



## FISC Corner: Reunion presents opportunity for learning, awards

**WALSAA FISC Committee Member Bob Behnke**

**F**un, informative and abundance of camaraderie! A good time was had by all at the Farm and Industry Short Course Reunion in January. Attorney George Twohig gave an excellent presentation on farm transitions that was entertaining and to the point. He also presented every attendee with a large booklet to take home to further our knowledge of "farm transitions."

At the reunion, we honored award recipients. This year's J.S. Donald Excellence in Teaching Award went to Alan Linnebur, a FISC grain marketing teacher.

The Friend of Short Course Award, which is typically presented at the reunion, was handed out just prior to the CALS reception at World Dairy Expo in the fall. The Seattle, Wa., residents were in town and it was convenient to present Gail Hill and Jim Brown this outstanding award. Hill, in her acceptance speech, mentioned her father was one of the first farmers in the area to use contour strip tillage. FISC instructors featured her home farm in Barneveld, Wis., on posters to help teach land conservation and stop erosion.

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# President's Message: In support of All Ways Forward



WALSAA President Tom Janczewski

**G**reetings WALSAA members! I hope this issue of the *WALSAA Express* finds you healthy and energized. Spring is just around the corner, and along with spring comes commencement.

In recent years, UW has moved away from separate commencement ceremonies for the separate schools in favor of one single ceremony for all undergraduate, masters and law students at Camp Randall. CALS, in turn, has started its own tradition of inviting its graduating seniors to gather at Ag Hall on the morning of commencement and to walk to Camp Randall in a processional. This year, WALSAA is excited to greet our soon-to-be alumni at Ag Hall with smiles, doughnuts and coffee. WALSAA also looks forward to escorting the processional to commencement ceremony at Camp Randall. If you would like to join us, we will be meeting at Ag Hall at 10 a.m. on Saturday, May 14, and the processional will leave at 10:45 a.m. sharp. I hope to see you there, and we send a special congratulations to those parents of graduating seniors.

As you may have heard, UW–Madison is in the middle of its All Ways Forward capital campaign, which will run until Dec. 31, 2020. Dean VandenBosch recently met with the WALSAA Board to discuss the CALS fundraising goals and ways that WALSAA (and CALS

alumni generally) can help out. Dean VandenBosch presented the board with a number of sponsorship ideas, ranging from sponsoring out-of-class student experiences for undergraduates to sponsoring a conference room in the new student services center to be located in the Dean Residence within Allen Centennial Gardens.

Although Dean VandenBosch left the board with a lot to think about, the general feeling was that WALSAA should do something in support of the All Ways Forward campaign. The questions were what should we do? And, what can we afford? If you have opinions on these questions, we would love to hear them.

Finally, I must report that WALSAA's fabulous administrative/events/membership-coordinator-technology-specialist-jack-of-all-trades-person-who-gets-things-done Maria Woldt will be leaving her position with WALSAA at the end of March. We are sad to see Maria leave, but happy for her as she pursues some new exciting opportunities. Maria has been one of the most important members of the WALSAA team. She has been the Sherpa that has done all of the heavy lifting for WALSAA as we climb the metaphorical mountain. If you see Maria, make sure to say "thank you." Better yet, buy her a beer. She has earned it.

