Expo
Winning Bidder: Maureen DeBruin

Four ticket vouchers

Donated by: Tyrol Basin & Snowboard Area
Winning Bidder: Bob Hagenow

UW Forestry Club Christmas tree

Donated by: Marjorie Stieve
Winning Bidder: Heidi Zoerb

Two subscriptions and \$100 in retail advertising

Donated by: The Country Today
Winning Bidder: BJ & Kim Jones

Three-bottle wine gift box

Donated by: Wollersheim Winery
Winning Bidder: Bob Hagenow

Build-a-Bear with UW sports outfit

Donated by: Russell & Karen Rindsig
Winning Bidder: Kim Flitcroft

One week of summer/fall stay at Hurley area lodge

Donated by: Rick & Peggy Daluge
Winning Bidder: Kim Flitcroft

Four cases of Wisconsin-grown green beans and assorted Badger merchandise

Donated by: DelMonte
Winning Bidder: Liz Henry

"Becky" Badger package

Donated by: Sara Schoenborn
Winning Bidder: Dan & Sue Bird

Flavor-infused cooking oils made from cotton seed oil

Donated by: Acala Farms, LLC
Winning Bidder: Liz Henry

Two UW Hockey Tickets and a gift certificate to Dotty's

Donated by: Union Bank & Trust Company
Winning Bidder: Leo Bose

"Michael Leckrone, Defying Time and Gravity" 14x18 framed and matted picture

Donated by: Curran Photo LLC
Winning Bidder: Pierce Dopp

Holiday Inn - Madison West three nights stay

Donated by: Wisconsin Radio Network & Jill Makovec
Winning Bidder: Al Herrman

Four (or six off-season) Bucks tickets to one home game during the 2014-2015 season

Donated by: Herb Kohl Charities
Winning Bidder: Eric Johnson

Two tickets to a 2014-2015 season Madison Symphony Orchestra concert

Donated by: Madison Symphony Orchestra
Winning Bidder: Liz Henry

Christmas tree of choice at 2015 Forestry Club Sale, hand-crafted curly Maple pen and pencil set

Donated by: UW Forestry Club
Winning Bidder: Kate Vandenbosch

English wicker picnic basket with accessories for four

Donated by: Russell & Karen Rindsig
Winning Bidder: Dae J Jahnke

Furry friend starter kit

Donated by: BJ & Kim Jones
Winning Bidder: Scott Pertzborn

Holiday Inn - Madison West three nights stay

Donated by: Wisconsin Radio Network & Jill Makovec
Winning Bidder: Al Herrman

1/4 Angus beef

Donated by: Valley View Farms
Winning Bidder: Jeannie Ubersox

Four complimentary registrations to FFA Golf Outing of choice

Donated by: Wisconsin FFA Foundation
Winning Bidder: Al Herrman

"Agriculture Hall, University of Wisconsin-Madison" 12x18 framed and matted picture

