



FISC Director Jessie Potterton, J.S. Donald Excellence in Teaching Award winner Robert Nusbaum, Dean Kate VandenBosch and FISC Alumni Chairman Bob Behnke.

A successful reunion

By Bob Behnke, FISC Alumni Committee Chairman

The first WALSAA Farm and Industry Short Course Alumni Reunion was a hit! An overflowing crowd took part in a fun and informative program and gave tribute to those being honored.

To start off the day, our Varsity Sponsor, Badgerland Financial, welcomed those attending and encouraged everyone to promote the FISC program, noting that many successful Badgerland clients hold certificates from FISC. Following the welcome, a delicious meal of beef tips, chicken, mashed potatoes and – of course – ice cream for dessert was provided by The Coliseum Bar.

After the meal, the JS Donald Teaching Excellence Award was given to Robert Nusbaum, who teaches sheep management in the FISC program. As a nice change of pace to the awards program, three student ambassadors currently enrolled in FISC presented Larry Klassy, a semi-retired farmer from New Glarus, with the Friend of Short Course Award for the Klassy family's contributions to FISC. Finally, David Arndt received the Service to Agriculture Award. The Arndt family has been very active in the alumni group, having had several family members serve as past presidents. (See more award winner photos on page 2.)

An exciting end to the day was an optional tour of the New Holland Pavilion on the grounds of the Alliant Energy Center. Mark Clarke, executive director of the Alliant Energy Center, gave everyone the behind-the-scenes tour of the new facilities that opened in October 2014.

The reunion was a fitting conclusion to an eventful year for the FISC program. We look forward to seeing everyone next year!

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President's Message: Plans for a strong, united future

WALSAA President Sara Schoenborn



It's hard to believe March Madness is just around the corner! It has been a busy time for WALSAA – especially for our FISC and events committees. Kudos to Bob Behnke and Al Herrman for planning an exceptional FISC Reunion in January. It was exciting for WALSAA to support this event and to see the interest FISC members have in helping plan FISC-centered events in the future!

Hit the Ice with WALSAA was once again a Badger fan-favorite for our members. No matter the outcome of the game, we know the real victory lies in having the opportunity to spend time with friends, celebrate the Badgers and support CALS and FISC students. Thank you to Dave Welsh and Dale Beaty for spearheading this event.

As I'm sure many of you know, WALSAA has gone through a number of changes in the last decade. Our board is working diligently to plan for a strong, united future. We recently completed a SWOT analysis of the organization and are eager to put a plan in place that will help us grow in size and in support of the college

for years to come. If you are interested in providing feedback, please do not hesitate to reach out. We value your input!

An important part of our progress is finding new and exciting ways to support current students. Shortly after I graduated from UW, I found myself surrounded with questions I couldn't answer. Which health care plan should I choose? Exactly how much of my paycheck should I be investing in my 401k and how do I balance that with paying off student loans? Should I be purchasing life insurance already?

I am pleased to announce that WALSAA is planning a panel discussion for CALS seniors to help provide them with insight into these situations before they graduate. If you are interested in serving on the panel and offering these students your valuable expertise, please let us know.

Thank you, as always, for your support. Our board is dedicated – and excited – to be able to make a difference in the lives of CALS and FISC students.

FISC Corner: Supporting students

By Robb Bender, Scholarship Committee Co-Chair

The WALSAA Scholarship Committee is excited to announce the winners of the Farm and Industry Short Course WALSAA scholarships. This year's application process included a more extensive written application and personal statement, followed by personal interviews by the WALSAA Scholarship Committee.

Bryan Renk, Scholarship Committee co-chairman and one of the interviewers had this to say regarding the applicants: "This year included a new component in

the FISC Scholarship application – personal interviews. The interviews were designed to promote professional and personal development among FISC applicants. The applicants interviewed exceptionally well and are to be commended for their applications. Hats off to a great group of students!"

The winners include Derrek Kamphuis, Brandon, Wis.; Anneke Moss, Litchfield Park, Ariz.; Wayne Conard, Sharon Spring, N.Y.; Holly LaPlant, Sturgeon Bay, Wis.; and Dustin Muenster, Seymour, Wis.



FISC Director Jessie Potterton, Service to Agriculture award winner David Arndt, Dean Kate VandenBosch, and FISC Alumni Chairman Bob Behnke.



