

# WALSAA EXPRESS

➔ YOUR CALS CONNECTION FOR LIFE

Volume 47 | Issue 3 | August 2019

## It's Food, Families and Fun at Football Fire-Up Sept. 7

It's that time of year again! With the college football season getting ready to start, the Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) Football Fire-Up Tailgate Party and Silent Auction plans are coming together for the 44<sup>th</sup> annual event. All money raised goes for scholarships for deserving students in the College of Agricultural and Life Sciences (CALS).

The 2019 Fire-Up will be held from **10:30 a.m. to 1:30 p.m.**, prior to the Wisconsin vs. Central Michigan game on Saturday, September 7. It will take place in the University of Wisconsin Foundation parking lot, located at 1848 University Avenue, Madison, Wisconsin.

*Continued on page 3*



### Red Sponsor



### CALLING

### UW BAND ALUMNI! JOIN US AT FIRE-UP

Bring your instruments and join fellow WALSAA members on September 7 for a special alumni performance during Fire-Up

### New Lifetime Members

Reba McClone '17

### Know any prospective WALSAA members?

Can you help us recruit  
new WALSAA members?

Send THREE names of prospective WALSAA members (include email and/or phone number) to [admin@walsaa.org](mailto:admin@walsaa.org) and be entered in a drawing to win a \$25 gift card.

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### Contact Us

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Email: [admin@walsaa.org](mailto:admin@walsaa.org)

# PRESIDENT'S MESSAGE

## WALSAA: Stay Connected, Network and Give Back



*Shawn P. Conley, WALSAA President*

WALSAA members,

As I write this final message as your President, I find myself reflecting upon what WALSAA has meant to me. Like most CALS alumni, I was active in various groups on campus (Alpha Gamma Rho, Badger Crops Club, Terry Tim meat lab worker, etc.) and have fond memories of that involvement. However, the tie that binds all of us to CALS once we graduate is WALSAA.

Attending a WALSAA event often feels like an extended family reunion. This was never more evident than when I attended the 35<sup>th</sup> annual WALSAA Summer Picnic, held at McFarlandale Dairy in Watertown, Wisconsin, this year. Robb and Christine Bender, Donna, Cindy, and Peter McFarland were all wonderful and gracious hosts, and WALSAA is grateful for all your support! Alumni from all age groups were actively engaged, and it was like we never left campus.

I learned that day (thank you, Rick Daluge) that the very first picnic was also held in Jefferson County at the Bill and Jean Ehrke (*pictured below*) farm. Bill and I spoke for almost an hour about his passion for agriculture, his time in CALS, and his commitment to WALSAA. The Ehrke family has long been supporters of not only CALS but the University



as a whole, and they continue to be proud to do so! This feeling of community, pride, and support is what connects us and keeps us coming back for more WALSAA family fun!

In my previous President's Message, I spoke about new ways in which WALSAA can develop experiential learning opportunities from within our alumni base. One new program WALSAA is looking to enact in 2020 is a CALS Alumni Speakers Bureau. This is an exciting way for alumni to reconnect with CALS student organizations, give back to the university, and provide current students opportunities to network. Please contact Pierce Dopp (pierce.dopp@gmail.com) if you are interested in serving.

In signing off, I am happy to report that this has been a very productive and exciting year for WALSAA. One of the things I am most proud of is WALSAA's strengthened reconnection with CALS and Ag Hall. This would not have been accomplished without the leadership of previous presidents Vern Dougherty, Marjorie Stieve and our Dean, Dr. Kate VandenBosch! Last, but not least, I would like to thank our active and passionate board members, staff, volunteers and committee leaders, for without their drive, WALSAA would not be what it is today!

With that, I bid you all adieu and look forward to seeing you all at WALSAA Fire-Up! By the way, the Packer-Bear tickets are mine!

*As always, On Wisconsin and Coolbeans!*

## WALSAA BOARD OF DIRECTORS 2018-2019

**Shawn Conley '96, '99, '01 - 2018**  
President  
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Racine, WI

# CALS MESSAGE

## Day of the Badger Was a Banner Day for CALS



Kate VandenBosch, CALS Dean and Director

I'd like to extend my deepest thanks to everyone who helped make the inaugural Day of the Badger a huge success for CALS!