## WALSAA Board of Directors 2015-2016

|   |   |  |   |
|---|---|--|---|
| <b>Tom Janczewski '98 - 2018</b><br>President<br>Milwaukee, WI            | <b>Ale Nicolet</b><br>UW Foundation/Ex-Officio<br>Madison, WI | <b>Heidi Zoerb</b><br>CALS Rep/Ex-Officio<br>Madison, WI | <b>Valerie Johnson '86 - 2016</b><br>Fitchburg, WI          |
| <b>Vern Dougherty '83, '88 - 2017</b><br>Vice President<br>Oconomowoc, WI | <b>Karen Martin</b><br>CALS Rep/Ex-Officio<br>Madison, WI     | <b>Bob Behnke FISC '90 - 2016</b><br>Brooklyn, WI        | <b>Kim Jones '91 - 2016</b><br>Darlington, WI               |
| <b>Sherryl Pertzborn '84, '89 - 2018</b><br>Treasurer<br>Lodi, WI         | <b>Matt Olson - 2016</b><br>Student Rep<br>Madison, WI        | <b>Robb Bender '10, '12 - 2016</b><br>Cleveland, WI      | <b>Dean Peterson '62, '65, '67 - 2017</b><br>Janesville, WI |
| <b>Sara Schoenborn '10 - 2017</b><br>Past President<br>Fitchburg, WI      | <b>Logan Wells - 2016</b><br>Student Rep<br>Madison, WI       | <b>Cory Brown FISC '13 - 2018</b><br>Belleville, WI      | <b>Marjorie Stieve '91 - 2017</b><br>Madison, WI            |
|   |   | <b>Shawn Conley '96, '99, '01 - 2018</b><br>Madison, WI  | <b>Russell Tietz '96, '98 - 2018</b><br>Watertown, WI       |
|   |   | <b>Al Herrman '77 - 2017</b><br>New Franken, WI          | <b>Tom Vergeront '77, '78 - 2018</b><br>Sun Prairie, WI     |

# Dean's Message: Celebrating 70 years of food safety



CALS Dean & Director Kate VandenBosch

**A** globally renowned institute here on campus has made the world a safer place. We have good reason to celebrate the founding of the Food Research Institute (FRI) 70 years ago, and its move to UW–Madison and a home in CALS 20 years later.

When FRI was founded in 1946, botulism and salmonellosis were poorly understood. Many otherwise well-known diseases were only alleged to be foodborne, and the causes of many known foodborne illnesses had yet to be established.

Over the decades, FRI has made many insights into the causes and transmission of foodborne diseases. Early on, FRI research established methods to identify and detect staphylococcal enterotoxins. Work by FRI scientists pioneered our understanding of botulinum toxin production and led to the harness of the toxin for biomedical uses.

FRI faculty are leaders in mycotoxin research and have made important contributions to understanding of the shedding of *E. coli* O157 by cattle, survival of *Salmonella* in stressful conditions and the role of *Listeria* in foodborne disease. FRI research also identified the health benefits of conjugated linoleic acid in foods of animal origin and conditions that might result in the formation of undesirable components in processed foods.

Now the oldest U.S. academic program focused on food safety, FRI moved from the University of Chicago to UW–Madison in 1966 under the leadership of bacteriology professor Edwin "Mike" Foster.

And ever since, FRI has served as a portal to UW–Madison's food safety expertise for food companies in Wisconsin, the U.S. and around the world. The Institute draws faculty not only from CALS but also from the School of Medicine and Public Health and the School of Veterinary Medicine, offering a breadth of expertise that is a key foundation of its strength.

FRI offers a wealth of educational opportunities to

students at every level. FRI faculty and staff have trained hundreds of undergraduate and graduate students, post-docs, visiting scientists and research specialists throughout the years, and FRI alumni have gone on to hold positions in industry, government and academia across the country and abroad.

In keeping with the Wisconsin Idea, FRI's reach extends well beyond campus boundaries through industry partnerships, especially with its 40 sponsor companies. The Applied Food Safety Lab and laboratories of FRI faculty collaborate with food processors to identify safe food formulations and processing techniques. The Institute also provides outreach and training to both food companies and the greater scientific community through meetings, short courses, conferences and symposia.

"FRI is an outstanding example of how a public-private partnership can benefit the academic mission of UW–Madison and the needs of the Wisconsin food industry," says FRI director Charles Czuprynski.

Looking to the future, FRI research is investigating novel mechanisms to prevent foodborne pathogen growth in meat and dairy products, interaction of plant pathogens and pests with human foodborne pathogens, food-animal antibiotic alternatives, and the role of the microbiome in health and disease.

Congratulations to FRI on the occasion of this important milestone. We are fortunate to have on campus and in our college an institute that has made so many life-saving discoveries and offers such important opportunities to our students.

On, Wisconsin!

*FRI will celebrate its 70th anniversary May 18–19 at its Spring Meeting at the Fluno Center, with a reception on May 17 at Dejepe Hall. For more information, visit [fri.wisc.edu](http://fri.wisc.edu).*

# FISC Reunion cont.



## Continued from page 1

Representative Lee Nerison was on hand to accept his Service to Agriculture award. Nerison is a FISC graduate who went home to milk cows and now represents agriculture at the state capitol. It is certainly a blessing to have him on our side.