Donated by: Curran Photo LLC
Winning Bidder: Kathleen McFarland

A case of St. James wine

Donated by: Brownfield Ag News & Jill Makovec
Winning Bidder: Bob Hagenow

Farmer print in a barn board frame

Donated by: David & Rene Johnson
Winning Bidder: Carl Dowse

UW cheese and beef summer sausage

Donated by: CALS
Winning Bidder: Don Henderson

Two one-night stays on deluxe level

Donated by: Doubletree Hotel of MSN
Winning Bidder: David Johnson

One processed lamb

Donated by: Rasch Market Lambs
Winning Bidder: Bill Thompson

Four tickets to the UW Varsity Band Concert

Donated by: UW Bands
Winning Bidder: Bob Behnke

Two UW Men's Basketball season tickets

Donated by: WALSAA
Winning Bidder: Bob Behnke

Door County gift basket

Donated by: Al & Lynn Herrman
Winning Bidder: Kay Maas

CALS ice cream party

Donated by: CALS
Winning Bidder: Maureen DeBruin



Flavor-infused cooking oils made from cotton seed oil

Donated by: Acala Farms, LLC
Winning Bidder: Randy Shaver

Two UW Men's Basketball tickets - courtside seats

Donated by: Bryan & Mary Renk
Winning Bidder: Maureen DeBruin

Blacktop 360 Party Hub grill-fryer

Donated by: Louis & Sandra Arrington
Winning Bidder: Kim Flitcroft

One lifetime membership

Donated by: WALSAA
Winning Bidder: Heidi Zoerb

Two tickets to the Science of Supper Clubs event

Donated by: CALS
Winning Bidder: Troy Talford

Tub of Badger tailgating items

Donated by: Brian Nodolf
Winning Bidder: Sam Miller

Tippy Cow assortment case

Donated by: Kay & Duane Maas
Winning Bidder: Jill Makovec

Badger football signed by Al Toon

Donated by: Olson Toon Landscaping
Winning Bidder: Kim Flitcroft

Door County gift basket

Donated by: Al & Lynn Herrman
Winning Bidder: Bob Hagenow

One week stay at the Club Wyndham Plus Resort in Kauai, Hawaii

Donated by: Kay & Duane Maas
Winning Bidder: Kim Flitcroft

CALS diploma frame

Donated by: Henry Farms
Winning Bidder: Bryan Renk

Two UW Football tickets vs. Bowling Green

Donated by: Henry Farms
Winning Bidder: David Johnson

Two UW Men's Basketball season tickets

Donated by: WALSAA
Winning Bidder: Eric Johnson

Popcorn popper filled with popcorn

Donated by: Tietz Family Farms Popcorn
Winning Bidder: Mike Garvey

Two UW Men's Hockey season tickets

Donated by: WALSAA
Winning Bidder: Sam Miller

One week stay at the Club Wyndham Plus Resort in Kauai, Hawaii

Donated by: Kay & Duane Maas
Winning Bidder: BJ & Kim Jones

NCAA authentic game football signed by Gary Anderson

Donated by: Dale Beaty
Winning Bidder: Kay Maas

Fitbit Flex wireless wristbands

Donated by: Valerie Johnson, Nadine Miller & Daphne Holterman
Winning Bidder: Kris Welsh

Two UW Football tickets vs. Maryland

Donated by: Henry Farms
Winning Bidder: Gary Sommers

Two UW Men's Hockey season tickets

Donated by: WALSAA
Winning Bidder: Peggy Daluge

One week stay for eight or more at the Manney Place in Door County

Donated by: The Manney Place
Winning Bidder: Jeannie Ubersox

Classic John Deere pedal tractor

Donated by: CALS Alumni of John Deere
Winning Bidder: Bob Behnke

Two UW Men's Basketball tickets. Your choice of game. In memory of Mark Sherry.

Donated by: Kathleen Sherry
Winning Bidder: Kim Olson

One-of-a-kind reproduction of the original watercolor from the Grow magazine cover done by Diane Doering

Donated by: CALS
Winning Bidder: Liz Henry

Two UW Men's Basketball tickets - courtside seats

Donated by: Bryan & Mary Renk
Winning Bidder: Marjorie Stieve

Magnum 340 Pedal Tractor

Donated by: Case IH
Winning Bidder: Julianne Pofahl

Build-your-own bloody mary basket

Donated by: Jill Makovec
Winning Bidder: Liz Henry

Two UW Men's Basketball season tickets

Donated by: WALSAA & Coloma Farms
Winning Bidder: Kathryn Wilke

Two UW Football tickets vs. Nebraska

Donated by: Henry Farms
Winning Bidder: Jane Kaltenberg

Campus Happenings: Ambassador Personal Development Events

WALSAA Student Representatives Matt Olson and Logan Wells

One of the new initiatives the Ambassadors are taking on this year is to give really informed, high quality tours. For this to happen though it takes a lot of information on the College and all of the very different areas. One of the ways we are trying to learn as much as we can is to have an enrichment type of event, or a Personal Development Event. Our most recent tour was at the Dairy Cattle Center (DCC).

On Thursday, Oct. 30, the Ambassadors had the opportunity to tour the 84-cow barn and watch milking. There are three full-time employees and about 11 student employees that run the farm on campus. It was interesting to learn about the history of the farm and how it is research-based. The ongoing research impacts all of the farm's feeding procedures and many of

the other variables in dairy farming today. If you would like to learn more about the DCC or would like to learn more about the Ambassador Personal Development Events please contact Logan at ldwells2@wisc.edu or Matt at mrolson4@wisc.edu.

Campus showing of *Farmland*

The UW-Madison Collegiate Farm Bureau organized a showing of the documentary *Farmland* on Friday, Nov. 21. Following the showing, Carrie Mess, also known as "Dairy Carrie," gave a short talk about her background in the agriculture industry and the topics covered in the film.

"We were excited to show a film that will encourage valuable conversations about agriculture and give students from non-agriculture backgrounds a place to ask ques-



Run away Jersey! Cow steps through her stall at the DCC.

tions and address misconceptions," said Collegiate Farm Bureau member Kate Griswold.

Farmland shares the first-hand story of six young farmers and ranchers with high-risk/high-reward jobs and passion for a way of life that has been passed down from generation to generation (www.farmlandfilm.com).