On April 9, UW-Madison alumni were invited to give, show their pride, and stay connected to the university, and all gifts made to the CALS Fund that day supported CALS QuickStart. QuickStart is a new, incredibly valuable program designed to help incoming first-year students get a summer start on coursework, reduce their time to graduation, and join a supportive cohort of scholars.

Over the course of the day, 156 supporters from 30 different states and four countries made gifts, and many were first-time donors. The event inspired others to give who haven't donated in the last 10 years or more. Clearly, this program — and the CALS mission — resonate with Day of the Badger participants. In the words of one donor, "The QuickStart program is a wonderful opportunity for students to start exploring early on what CALS has to offer. I like supporting this."

To incentivize individual donors, WALSAA contributed a \$2,500 matching gift, and our Board of Visitors generated

\$35,300 in matching funds. Our grand total was an impressive \$67,700.

These funds help position QuickStart for a promising second year. We have 103 QuickStart students in the 2019/20 cohort who have already begun the online component of the program. Sixty-two of those students are from Wisconsin, and the rest hail from 11 other states. Forty-five QuickStart students will benefit from scholarships. This year, we were able to award more and larger need-based scholarships to make the program more accessible, especially for those with the greatest need.

One exciting change for QuickStart this summer involves the program's peer mentors. All nine of them are from last year's cohort, so this year's students will truly be learning from and with their peers — one of the program's many strengths.

Thank you again for your support of QuickStart, CALS and UW-Madison. With your help, our students can truly make the most out of their time with us.

## WALSAA Football Fire-Up

*Continued from page 1*

Join WALSAA as it continues a 45-year mission to connect the University of Wisconsin-Madison, 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 Badger, Alice in Dairyland, and live music by The Oak Street Band.

As in years past, the 2019 Fire-Up will feature the WALSAA Silent Auction to raise money to support scholarships, awards and student activities. Last year, more than \$24,000 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, Packers tickets, UW Badger men's basketball tickets, and much more! Turn to page 6 for a partial listing of auction items, but visit WALSAA's Facebook page for an updated auction list as the event nears.

Be sure to check out our family pricing for 2019 on page 7! Fire-Up luncheon tickets are free for those 5 years old and younger; \$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 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; \$70 for children 6 to 18; and \$90 for adults (while tickets last).

Tickets can be ordered at [www.WALSAA.org](http://www.WALSAA.org) and must be ordered by August 20 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 Fire-Up; they are not mailed.

# CAMPUS HAPPENINGS

## CALS Ambassadors



*Mariana Garza, WALSAA Student Representative*

The CALS Ambassadors have restructured their leadership positions for the upcoming year and, hopefully, foreseeable future. Instead of the traditional “President,” “Vice President,” etc., we will have three committees with at least one committee chair. The three committees include:

**Admitted Students**—This committee is in charge of planning events for admitted student events, such as Your UW Day, Calling Nights and Admitted Students Day.

**Prospective Students**—This committee is in charge of planning and executing events for prospective freshman and transfer CALS Students.

**Current Students and Alumni**— This committee is going to focus on events for current CALS Students. This is a newer committee and, based on feedback from current and previous ambassadors, we hope to add more events geared towards current CALS Students.

Other than the new restructure, the ambassadors are having a restful summer with a few info sessions. The executive team is also planning our annual retreat, where we inform the ambassadors about all of the events for the upcoming

year, practice answering tough questions parents may have, and run through examples of info sessions and tours. This allows the ambassadors to feel comfortable and confident in front of students and parents.

