

# WALSAA EXPRESS

➔ YOUR CALS CONNECTION FOR LIFE

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## It's Food, Families and Fun at Football Fire-Up Sept. 15

Nearly as old as the Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA), the WALSAA Football Fire-Up tailgate party and silent auction has served as WALSAA's annual gathering and fundraiser for 43 years.

The 2018 Fire-Up will be held from **10:30 a.m. to 1:30 p.m.**, prior to the Wisconsin vs. BYU football game on Saturday, September 15. It will take place in the University of Wisconsin Foundation parking lot, located at 1848 University Avenue, Madison, Wisconsin.

*Continued on page 4*



## Badger Sponsor



**AgriGold**  
*The Corn Specialist*

## Red Sponsors



## Thank You!

Thank you to those that have committed to WALSAA sponsorships thus far! We still NEED you! Did you know that your monetary support is the foundation for all we do at WALSAA, and it makes a BIG difference in so many lives? We have three ways to give this year. Read more about sponsorship levels on page 5. Check out the great Fire-Up sponsors listed here on the cover! We hope you consider joining them today as an event sponsor or with an annual gift!

**Join as a sponsor TODAY!**  
[www.WALSAA.org/sponsorship/](http://www.WALSAA.org/sponsorship/)

## In This Issue

Daluge Red Jacket Award..	5
Fire-Up Silent Auction.....	6
Football Fire-Up.....	7
Summer Picnic.....	8

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# PRESIDENT'S MESSAGE

## CALS Connection for Life: Getting to Know You



Marjorie Stieve, WALSAA President

A warm summer hello! It's hard to believe fall is around the corner. We were VERY excited to learn the Badgers will be playing an afternoon football game the day of Fire-Up. Friends, food, fundraising, and fun, fun, fun... What better reasons to make this the year you attend WALSAA Fire-Up? See page 7 for ticket information.

Your WALSAA marketing committee has been working on a number of items in our mission to be your CALS Connection for Life. One item is understanding the demographics of our members. Recently, we completed a membership analysis and I want to share some of what we've learned with all of you.

Here are a few things to keep in mind:

- This data is based on our January 2018 WALSAA membership list and was supported with UW Foundation demographic data.
- WALSAA has been around for more than 45 years. In that time, a number of major names and programs have changed. For this analysis, we did our best to group like majors into similar categories. One example would be agricultural journalism is now called life sciences communication.
- A variety of majors, specializations and certificates have been available under various programs through the years. Although different, these are also grouped for this analysis.
- Farm and Industry Short Course alumni members are included along with B.S. degrees for this analysis.

# 1,545

Total number of WALSAA members.

# 97%

The percent of members with lifetime memberships. The remaining three percent are annual members.

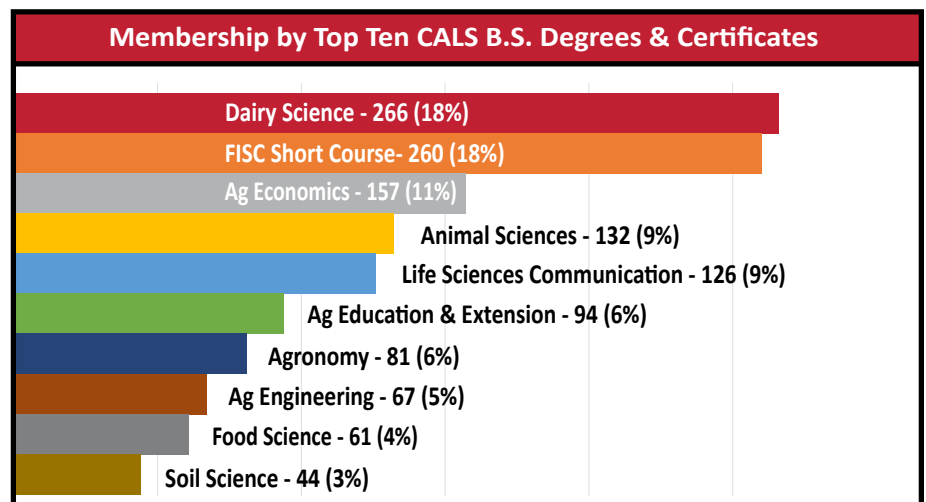
# 956

Number of members with active email addresses.

Primary Year of Graduation (by decade)	
1970s	- 26%
1980s	- 18%
1960s	- 14%
1990s	- 13%
2000s	- 11%
1950s	- 10%
1940s	- 5%
2010s	- 2%
1930s	- 1%

# 64%

The percentage of members with bachelor or FISC Short Course certificates in five majors. Overall, 88% fall within 10 degrees or certificates.