2014-15 CALS Ambassador Team

One of the ways WALSAA supports CALS and its students is by providing funding for the CALS Ambassadors program. Members of the 2014-15 CALS Ambassadors team include:

- | | |
|---------------------|------------------|
| Adam Bartling | Kate Leverich |
| Patrick Carney | Lily Mank |
| Bethany Dado | Eleanor Miller |
| Jessica Dercks | Connor Moore |
| Carly Edge | Matthias Olson |
| Natalie Endres | Nicole Rasmussen |
| Kate Griswold | Erik Sanson |
| Maria Gruetzmacher | Lisa Schram |
| Michele Gutenberger | Emily Selner |
| Holly Heacock | Glenda Valdez |
| Courtney Holdt | Logan Wells |
| Connor Kelly | Caroline Zellmer |
| Mark Kendall | |



Save the date! Hit the Ice with WALSAA and UW Hockey

Join WALSAA at Wando's (602 University Avenue) and the Kohl Center on Friday, Feb. 20, as the University of Wisconsin Men's Hockey Team takes on the Michigan State Spartans. Show your Badger spirit and network with fellow alumni and hockey enthusiasts!

The event starts at 6 p.m. at Wando's with faceoff following at 8 p.m. The WALSAA Hockey package is just \$40 and provides entrance to the game and the pre-game gathering at Wando's, which includes heavy appetizers. A cash bar will also be available.

This event will also include an exciting 50/50 raffle and silent auction featuring a WALSAA Fire-Up Package and select hockey and UW 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.

Space is limited and will be filled on a first come, first served basis. For tickets, go to walsaa.org to register and pay online, or mail in the form below with payment by Jan. 30.

For further information contact WALSAA at (608) 438-1994 or admin@walsaa.org.

Hit the Ice with WALSAA

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

List group members for nametags: _____

Number of packages: _____ @ \$40 each. Additional donation to WALSAA: \$ _____

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

Please complete the following information if you are paying by credit card:

Cardholders Name: _____

Card Number: _____ Exp. Date: _____ Security Code: _____

I authorize WALSAA to charge the credit card indicated above all charges pertaining to my donation. I attest that I am a legal authorized user of the designated card.

Signature: _____ Date: _____

Please mail this form to WALSAA, P.O. Box 5177, Madison, WI 53705-5177 by **Friday, January 30.**

Alumni updates

CALS alumni **Laura Daniels; Craig Kohn, BS '08; Nicole Nelson, BS '08; and Michael Copas, BS '03, MS '06, PhD '11;** were honored as part of Vance Publishing Corporation's Agribusiness Group 40 Under 40 Award program, which recognizes people making a significant contribution to America's food system.

Bob Panzer, MS '87, has been awarded the 2014 Badger of the Year from the Fond du Lac County Chapter of the Wisconsin Alumni Association. The Badger of the Year award honors a UW-Madison graduate who is a leader in business, community service, or in his/her profession. Panzer was recognized at the WAA - Fond du Lac County Chapter's annual Founder's Day event. Panzer has been working in agricultural credit for the past 14 years and he currently serves as a business relationship manager for Verity Resources.

Kayla Jentz, BS '10, joins Filament Marketing, LLC as a media relations executive. Jentz will be working with the company's client management teams to assist with the development and implementation of strategic marketing communications plans and initiatives.

Look back, look forward

Year end is a time of looking back, but also looking forward. We are often asked what alumni can do to maximize their college and WALSAA experience and give back to the college, students and young people in our industry. Here are several ideas:

- Read the WALSAA and CALS newsletters, web pages and connect on social media to stay current on events and issues
- After you are a WALSAA member, recruit other members to widen the circle
- Attend WALSAA and college events to make personal connections
- Join a WALSAA committee or become a board member
- Make an additional donation (walsaa.org) so we can grow even faster
- Consider a major or planned gift to honor someone special or make a lasting impact

We hope you will be able to join us at events like the Farm Technology Days Picnic, fall WALSAA Football Fire-Up and Hit the Ice with WALSAA hockey event to stay connected with fellow alumni and friends of CALS. As you support our initiatives, working together under the WALSAA banner, we can best support CALS, its students and the faculty.

For more information on these ideas contact WALSAA at admin@walsaa.org, P.O. Box 5177, Madison, WI 53705.

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 (CALC), including the college's Farm and Industry Short Course (FISC).

Save time,
sign up
online!

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 organization's 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:



www.facebook.com



www.twitter.com/walsaa



www.youtube.com/watch?v=vUiep4NFUFg

www.walsaa.org

Upcoming Events

- | | |
|-----------------|---|
| Dec. 21 | CALS Winter Commencement |
| Jan. 24 | FISC Reunion |
| Feb. 20 | WALSAA Board of Directors Meeting |
| Feb. 20 | Hit the Ice with WALSAA Hockey Event |
| March 28 | FISC Commencement |