The event was made possible with the help of a number of sponsors. Badgerland Financial was this year's Varsity sponsor. The company values continued education and is investing in the future of agriculture.

BMO Harris Bank was a Badger level sponsor. Red level sponsors are Crave Brothers Farm, LLC and Wisconsin Milk Marketing Board.

White level sponsors include: AgSource, AgStar Financial Services, BASF, CALS, Cooperative Resources International, East Central Select Sires, Al and Lynn Herman, Landmark Services Cooperative, Union Bank and Trust, and Vita Plus Corporation.

All of these sponsors came together to help provide scholarship money for students. Thank you to all of our sponsors and silent auction donors. We look forward to helping students with these financial gifts.

Plans are underway for next year's reunion at the Coliseum Bar in Madison, same time, same weekend – fourth Saturday in January, which will be Jan. 28, 2017. Please put this exciting event on your calendar.

# WALSAA welcomes new board members



## Cory Brown

Cory Brown grew up on his parents' dairy farm and it is on that farm where he found his life's calling. Brown graduated from Belleville High School and served as vice president for Wisconsin FFA. After his year of service, he attended the Farm and Industry Short Course program at UW-Madison and received multiple certificates. Brown returned home to the farm where he continues to follow his passion and add onto his lifetime of accumulated knowledge.



## Dr. Shawn P. Conley

Shawn Conley is a professor of agronomy and the state soybean and small grain specialist at UW-Madison. Conley's research goal is to generate science-based solutions to address real world problems in soybean and small grain production. This knowledge is then integrated and delivered through his Extension program.

Conley has authored or co-authored 56 refereed journal articles and has spoken at more than 600 events and to nearly 45,000 clients since beginning his academic career. Conley's commitment to agriculture and the Wisconsin Idea has also led him to coauthor a children's book titled *Coolbean the Soybean*.



## Ale Nicolet

Ale Nicolet grew up in Milwaukee, where her family still lives and operates the novelty candy business founded by her grandfather. Fascinated by people and their cultures, she has lived in

six cities since 2008 – most recently Boston, during which she developed her passion for advancing higher education. Nicolet joined the UW Foundation in September 2015, and works with alumni and campus partners to reconnect graduates, share updates from CALS, and most importantly thank donors for their support. When not working, Nicolet enjoys exploring Madison and cooking new dishes for her family and friends.



## Sherryl Pertzborn

Sherryl Pertzborn is manager, business planning and analysis with UW Health. Her team supports program and regional development for UW Health, providing strategic business planning services, evaluation of current clinical programs as well as proposed investments, expansions and partnerships.

Pertzborn grew up on a dairy farm on the fringes of Loganville, where her extra-curricular activities included extensive 4-H involvement, serving on the Wisconsin State Youth Leadership Council. During her time at CALS, she was active in the National Agri-Marketing Association and Alpha Zeta, and graduated with distinction in agricultural journalism and agricultural economics, followed by an MBA in marketing from UW Madison School of Business.

Pertzborn and her husband (and fellow CALS alum) Scott live in Lodi, where Scott is an owner and dairy herd health specialist with Lodi Veterinary Care. They have two sons – Daniel and Jackson – out in the world, and two cats – ZsaZsa and Ziggy Stardust – at home. Pertzborn's current interests (subject to change) are yoga, golf and learning to play electric guitar. As a family, the Pertzborns enjoy hiking, boating and waterskiing, and travel.

# Campus Happenings: Snapshot of some spring events on campus

WALSAA Student Representative Matt Olson

Spring semester is under way, and I can't believe that spring break is almost upon us. As a senior, I am impressed by the efforts of my peers on campus – from their community service work to their dedication to research and professional development.

Here is just a snapshot of a few of the exciting things that CALS students and organizations are up to this semester.

## AWA's Hunger Relief Project

The Association of Women in Agriculture hosted a rally on Feb. 20 to help fight childhood hunger by packaging nutritious meals. The group also raised a social media campaign to raise awareness about world hunger and childhood malnutrition.