The majority of our members (75%) live in Wisconsin.

### Illinois & Minnesota

The next largest groups of members live in Illinois and Minnesota, followed by Arizona and California. 87% of our members live in the top five states. Members live in 44 different states and six countries.

# 2,236

Number of UW-Madison degrees and certificates members have.

#### Within CALS these include:

- 66% B.S. degrees
- 12% FISC Short Course certificates
- 12% M.S. degrees
- 6% Ph.D and DVM degrees
- 6% degrees from other colleges within UW-Madison.

# CALS MESSAGE

## Rich and Fulfilling Academic Experiences for All of Our Students



*Karen Wassarman, CALS Associate Dean for Academic Affairs*

On June 1, after nearly 17 years as a faculty member in the University of Wisconsin-Madison Department of Bacteriology, I have stepped into a new role as associate dean for academic affairs.

As a faculty member, my primary responsibilities were teaching and research. Throughout my tenure, I taught required courses in the undergraduate microbiology major. My research laboratory studied how bacterial cells survive in stressful environments, which is expected to help us understand how to manipulate the survival of beneficial bacteria and death of disease-causing bacteria, as necessary, to promote healthy humans, plants, and animals.

By engaging with students in my classes and my lab, I've gained a good deal of insight into the undergraduate experience. Additionally, my prior roles as co-chair of the UW-Madison biology major, director of the Master of Science Degree Program in Bacteriology, and member of the CALS Academic Planning Council have immersed me in curriculum planning and academic administration.

Through these experiences, I discovered a passion centered on the academic mission of our institution, and I'm excited to be more involved in the overall student experience in our college. My goal is to engage faculty, staff, administrators, alumni, and, of course, students as we find ways to provide rich and fulfilling academic experiences for all of our students. Support and preparation for our students as they launch or continue their careers will continue to be priorities as well. Here are some of the specific initiatives I plan to pursue:

- I believe we can do a better job reaching first-year and transfer students with all the exciting opportunities CALS has to offer academically and beyond. The success of the newly launched QuickStart Program exemplifies the need for and excitement about enhancing the overall incoming student experience, which is likely to result in increased positive undergraduate outcomes, including more deliberate planning of pathways to success.
- The senior capstone experience is another area where I see opportunities for improvement by providing more

uniform access to rich, interdisciplinary courses to all CALS students. We are the only UW-Madison college to require such integrative coursework, and I believe it is a strong selling point for all CALS majors

- Another area I look forward to exploring is student advising. The goal is to create a strong central advising model that provides consistent and positive experiences around academic advising in addition to an increased emphasis on robust career services and advising for all CALS students.
- I will join CALS leaders and the campus as a whole to work with our community to promote an atmosphere of acceptance and inclusiveness that provides a safe, nurturing, and equitable environment for all of our students, staff, and faculty. In our academic programs, the next steps will include educating instructors about implicit bias while providing them with strategies to facilitate inclusive teaching as well as offering students more support and a greater sense of community.
- It's no secret that CALS, like the rest of the public higher education sector, faces financial challenges. We need to find new ways to generate revenue to maintain our excellence in instruction, research, outreach and extension. One focus has been to increase summer course offerings for our students that provide increased flexibility and, potentially, decrease time to graduate.
- Other areas for future attention will be to engage students beyond the UW-Madison community. Ideas to consider include providing experiences for students lacking Advanced Placement opportunities in their local high schools, creating more distant learning opportunities, and offering additional non-degree and professional training opportunities for the Wisconsin community.

I hope this outline gives you a sense of what I aim to accomplish for our CALS students. To ensure we find the best ways to achieve these goals, I am ready to listen, learn, and engage with the CALS community, including alumni, such as yourselves. I look forward to hearing from you.



# CAMPUS HAPPENINGS

## Summer Student Update



*Brooke Trustem, WALSAA Student Representative*

What a quick and refreshing summer it has been! I enjoyed spending part of my summer on my family's dairy farm as an assistant herdsman, and the other time traveling the state of Wisconsin as the 2018 Wisconsin Holstein Princess Attendant. Through this role, I have been able to connect with friends in the dairy industry and educate the public about the health benefits of dairy products, for example, chocolate milk has nine essential nutrients.