FISC Director Jessie Potterton, 2015 Friend of Short Course award winner Larry Klassy, Dean Kate VandenBosch and FISC Alumni Chairman Bob Behnke.

Dean's Message: Attracting – and keeping – the best

CALS Dean & Director Kate VandenBosch



I often ask our graduating students, "Of all the experiences you've had at CALS, which stand out as the most important?"

Almost invariably, students will talk about the professors who have changed their lives. They describe how a particular faculty member opened their eyes and opened doors, igniting their interest in a field of study and helping them envision their future path.

Indeed, faculty are the lifeblood of the university. They fuel the intellectual engine of our college as they teach, mentor and make discoveries across campus and around the world, bringing in more than \$100 million in research grants each year.

It is essential to our long-term success that we continue to recruit and retain top-notch faculty. One of the best ways to do this – and one of the best tools in our arsenal as we compete with other universities – is through private support for professorships and chairs. Private support will allow us to maintain our tradition of faculty excellence into the future – and also help us use state funds more efficiently.

Two examples at CALS help illustrate the value of private support, as well as the different models for providing it. One is the Allen Professorship in Plant Pathology, supported by an endowment from former faculty members Ethel K. and Oscar N. Allen. The Department of Plant Pathology selected one of their own outstanding faculty members, Caitilyn Allen (no relation), for the honor, which served not only to recognize Allen, but also freed up enough salary

support for the department to pursue hiring an additional faculty member.

Another example is offered by the Wisconsin Potato and Vegetable Growers Association (WPVGA), a long-time and valued partner of CALS in many endeavors. The WPVGA, in agreement with CALS faculty and leadership, recognized the need for a faculty member with special expertise in applying statistical genetics to potato breeding – knowledge that will serve to strengthen their industry. A gift of \$370,000 over the course of five years made the hire possible, establishing Jeff Endelman, a star researcher from Cornell, as the WPVGA professor of plant breeding.

We are close to establishing named professorships in genetics, food science and bacteriology within the next few years – and that's just the beginning. A \$100 million gift to the University of Wisconsin – Madison by donors John and Tashia Morgridge will provide a 1-to-1 match for any other donor who makes a gift to endow a professorship, a chair or a distinguished chair.

That tremendous gift could ultimately double the university's current number of endowed chairs and professorships – and CALS will certainly be part of that growth.

On, Wisconsin!

If you wish to learn more about private support for professorships, please contact Sara Anderson at the UW Foundation; email Sara.Anderson@supportuw.org or call (608) 263-9537.

Campus Happenings

By Matt Olson and Logan Wells, WALSAA Student Representatives

Winter break is through and students are back to work on campus! While the holidays were refreshing and a great time to fill out CALS scholarships and tune up resumes for jobs and summer internships, it is back to the classwork now.

This winter we celebrated the success of our fellow CALS food science students Maya Warren and Amy DeJong as they won CBS' *The Amazing Race*.

Speaking of talented Badgers, there is also quite a buzz around campus about the men's basketball team and all of the success they are having on the court. If you haven't had a chance to catch a game, we encourage you

to do so as it is a special team to watch.

Some of the big events on the CALS Ambassadors' plates that we are looking forward to this spring include shadow days, calling nights, tours and other events around campus.

If you would like to keep track with CALS students on social media, follow #UWCALSLife on Twitter or like "UW-Madison College of Agricultural and Life Sciences" on Facebook.

As WALSAA members, feel free to post a throwback photo to Facebook and tag the CALS page or use the hashtag.

Student Focus: Logan Wells



Logan Wells, right, is a CALS junior majoring in forest science. He is passionate about agriculture, CALS and working with the alumni.

Not many students own their own portable sawmill, but Logan Wells' FFA project has grown into the start of a great Badger career.

Logan hails from Monroe, Wis., and is a forest science major with a certificate in business. He says his career goal is to own and operate a large hardwood sawmill someday. Here are a few thoughts this student serving on the WALSAA board of directors shared with the *WALSAA Express* recently:

Why did you choose to enroll in CALS?

Growing up an hour from Madison and watching Badger games on TV, I always wanted to be a Badger. I got into forestry through some high school agriculture classes and then a small, portable sawmill business I started as an FFA project. As a high school senior, I went to Farm Technology Days and learned at the CALS booth there was a forest science major... and from that point I was hooked.

What keeps you busy on campus and why is that important to you?