### MEET MARIANA

Mariana Garza is a senior from Livermore, California, majoring in nutritional science. Garza enjoys spending time on the lake, attending badger football games, and staying active, all while also eating copious amounts of ice cream. This will be her third year with the CALS Ambassadors, serving as this year’s Current Students and Alumni Committee Co-Chair. She served as Vice President last year. After graduation, Garza plans to get a master’s degree in nutritional science. Her long-term career goal is to become a registered dietitian with emphasis on either community nutrition education, pediatric nutrition, or work in the government sector advocating for developmental food programs in regions of high food insecurity and malnutrition. No matter which route she decides, Garza is excited to continue exploring all the world has to offer!

## CALS Student Association



*Brooke Trustem, WALSAA Student Representative*

It’s already almost time for school! The end of summer means our students are finally starting to glance at schedules, collect supplies and pack their things to head back to Madison! It also means student organizations are planning officer retreats to bond as a team, exchange ideas and plan out a successful year.

Interested in connecting with one of our CALS student organizations? Contact me at [trustem@wisc.edu](mailto:trustem@wisc.edu) for more information.

The CALS Student Association is excited to welcome new Badgers to campus! We are making plans for another exciting Welcome Back Picnic right before classes begin. If you know a future Badger, encourage them to be active in CALS!

Finally, look for members of CALS student organizations at the WALSAA Fire-Up event and take a moment to say hello and get to know our students, we’re excited to see you there! Go Badgers!

# WALSAA AWARDS

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



*Marjorie Stieve, 2019 WALSAA Daluge Red Jacket Award Recipient*

Continuing with its newest tradition, WALSAA will present the fourth WALSAA Daluge Red Jacket Award at the WALSAA Football Fire-Up event on September 7. This year's recipient is Marjorie Stieve.

Stieve was named this year's recipient because of her dedication and support of WALSAA for many years. She has served on the WALSAA Board for four three-year terms and was president of the organization last year. For more than two decades, Stieve has helped clerk the Fire-Up Silent Auction. She played a crucial role in the establishment of the WALSAA Impact Grants for CALS student organizations, the execution of the 40<sup>th</sup> anniversary celebration and can even be credited with naming the "Red Jacket" Award she will be honored with next month.

Stieve graduated from UW-Madison with a bachelor's degree in agricultural journalism, now life sciences communication, in 1991, and she has a master's degree in servant leadership from Viterbo University. Since graduating from UW-Madison, Stieve has not only volunteered with WALSAA, but also chaired or served on the board of directors for the Cows on the Concourse event, Association of Women in Agriculture, Wisconsin 4-H Foundation, National Agri-Marketing

Association, WDE Management Inc., and Community Support Network. She's also served on several other dairy industry and special event committees. Her service-first mindset, community involvement and steadfast support of her alma mater make her truly deserving of this recognition.

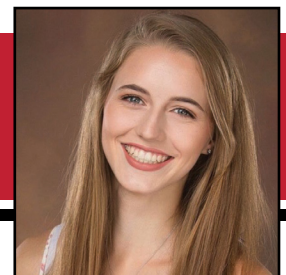
Stieve is currently the marketing services manager and an employee owner at Vita Plus, where she has worked for more than 13 years. Her prior work included roles at Capital Newspapers/Agri-View and World Dairy Expo.

The WALSAA Daluge Red Jacket Award honors Rick and Peggy Daluge. Rick was WALSAA's Executive Director for many years and a founding member of the National Agricultural Alumni and Development Association (NAADA). Rick served as CALS Placement Director and CALS Assistant Dean before retiring as FISC Director in 2008. A red jacket is presented in their honor to someone who has made a significant contribution to WALSAA and the future of the organization.

To be a part of Stieve's recognition, go online at [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.

# FISC STUDENT UPDATE

## Farm and Industry Short Course



*Jenna Breitenfeldt, WALSAA Student Representative*

Happy summer! Many FISC students are working hard this summer and looking forward to another great year at UW-Madison. We are currently receiving acceptance letters and filling out housing applications for the upcoming school year. We are also busy sending thank you letters for the scholarships we have so generously been awarded through the FISC program.

Although it was a long and hard winter, followed by a long and wet spring, it is important to persevere. Holly Spangler, a prairie farmer, once said, "It's supposed to be hard. If it

wasn't hard, everyone would do it. The hard is what makes it great." During these hard times, we should be proud of the agriculture industry and our agricultural backgrounds!