## Spring Career Fair

Students flocked to the Kohl Center on Feb. 11 for the

Spring Career Fair. Most students went with the hopes to network with employers and hopefully get an interview for a summer internship or position after graduation. To prepare for the career fair, many students attended career fair preparation workshops or had their resume reviewed.

## AGR turns 100 years old

The UW–Madison chapter of Alpha Gamma Rho Fraternity is celebrating its 100th anniversary this spring. On April 8 & 9, many AGR alumni will gather to celebrate the past accomplishments and look forward to a bright future. Along with the celebration, the organization has begun fund raising for scholarships with a \$1 million goal in its sights.

Those were just a glimpse at some of the amazing things that are happening on our campus. Before you know it, graduation and summer will be here.

## AWA to host 21st annual Breakfast on the Farm

The 21st annual Breakfast on the Farm will be held on Sunday, May 1, from 8 a.m. until noon at the UW–Madison Stock Pavilion. This year's theme is "Having a Hay Day on May Day."

The country tradition includes a home-cooked breakfast featuring pancakes, scrambled eggs, sausage, milk, coffee, juice, cheese samples, and of course – ice cream for dessert.

After enjoying breakfast, attendees can visit the petting zoo, interactive educational exhibits and live entertainment. Bucky Badger and the UW–Marching Band will be making an appearance.

Admission is \$7 for adults, \$5 for senior citizens (65+), \$5 for students (K-UW), \$3 for children ages 5 and under. Attendees can receive a dollar off admission by bringing three canned food items to donate to the Second

Harvest Foodbank of Southern Wisconsin.

Another event that will be hosted on May 1, is the third Annual Dairy Dash. The Alpha Gamma Rho Fraternity organized the Dairy Dash, a 5K run as a philanthropy event in memory of John Klossner. Klossner was a CALS student who passed away as a result of brain trauma sustained from an accident at the Wisconsin State Fair in 2013. This year's run will begin at 9 a.m. Participants in the Dairy Dash will receive a coupon to the breakfast. For more information, visit: <http://biausa.donorpages.com/AGRDairyDash16/>

Make plans now to join AWA for a traditional family-style breakfast!

For more information, find the event on Facebook: [www.facebook.com/AWABOTF](http://www.facebook.com/AWABOTF) or contact Sydney Endres at (608) 333-7599.

# WALSAA helps make innovative student projects possible

Thanks to donors to WALSAA's 40th anniversary innovation fund, several projects last year and three this year will be funded. This year's projects receiving awards include:

A new organization for undergraduate and graduate students in the Plant Pathology department is forming called **Plant Pathology Undergraduate Club** (PPUC – pronounced "puck"). The group just formed in the fall of 2015 and is now an official CALS student organization. Started by undergrads, PPUC became an opportunity for faculty, staff and graduate students to better connect with undergraduate plant pathology students. This department at UW is unique in that this major is not offered to undergraduate students at many other universities. Therefore, this is not only Madison's first-ever plant pathology related club, but also one of the first in the nation.

This club will be important because undergraduate enrollment is currently between 25 and 30 students, making it a small group. Despite that, most program students still don't know each other. The club plans to strengthen the program, increase enrollment and get more students interested in plant pathology careers. Funds will recruit guest speakers, help plan field trips and provide basic start-up supplies.

**Badger Meat Science Club** received the second

WALSAA innovation grant this year. The grant will enable member for the first time to participate in the quiz bowl at the Reciprocal Meats Conference in San Angelo, Texas. They will also participate in the Iron Chef contest at the conference against other students from across the country. They hope to use these experiences as springboards to recruit new members and gain knowledge for consumer education. They are also a small organization that needs to network across other universities to share knowledge and gain contacts.

The third innovation grant from WALSAA went to the Association of Women in Agriculture (AWA) for its first **AWA Rally to Fight Hunger**. Student and alumni members raised funds and gathered in February to package 20,000 meals for children in Madison as well as developing countries. The project is carried out in partnership with Kids Against Hunger, a national non-profit that operates in Canada and the U.S. and distributes food in partnership with organizations globally.