My biggest job on campus is being a House Fellow in the DeJope Residence Hall. I am very fortunate to have the opportunity to help new students grow and get off to a great start at Madison by building a safe and welcoming community. One unique activity I really enjoy is competing on the UW-Madison soils judging team. I really enjoy getting to travel, meeting students from across the country and learning about soil properties. I am very active with the collegiate FFA and forestry clubs as well, both student organizations I have been a part of since I was a freshman. It has been awesome to grow as a leader and meet so many amazing fellow students.

Why is CALS unique?

What makes CALS special for me is the community and overall welcoming environment in our college. There is a sense of family when I walk around the CALS end of campus that makes me feel at home. CALS students take a lot of pride in our specific college that doesn't happen with other majors around the university.

What makes you unique?

My friends would probably talk about how passionate I am with trees and agricultural education. They all know how excited I am to share and teach others about the forestry industry.

What are your thoughts on connecting students and alumni?

Students should be connected to the alumni because of the incredible support the alumni provide. From raising funds for scholarships to giving advice on how to find an internship or career, WALSAA members are there to help you in so many ways. By the same token, I think spending time with current students is a great way for alumni to continue to learn and grow themselves. Reconnecting with people they went to school with and reminiscing about old classes and funny stories is great camaraderie. Most importantly, when the alumni and students come together they can help serve our college and use their time and talents to make CALS the best college it can be!

What advice would you give a high school junior/senior if they ask you about enrolling in CALS?

I would say to come to campus and see firsthand what our college is like and meet with some professors. Also, take advantage of as many different opportunities as you can while in high school to help be a well-rounded person coming into college.

Any other thoughts?

Thank you WALSAA for all of your support! In CALS, we are so fortunate to have such a kind and supportive alumni association. It is amazing how much you give back and words cannot express enough how grateful we are to you all.

WALSAA welcomes new board members



Vern Dougherty

Vern Dougherty is the managing partner of FOCUSED Marketing Research, a global marketing research and strategic consulting firm that specializes in the agribusiness, animal health and human healthcare industries based in Oconomowoc, Wis.

Their key areas of expertise are in positioning, messaging and new product development.

Vern is originally from DeForest, Wis., where he grew up on a small livestock farm, was actively involved in the FFA and was one of the FFA's first international (work experience abroad) students to live and work on farms in Switzerland, Holland and Poland. While a student at UW-Madison, he was involved in numerous CALS organizations and is an AGR alum. He graduated from UW-Madison CALS in ag extension education in '83 and the School of Business with an MBA in marketing in '88.

He is married to Judy, also a UW-Madison CALS grad (BS '84; DVM '88), and he has two children, Jeff, a UW-Madison BBA '14 finance/real estate, and Corinne, who is a student at the University of Denver. His hobbies include hiking, camping, hunting, skiing and adventure travel.

Dean Peterson, DVM

Dr. Dean Peterson has a master's degree in animal science from UW-Madison in reproductive physiology. He started a practice in Janesville in 1978 after doing an internship at the internationally known Haggard Equine Institute in Lexington, Ky. Dean graduated from Michigan



State University and is a current member of the WVMA, AAEP, AVMA and WEPA. He has been president of the local vet association, RVVMA, the Wisconsin Equine Practitioners Association (WEPA), and the state vet association, WVMA. He is active in local, state and national committees.

He has served on the Wisconsin 4-H Foundation and Wisconsin FFA Foundation. In addition, he is a member of Rock Prairie Presbyterian Church. Dean's special interests are equine lameness, reproduction and surgery. He and his better half, Jackie, are the proud grandparents of Gracie, Tucker, Ellie, Braden, Brittany, Logan, Morgan, Landon, Maycee, Mya, Emma and Ellie.



Marjorie Stieve

Since graduating from CALS with a bachelor's degree in agricultural journalism, Marjorie impacts the agriculture industry through her work at Vita Plus Corporation where she serves as marketing services manager. Prior to joining Vita Plus, she worked

with World Dairy Expo and Capital Newspapers. A committed volunteer, Marjorie is a supporter of the Association of Women in Agriculture, the National Agri-Marketing Association, the Wisconsin 4-H Foundation, Cows on the Concourse and numerous other organizations, events and causes. Colleagues respect Stieve for what they call her "nonstop dedication to agriculture."