As the school year approaches, I look forward to serving as the College of Agriculture and Life Sciences Student

Association (CALSSA) President. I hope to bring a new perspective to the team and innovate more activities to promote CALS Student Organizations, while bringing the CALS community together. Another goal is to promote more student and alumni interaction. I love the CALS community and the opportunities all students have to share their passions with alumni. This fall, I will be a junior majoring in dairy science and I look forward to focusing on animal welfare and dairy production quality and another great school year ahead!

## WALSAA Football Fire-Up

*Continued from page 1*

Join WALSAA as it continues a 45-year mission to connect the University of Wisconsin, College of Agricultural and Life Sciences (CALS), CALS alumni and fellow WALSAA members. CALS Dean Kate VandenBosch will be in attendance to meet alumni and share in this great tradition. Guests will enjoy special appearances by Bucky, the UW Band and live music by The Soggy Prairie Band.

As in years past, the 2018 Fire-Up will feature the WALSAA Silent Auction to raise money to support scholarships, awards and student activities. Last year, more than \$23,000 was raised. This year's auction will feature a variety of items, such as week-long lodgings in Hawaii and Door County, a pedal tractor, Green Bay Packers tickets, UW Badger men's basketball tickets, and much more! Visit WALSAA's Facebook page for an updated auction list as the event nears.

Be sure to check out our family pricing for 2018! Fire-Up luncheon tickets are free for those younger than 5 years old; \$10 for children 6 to 18; and \$30 for adults. \$15 of the adult ticket price is a fully tax-deductible donation to WALSAA. The WALSAA member cost for a combined package ticket to both the Fire-Up luncheon and game is free for kids under 2 (if sitting on a lap at the game); \$65 for children 3 to 5; \$75 for children 6 to 18; and \$95 for adults (while tickets last).

Tickets can be ordered at [www.WALSAA.org](http://www.WALSAA.org) and must be ordered by August 25 to receive the advanced pricing. After that date, Fire-Up tickets will be sold at the gate for an additional \$5 each. All tickets are held at the event registration desk and picked up upon arrival at the Fire-Up; they are not mailed.

## WALSAA BOARD OF DIRECTORS 2017-2018

**Marjorie Stieve '91 - 2020**  
President  
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Student Rep

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**Tom Vergeront '77, '78 - 2018**  
Sun Prairie, WI

# WALSAA AWARDS

## Henry to Receive WALSAA Daluge Red Jacket Award at Fire-Up



*Liz Henry, 2018 WALSAA Daluge Red Jacket Award Recipient*

A newer WALSAA tradition will continue at the WALSAA Football Fire-Up event on September 15 as the third WALSAA Daluge Red Jacket Award will be presented to Liz Henry.

Liz Henry, Dane, Wisconsin, attended UW-Madison and holds bachelor's degrees from CALS in meat and animal science and dairy science. In her final year at UW-Madison, Henry received a scholarship to do international agricultural research in West Berlin, Germany. She returned and became a FISC house fellow while she finished her degree. She was the 39<sup>th</sup> Alice in Dairyland and briefly held an appointment at the UW Foundation before she received the U.S. Holstein Association Robert Rumler MBA scholarship and returned to the UW-Madison School of Business to obtain an MBA. Henry served as associate director of the Renk Agribusiness Institute, which worked closely with UW Madison.

The Henry family has also produced J. Henry & Sons Wisconsin Straight Bourbon since 2009. Since it came to market in 2015, it has been an award-winning, nationally and internationally acclaimed bourbon. They use grains developed at UW-Madison, follow sustainable practices, and their entire family is in the business working to create a legacy of Wisconsin production and to keep it growing.

She and her husband, Joe, have been great supporters of the WALSAA Football Fire-Up Silent Auction, both as donors and buyers. Henry served as WALSAA President from 2007 to 2009 and was recognized with a WALSAA 40 in 40 Impact Award in 2012 at WALSAA's 40<sup>th</sup> Anniversary Celebration.

To be a part of Henry's recognition, go to [www.WALSAA.org](http://www.WALSAA.org) to purchase tickets for this year's WALSAA Fire-Up event. The WALSAA Daluge Red Jacket Award will be presented at 11:30 a.m.