## WALSAA awards FISC Outstanding Student scholarships

WALSAA recently completed interviews for the Farm and Industry Short Course (FISC) Outstanding Student awards. With a record number of applicants, the selection process included a personal statement and interview for the second year.

"We were truly impressed with the applicants' knowledge and passion for the FISC program," states Kim Jones, WALSAA scholarship committee co-chairwoman. "These students came from a wide range of

backgrounds and interests, and certainly highlighted the expanding draw of the FISC program."

This year WALSAA awarded \$500 scholarships to five students. Congratulations to the winners:

- Sarah Pate, Baraboo, Wisconsin
- Patrick Rebout, Janesville, Wisconsin
- Lindsey Rettenmund, Black Earth, Wisconsin
- Anthony Seelow, Chaseburg, Wisconsin
- Brett Weiland, Columbus, Wisconsin

# Member profile: Mary Beth Lang

By Lori Bocher



WALSAA member Mary Beth Lang has worked in Washington State for the last 30 years. But her career was launched in Wisconsin, and she still has many ties to the Badger State. A native of Beloit and an alumna of Rock County 4-H, she earned a bachelor's degree in extension education and agricultural journalism in 1977 and a master's degree in agricultural journalism in 1982 from CALS.

She spent the first years of her career in Wisconsin, first as a 4-H and youth agent in Lincoln County, then as farm director at WSAU AM/TV in Wausau, followed by several years doing radio and video work for UW-Extension as part of the Department of Ag Journalism. She has been with the Washington State Department of Agriculture for the past 30 years, starting as its public information officer/communications director, then as legislative liaison and external affairs manager. For the past six years she has been working to advance bioenergy in agriculture – producing energy from crops and dairy manure.

Mary Beth took a few moments to answer these questions about her experience at CALS and her career.

## Why did you choose to enroll in CALS?

I enrolled in Madison because it had a reputation as a good school. I was interested in communications so I enrolled in the College of Letters & Sciences my freshman year but found it large, impersonal and hard to get the classes I wanted. I changed my major and transferred to CALS to pursue a career as a 4-H and youth agent. I was immediately struck by the difference; I now had an adviser who met with and counseled me, I was greeted by name in the Dean's office, and I was able to sign up for all the classes I wanted.

## What student clubs or activities did you participate in while on campus?

I had friends through 4-H in Babcock House and Alpha Gamma Rho who invited me to participate in their social activities. This was a great way to meet

fellow students, and it helped create a wonderful community for me in CALS. I had great fun as a member of the Association of Women in Agriculture Barbershop Quartet and as a music leader at the Catholic Center.

## What advice would you give to incoming freshmen?

Get to know your professors. Get involved in at least one group or activity. Take advantage of opportunities that present themselves – projects, internships, field trips, work-study. Be adventurous. Keep up with your school work!

## What have you found to be most rewarding in your career or volunteer work?

I've been involved in rewarding work throughout my career. There's never been a dull moment. As a communicator and policy adviser at a state agriculture department, I've been part of an organization dealing with a wide range of issues – from bovine spongiform encephalopathy and Asian gypsy moth to pesticide use and manure management. Personally, I have found the greatest rewards when I've been able to work with creative, thoughtful individuals to find solutions to problems, and when I've been able to foster better understanding of an issue or subject.

## What keeps you motivated and engaged in your current organizational role and as an individual?

It's the people, the subject matter and the feeling that I can accomplish or contribute to what needs to be done. There are plenty of challenges in agriculture and bioenergy development. As a public employee, I feel I have great opportunity and responsibility to do my job well and be part of a larger effort to support the agricultural community and promote consumer and environment protection.

## Any other thoughts you want to share with our readers and fellow alumni?

Hello and thank you to everyone from my CALS years!

# Thank you to our 2015 WALSAA supporters

WALSAA would like to thank the individuals and companies who made a contribution in support of WALSAA in 2015. This list excludes those people who make a donation through their lifetime membership enrollment.