WALSAA Board of Directors 2014-2015

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Thank you to our 2014 WALSAA supporters

WALSAA would like to thank the individuals and companies who made a contribution in support of WALSAA in 2014. This list excludes those people who make a donation through their lifetime membership enrollment.

WALSAA

Society

\$1,000 or greater

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Alumni updates

Valerie Johnson, BS '86, spoke at the fall CALS scholarship reception; 350 CALS scholarship recipients attended.

Julie Larson, BS '86, completed her term as Wisconsin FFA Foundation Board President.

Nicole Nelson, BS '08, accepted a market contact specialist position with Beck Ag. She was previously with the Wisconsin FFA Foundation.

Lauren (Holterman) Brey, BS '13, accepted a market development manager position with Dairy Business Milk Marketing Cooperative, Green Bay.

Baby Badgers: Christine Lindner, BS '05, and husband Russ welcomed a baby girl in December. Andrew Hoffman, BS '10, and wife Julliette welcomed a baby boy in September. Karen Lee, BS '03, and husband Ryan welcomed a baby girl in September.

If you have WALSAA member news, please share with Valerie Johnson at valjohnson86@rocketmail.com.

WALSAA remembers Tom Schomisch, former LSC professor and chair

Thomas P. Schomisch, age 70, passed away peacefully with his family by his side on Sunday, Jan. 4. Tom, the oldest of four children, was born to Sgt. Paul and Jeanette Tollefson Schomisch at Camp Grant, Rockford, Ill., on June 5, 1944, while his father served in the Army Medical Corp. He grew up on his family's dairy farm in Kiel, Wis., and graduated from St. Gregory High School, St. Nazianz, Wis., in 1962.

After earning a bachelor's degree in dairy science (1966) and master's degree in agricultural journalism (1967) from UW-Madison, he was named the first director of public relations for Lake to Lake Dairy Cooperative, Manitowoc. In 1974, he accepted a position with the UW Center of Cooperatives, UW-Extension on the UW-Madison campus where he developed education programs for cooperative directors, employees and managers. Upon completing a doctorate in mass communications in 1983, he also joined the faculty of the UW Agricultural Journalism Department. Professor Schomisch taught advertising, market research and marketing campaign courses. His colleagues elected him department chair in 1999. He retired in 2004.

He served as advisor for the National Agri-Marketing Association student chapter for 17 years. The NAMA chapter won the Outstanding Chapter award nine years

New Lifetime Members

Denise Behnke, BS '03
Michael Manthey, FISC '80, '82

In Memoriam

Thomas Edwin Hamilton,
BS '60, MS '62, PhD '65
Arthur Edwin Peterson,
BS '47, MS '48, PhD '50
Thomas P. Schomisch,
BS '66, MS '67, PhD '83

and was a finalist in the marketing plan competition six times. The College of Agricultural and Life Sciences recognized his work with students naming him Outstanding Student Advisor in 1996. Dr. Schomisch was named Outstanding National NAMA Advisor in 1997 and 2003.

He devoted his career to communication and cooperatives. He was elected as a member of the board of directors of Group Health Cooperative for 37 years and for Farm Credit Associations for 14 years. The Wisconsin Federation of Cooperatives awarded him their Cooperative Builder Award for lifetime service to cooperatives in 2005.

Beyond his work, Tom was an active member of Madison West Kiwanis and alumni director for Alpha Gamma Rho Fraternity. An avid golfer, Tom served on advisory boards for Hawks Landings and University Ridge golf courses.

He is survived by his wife of 48 years, Gail and daughters Kathleen (Michael) Jensen and Kristin (Christopher) Passaro; grandchildren; sisters; brother; and many nieces and nephews. In lieu of flowers, the family asks for donations on Tom's behalf at the UW Alpha Gamma Rho Fraternity Education Foundation, <http://wisconsinagr.com/home>.

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www.facebook.com



www.twitter.com/walsaa



www.youtube.com/watch?v=vUiep4NFUFg

www.walsaa.org

Upcoming Events

- | | |
|-----------------|---|
| March 28 | FISC Graduation |
| April 10 | WALSAA Scholarship Reception
5 p.m. Carson Gully, UW Campus |
| May 16 | CALS Commencement |
| Aug. 26 | WALSAA Farm Technology Days Picnic
Renk Seed Farm, Sun Prairie |
| Sept. 12 | WALSAA Football Fire-up |