## WALSAA FOOTBALL FIRE-UP SCHEDULE OF EVENTS

### Saturday, September 15

10:30 a.m. WALSAA Annual Meeting

11:30 a.m. Welcome from Dean Kate VandenBosch and Presentation of Daluge Red Jacket Award

2:30 p.m. Badgers vs. BYU Cougars

## SPONSORSHIP OPPORTUNITIES

### WALSAA Football Fire-Up & FISC Reunion Event Sponsorship opportunities include:

- **VARSITY LEVEL** - Sponsor(s) will be recognized with logo on invite, program, signage, and news release, and will be introduced at the event. Includes six luncheon tickets. Cost \$1,500
- **BADGER LEVEL** - Sponsor(s) will be recognized with logo on invite, program, signage, and news release, and will be introduced at the event. Includes four luncheon tickets. Cost \$750
- **RED LEVEL** - Sponsor(s) will be recognized with logo on program and signage. Includes two luncheon tickets. Cost \$500
- **WHITE LEVEL** - Sponsor(s) will be recognized with logo on program and signage. Includes two luncheon tickets. Cost \$250
- **SILENT AUCTION ITEMS (both events offer a silent auction)** - Donors recognized on bidding sheets at event and in the WALSAA Express. Luncheon tickets included based on the value of item(s) donated.

## ANNUAL DONATION

### WALSAA Annual Giving Levels:

- **RED & WHITE CLUB:** contribution between \$50 and \$124
- **HENRY MALL CLUB:** contribution between \$125 and \$249
- **BABCOCK HALL CLUB:** contribution between \$250 and \$499
- **AGRICULTURAL HALL CLUB:** contribution between \$500 and \$999
- **WALSAA SOCIETY CONTRIBUTION:** contribution of \$1,000 or greater

# SILENT AUCTION ITEMS

## 2018 WALSAA FOOTBALL FIRE-UP

*Here is a partial listing of items that will be up for auction at Fire-Up. To see all the auction items, attend the event on September 15. More photos will be added to the WALSAA Facebook page!*



**ITEM:** Celebrating the history and culture of UW-Madison! Purebred Red WiscoBoxes gift box filled with iconic tastes and surprises sure to delight with authentic Badger spirit!  
**VALUE:** \$110  
**DONOR:** Sarah Botham

**ITEM:** Four Green Bay Packers tickets to Nov. 11 game vs. Miami (section 104, row 7, seats 21-24)  
**VALUE:** Priceless  
**DONOR:** Al & Lynn Herrman

**ITEM:** One week stay at Club Wyndham Plus Resort at Ka 'Eo Kai at Princeville on the garden isle of Kauai, Hawaii  
**VALUE:** \$1,500  
**DONOR:** Duane & Kay Maas

**ITEM:** Christmas Tree from the 45<sup>th</sup> Annual UW Forestry Club Christmas Tree Sale, Nov. 29-Dec. 2  
**VALUE:** \$75  
**DONOR:** UW Forestry Club

**ITEM:** UW Men's basketball season tickets  
**VALUE:** \$746  
**DONOR:** Coloma Farms, Al & Lynn Herrman, Paul Patterson and WALSAA

**ITEM:** Football signed by Paul Chryst  
**VALUE:** \$200  
**DONOR:** Vern & Judy Dougherty

**ITEM:** Quarter Angus, grain-finished beef. Processed and cut at Weber's in Cuba City. Processing is included.  
**VALUE:** \$600  
**DONOR:** Valley View Farms

**ITEM:** Cases of Tippy Cow Rum Cream AND Rumchata!  
**VALUE:** \$240  
**DONOR:** Duane & Kay Maas

**ITEM:** Cheese basket featuring the World Champion Emmi Roth Grand Cru  
**VALUE:** \$75  
**DONOR:** Bob Behnke

**ITEM:** 2 UW Men's basketball tickets donated in memory of Mark Sherry  
**VALUE:** \$100  
**DONOR:** Kathleen Sherry



**ITEM:** One week stay in vibrant Door County, Wisconsin! Stay at the Manney Place, a private residence on top of the bluff in Egg Harbor with beautiful views overlooking the waters of Green Bay. Four bedrooms, three baths, octagon great room, two fireplaces, full kitchen, mud room, etc....all the comforts of home!  
**VALUE:** \$2,000  
**DONOR:** The Wilson Family/The Manney Place



**ITEM:** John Deere 12 Volt Ground Force with Trailer and John Deere Biometric Safe  
**VALUE:** \$299.99 & \$279  
**DONOR:** CALS Alumni of John Deere

**ITEM:** Case of wine from Botham Vineyards & Winery in mixed varieties  
**VALUE:** \$225  
**DONOR:** Peter Botham

**ITEM:** "Fill the Hill" pink flamingos  
**VALUE:** \$250/ea couple  
**DONOR:** UW Foundation

**ITEM:** Movie theater popcorn popper and 20 pounds of a variety of popcorn  
**VALUE:** \$200  
**DONOR:** Tietz Family Farms Popcorn