## WALSAA Society

\$1,000 or greater

Badgerland Financial  
Dale Beaty  
Steve Diercks  
The Hansen Family Foundation  
Liz and Joe Henry  
Eric Johnson  
Jack & Jane Kaltenberg  
Barbara Lawrenz  
Kara Luedtke  
Kay and Duane Maas  
James Mode  
Russ Tietz  
Dan Wilson  
Wisconsin Milk Marketing Board

## Ag Hall Club

\$500-\$999

Bob & Denise Behnke  
BMO Harris Bank  
Crave Brothers Farm, LLC  
Rick & Peggy Daluge  
Dave Daniels  
Vern & Judy Dougherty  
Kim Flitcroft  
Foremost Farms  
Thomas Janczewski  
Nancy Kaufman  
Jill Makovec  
Michael Marr  
Sam Miller  
Greg Nickerson  
Russell Rindsig  
Dean Rohde

## Babcock Hall

### Club

\$250-\$499

AgSource  
Louis Arrington  
BASF

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

Sarah and Peter Botham  
Sharon Brantmeier  
Brianna Burgarino  
Jennifer Clough  
Cooperative Resources Intl  
Ron Curran  
Karl Drye  
East Central Select Sires  
Patrick Galloway  
Bob Hagenow  
Shannon Hayes  
Al and Lynn Herrman  
Val, Nadine & Daphne Johnson  
Kim Jones  
Landmark Cooperative  
Karen Lee  
Joyce Marr  
John McClellan  
Brian Nodolf  
Carl Nolan  
Scott Pertzborn  
Dr. Dean Peterson  
Scott Rasch  
Jon Rasmussen  
Rob Rippchen  
Sara Schoenborn  
Gerald Steiner  
James Viney  
David Wieckert

## Henry Mall Club

\$125-\$249

Scott Bowe  
Robert & Janice Cooney  
Raymond Cooper  
Robert Grabarski  
Charles Hammer  
James Hansen  
Don Henderson  
Rene Johnson  
Stan Kaczmarek  
Thomas Kennedy  
Al Koepke

JoAnn Lawler  
Jim Massey  
Sue McKay  
Jeannette Nussbaum  
Larry Rasch  
Jean Reith  
Bryan and Mary Renk  
Bob Rowe  
Chris Salzwedel  
Marjorie Stieve  
William Thompson  
Russell Vogel  
Maria Woldt  
Ralph Zibell

## Red & White Club

\$50-\$124

Jon Anderson  
Timothy Balbach  
Tamarin Beard  
Lawrence Behlen  
Daniel Bird  
Kathleen Bird  
Tonya Birkrem  
Traci Brewer  
Gerald Brown  
Elizabeth Burgy  
Wayne Craig  
Tracy Cooper  
Jake Cramer  
William Davies  
Marshall Finner  
Rudolph T. Geimer  
Willis Gunst  
Leo Hansen  
Arden Hardie  
William Henquinet  
Janet Keller  
C Peter Knigge  
Howard & Ruby Larsen  
Larry Lindsay  
Philip Maas  
Carolyn Macho-Knorr

Michael Manthey  
Nichelle & Paul Martin  
Mary Merwin  
Mark Messer  
Charlie Meyers  
Jeanne Miller Mansk  
George Morris  
Jeffrey Norem  
John Oncken  
Steven Pamperin  
Betty Pope  
Timothy Probst  
Robert Reiersen  
Tim Schroeder  
Kathleen Sherry  
George Shook  
Dale Sievert  
Ken Simmons  
Richard Strait  
David Stute  
Barbara Susman  
Robert Thomsen  
William Wendorff  
Mary West  
Scott Zimmerman  
Heidi Zoreb

## Other

Less than \$50

Derek Brander  
Robert Briggs  
Frank Groves  
Oren Hammes  
S. Don Heth  
Pete Kappelman  
Annette Markhardt  
Joel Marquardt  
John McCarthy  
Ardeth McDowell  
Jessica Potterton  
Neal Sanders  
Thomas Vergeront

# WALSAA seeks membership & events coordinator

## Position Description

Application deadline: March 15, 2016 (or until filled)

The membership & events coordinator is an independent contractor that reports directly to the WALSAA board president. The coordinator works in cooperation with board officers, directors and staff as appropriate. The coordinator will perform the following services in return for payment:

### In support of the board:

- Complete assignments and projects on a timely basis for the board as directed and prioritized by the president.
- Plan and attend all board meetings (currently four per year) along with distributing related materials.
- Maintain board contact lists, meeting minutes and assist with board member orientation.
- Maintain board documents/filing and assist bookkeeper and treasurer with basic financial management including processing donations and deposits and submitting copies of checks and deposit slips, and additional financial reporting as needed.
- Support the activities and endeavors of all WALSAA committees including, but not limited to the executive, finance, scholarship, events, marketing/development and FISC committees.
- Be an administrative liaison for the organization with the CALS Dean's office and the University as needed.
- Maintain the lifetime member, annual member and donor lists of the organization.