Furthermore, FISC Ambassadors will be at World Dairy Expo this year. They have recently been at the State FFA convention and Farm Technology Days. They had a great time talking to interested students and meeting students enrolled for the coming year.

# SILENT AUCTION ITEMS

## 2019 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 7. 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:** \$75  
**DONOR:** Sarah Botham

**ITEM:** Four Green Bay Packers tickets to Dec. 15 game vs. Chicago Bears  
**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:** One week summer/fall stay at Daluge's Hurley area lodge for up to 12 people  
**VALUE:** \$450  
**DONOR:** Rick & Peggy Daluge

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

**ITEM:** Wine & Cheese Basket  
**VALUE:** \$75  
**DONOR:** Bob Behnke

**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:** A beautiful print of a photo by CALS photographer Michael P. King  
**VALUE:** \$100  
**DONOR:** CALS

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



**ITEM:** One-week stay at Manney Place in vibrant Door County, Wisconsin!  
**VALUE:** \$2,000  
**DONOR:** The Wilson Family/The Manney Place

**ITEM:** Case of Botham Vineyards wine  
**VALUE:** \$150  
**DONOR:** Peter Botham

**ITEM:** Two-week stay at any Diamond Resorts location worldwide. Many locations in U.S., Mexico, and Europe.  
**VALUE:** \$2,800  
**DONOR:** William & Jean Ehrke



**ITEM:** John Deere 12-volt Ground Force with Trailer, John Deere Bicycle and John Deere Green Stools  
**VALUE:** \$299.99, \$109.99, & \$279.96  
**DONOR:** CALS Alumni of John Deere

**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:** Best seats in the house! Two sets of two courtside seats to UW Men's basketball game four rows up behind the Badger bench. Games TBD.  
**VALUE:** \$200  
**DONOR:** Bryan & Mary Renk



**ITEM:** Mickey, magic and more.....  
Enjoy a one-week stay at Wyndham Bonnet Creek Resort located less than a mile from Walt Disney World!  
**VALUE:** \$2,500  
**DONOR:** David & Cindy Cooper and Ray & Tracy Cooper

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

# WALSAA FOOTBALL FIRE-UP

## 2019 TICKET ORDER FORM

**10:30 a.m. Saturday, September 7 ♦ 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 and have fun at this fall's 44<sup>th</sup> annual WALSAA Football Fire-Up on Saturday, September 7. The big event will be held prior to the kickoff between the Badgers and the Central Michigan Chippewas. 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 and Alice in Dairyland, a host of great silent auction items to bid on, and a huge steak meal with everything from beer to potatoes and ice cream.

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

*\*Time subject to change by UW Athletics*

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

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

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

Names for name tags: \_\_\_\_\_

Event	Cost	# of Tickets	Total
<b>Game Day Package*</b> Luncheon** & Wisconsin vs. Central Michigan tickets Kick-off 2:30 p.m. (max. 6 tickets per request)	WALSAA Member: \$90	WALSAA Member: _____	\$ _____
	Children 6-18: \$70	Children 6-18: _____	\$ _____
	Children 3-5: \$60	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
*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 20.** 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

On July 23, 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 site at McFarlandale Farms. The McFarland family served as gracious hosts for the afternoon event, which drew more than 100 people from around the state. They also provided farm tours during the event. A short program included remarks from Paul Patterson, chair of the WALSAA Board events committee, and Kate VandenBosch, CALS Dean.

UPCOMING EVENTS

- Sept. 7 ♦ 44<sup>th</sup> WALSAA Football Fire-Up  
UW Foundation Parking Lot, Madison  
10:30 a.m. - Game begins at 2:30 p.m.
- Oct. 25 ♦ WALSAA Board of Directors Meeting
- Jan. 25 ♦ 2020 FISC Reunion

IN MEMORIAM

- Robert Kaczmarek, BS '80
- Ronaldean Pawlisch, BS '50
- Joe Walker, BS '51, MS '84