**ITEM:** One week summer/fall stay at Daluge's Hurley area lodge for up to 12 people  
**VALUE:** \$400  
**DONOR:** Rick & Peggy Daluge



**ITEM:** Red Combines 1915-2015 Collector's Edition by Lee Klancher  
**VALUE:** \$400  
**DONOR:** Case IH

**Interested in donating? Contact WALSAA at 608.438.1994 or email [admin@walsaa.org](mailto:admin@walsaa.org)**

# WALSAA FOOTBALL FIRE-UP

## 2018 TICKET ORDER FORM

**10:30 a.m. Saturday, September 15 ♦ UW Foundation Parking Lot ♦ 1848 University Ave.**

**Online registration available at: [www.WALSAA.org](http://www.WALSAA.org)**

Join hundreds of your classmates, professors, and friends to network or just have fun at this fall's 43<sup>rd</sup> annual WALSAA Football Fire-Up on Saturday, September 15. The big event will take place before the Badgers take on the BYU Cougars. Fire-Up will again be held in the parking lot of the UW Foundation, 1848 University Avenue. Plans include live entertainment, visits from Bucky Badger, the Spirit Squad, and the Badger Band, a host of great silent auction items everyone can bid on, and a huge steak meal, including everything from beer to potatoes to ice cream.

**\*\* BE SURE TO CHECK OUT FAMILY PRICING - - see below\*\***

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Name(s) for name tags: \_\_\_\_\_

Event	Cost	# of Tickets	Total
<b>Game Day Package*</b> Luncheon** & Wisconsin vs. BYU tickets Kick-off 2:30 p.m. (max. 6 tickets per request)	WALSAA Member: \$95	WALSAA Member: _____	\$ _____
	Children 6-18: \$75	Children 6-18: _____	\$ _____
	Children 3-5: \$65	Children 3-5: _____	\$ _____
	Children under 2***: Free	Children under 2: _____	Free
<b>Fire-Up Luncheon</b> Luncheon** Tickets Only	WALSAA Member: \$30	WALSAA Member: _____	\$ _____
	Children 6-18: \$10	Children 6-18: _____	\$ _____
	Children under 5: Free	Children under 5: _____	Free
<b>Fire-Up T-Shirts</b>	\$15 per shirt	Small Qty. _____	\$ _____
		Medium Qty. _____	
		Large Qty. _____	
		X-Large Qty. _____	
*Badger football tickets are available only to WALSAA members as a Game Day Package deal with Fire-Up luncheon tickets. **\$15 of each luncheon ticket is a gift of support to WALSAA and is 100% tax deductible. ***Children under 2 must sit on the lap of an adult football ticket holder during the Badger game.	Additional 100% tax deductible donation to WALSAA	_____	\$ _____
	Total Cost	_____	\$ _____

**All football and Fire-Up luncheon tickets will be available at the "Will Call" table at registration. Tickets WILL NOT be mailed.**

**Make checks payable to: WALSAA**

**Mail registration and payment to: WALSAA, PO Box 5177, Madison, WI 53705**

**Registration MUST BE POSTMARKED by August 25.** After that date, tickets will be available at the event for an additional \$5/each.





Your CALS Connection For Life

P.O. Box 5177, Madison, WI 53705-5177

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



Great Times at the Annual WALSAA Picnic

Kara Luedtke, CALS Development Specialist

On July 11, alumni and friends of CALS gathered with faculty, staff, and members of the WALSAA Board for the annual WALSAA picnic. The picnic, which traditionally corresponds with Wisconsin Farm Technology Days, was held a short drive from the show at the Marshfield Agricultural Research Station (MARS). The staff at MARS were gracious hosts for this successful event, which drew approximately 85 people from around the state. A short program included remarks from Paul Patterson, chair of the WALSAA Board events committee, and Dick Straub, CALS senior associate dean.

UPCOMING EVENTS

- Sept. 15 ♦ 43<sup>rd</sup> WALSAA Football Fire-Up  
UW Foundation Parking Lot, Madison  
10:30 a.m. - Game begins at 2:30p.m.
- Oct. 19 ♦ WALSAA Board of Directors Meeting
- Jan. 26 ♦ 2019 FISC Reunion  
The Coliseum Bar, Madison

IN MEMORIAM

Floyd Holloway, BS '47