### In support of board, membership & activities:

- Assist in planning, coordinating and on-site execution of all existing and new events for WALSAA (four to eight events per year).
- Acknowledge and respond to requests from Board of Directors, members and donors within two business days.
- Support coordination of all fundraising promotions, communications and growth for WALSAA.

### Scholarship activities:

- Work with CALS and students to distribute scholarship announcements.
- Support the acceptance of applications and organize scholarship committee meetings for review and interviews.
- Support public relations efforts related to the scholarships; prepare and distribute scholarship results and press releases.
- Plan and execute logistics and materials for the contest judging.
- Organize recognition event with student recipients and ambassadors, WALSAA Board, and CALS stakeholders.
- Coordinate with FISC staff and scholarship committee to get annual scholarship application, selection and recognition as requested.

### WALSAA events:

- Support the planning and execution of all aspects of events including: venue confirmation and coordination, press release mailings, invitations, volunteer coordination, speaker coordination, foodservice, tents and decorations, gifts, recognition for guests, and thank you notes, etc.
- Create, track and maintain online registration for all events via JotForm.
- Work with committees and student volunteers, execute all activities day of event; setup, serving, auction tables, on-site registrations, name badges, financial collections and deposits, clean up and take down.
- Support all aspects of any silent auction including: invitations/mailings,

donor requests, auction item displays, etc.

- Work with the UW-Foundation to mail tax receipts for donations and thank you acknowledgements.
- Keep all licenses and certifications up-to-date.

### Quarterly newsletter, website & other communications:

- Coordinate information and photo gathering updated materials – assemble and submit to publisher and printer.
- Keep bulk mail permit up-to-date and funded for mailings.
- Maintain database of members and donors and update mailings with WI Alumni Association and UW Foundation.
- Develop targeted campaigns to do segmented mailing and marketing of WALSAA for departments and associations in CALS.
- Update Wordpress website as necessary to achieve the following: most recent president's message, upcoming event information/promotion, most recent "WALSAA Express" newsletter, event photos to photo gallery, and an up-to-date list of supporters. Basic HTML skills needed.
- Actively use WALSAA Facebook page and Twitter account to keep followers "in touch" with recent and upcoming activities in addition to occasional solicitations to support WALSAA (donate).
- Develop invitations and mailings (using InDesign/Photoshop).
- Write and distribute event and award press releases.

### Travel

Services rendered by coordinator will include attendance at all board meetings during the term of this contract. This contract will include regular visits to CALS to coordinate scholarship and campus events, and as-needed routine errands to the bank, post office, etc.

Coordinator also will need to attend six to eight WALSAA events over the course of the year. Travel to events hosted outside Madison and special errands at the request of the Board, will be compensated at current IRS mileage reimbursement rate and reasonable lodging expenses will be covered. Meals will be covered by a per diem at the UW System rate.

### General arrangements

Membership & events coordinator will be provided with the use of cell phone to be used only for WALSAA-related phone calls. This number will be the published WALSAA number for fundraising, events and general WALSAA correspondence. In addition, WALSAA will maintain a PO Box for all related mailings, and the coordinator will be expected to check the PO Box weekly. A storage facility will be maintained for storage of WALSAA history, materials, etc. The membership coordinator, from time-to-time, will be responsible for taking or removing items from storage based on events and need.

Flexible work hours: On average 10 to 15 hours per week. Schedule dependent on WALSAA activities. Coordinator needs to be able to work independently and be disciplined in setting their daily schedule.

**Contract:** April 1, 2016 – March 31, 2017 (negotiable)

**Payment:** Negotiable depending on skills and experience.

**Term:** Contract will be re-evaluated after 12 months with the potential of a two-year extension.

**Application:** Submit cover letter and resume to WALSAA Coordinator Search Committee, Attn: Tom Janczewski, at admin@walsaa.org

# World Dairy Expo celebrates 50 years in commemorative book

World Dairy Expo is celebrating its 50th anniversary in 2016, and to celebrate this milestone, journalists have collaborated to create a historical book reminiscing on 50 years of Expo memories. The limited edition commemorative book, *We Need a Show*, gives insight into how the show began, the struggles and successes over the years, and a look into what the future might hold.

"The show's growth and development into the world's most respected and renowned dairy event is, indeed, a success story," said Corey Geiger, *Hoard's Dairyman* managing editor and 50th Anniversary Book Committee co-chair. "*We Need a Show* is the story of that successful journey."

The project spanned three years and was a collaboration of dozens of volunteer writers who put in hundreds of hours of research, writing and editing. In all, 40 writers contributed to the book, bringing 50 years of insight and memories to life. With eight chapters and more than 200 pictures, the hardcover book features interviews with Expo legends and iconic images that bring the story to life.

"While not every story could be told on these pages," said Geiger, who is a 1995 graduate of UW-Madison, "we hope we have captured the spirit of the world's greatest dairy show."

The book's title hints at the origins of World Dairy Expo, when Wisconsin dairyman Allen Hetts had the idea that the dairy industry needed a grand show.

"It provides the theme for the book, as the rallying cry of 'we need a show' was the first step of the 50-year journey that led to World Dairy Expo as we know it today," said Steve Larson, co-author and a 1970 graduate of UW-Madison.

Making this book more special for Badger backers is the fact that seven UW-Madison Life Science Communication students wrote portions of chapters found in the book. Those students include: Leanna Leverich, Erica Tessman, Dakotah Walker, Aisha Liebenow, Carrie Warmka, Sydney Endres and the late Kelsey Jo Olson. The real-world experience became possible thanks to a partnership between the co-editors and Ron Seeley and Tom Still, both professors with the Life Science Communication Department.

*We Need a Show* is for sale at [www.hoards.com/bookstore/WNAS](http://www.hoards.com/bookstore/WNAS). Books will sell for \$25 plus tax, postage and shipping.

World Dairy Expo is recognized as the meeting place for the global dairy industry, and it attracts more than 70,000 attendees from more than 90 countries each year.

## New Lifetime Members

Cory Brown, FISC '13  
Shawn Conley, BS '96, MS '99, PhD '01  
Karl Drye, BS '66, MS '69  
Sydney Endres  
Wesley Falk, BS '60  
Garret Kaltenberg, FISC '14  
Russell Kaney, BS '76  
Tyler Knippel, FISC '15  
John Kopos  
Steve Larson, MS '70  
Philip Maas, BS '63  
Kyle Zimdars, FISC '09

## In Memoriam

William Jaquish, BS '68  
Edward Naber, BS '50, MS '52, PhD '54  
Willis Ottery Jr, BS '50  
John Rowntree, FISC '36

## Alumni Updates

**Mark Daluge, BS '03**, was elected to the North American Invasive Species Management Association Board of Directors.

If you have WALSAA member news relating to careers, awards, volunteer efforts or family, share with Val Johnson at [valjohnson86@rocketmail.com](mailto:valjohnson86@rocketmail.com).

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

## Upcoming Events

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|-----------------|--|
| <b>March 19</b> | <b>FISC Commencement</b>                                     |
| <b>April 15</b> | <b>Student Awards Banquet – DeJope Hall, UW Campus</b>       |
| <b>May 1</b>    | <b>AWA Breakfast on the Farm – Stock Pavilion, UW Campus</b> |
| <b>May 14</b>   | <b>CALS Commencement</b>                                     |
| <b>July 20</b>  | <b>WALSAA Farm Technology Days Picnic – Walworth County</b>  |
| <b>Sept. 3</b>  | <b>Alumni gathering @ UW Badgers vs. LSU – Lambeau</b>       |
| <b>Sept. 17</b> | <b>WALSAA Football Fire-up</b>                               |