

walsaa

Your CALS Connection For Life



Wisconsin Agricultural and Life Sciences Alumni Association

*Celebrating 40 years of connecting students, faculty and alumni to the
University of Wisconsin's College of Agricultural and Life Sciences*

Established 1972





Your CALS Connection For Life



About WALSAA

WALSAA (Wisconsin Agricultural and Life Sciences Alumni Association) is a 501(c)(3) charitable organization that supports the connection of students, faculty and alumni to the University of Wisconsin's College of Agricultural and Life Sciences (known to many of us as CALS). Established in 1972, WALSAA has embarked on a remarkable journey of service and fellowship with alumni and friends of CALS. Noted by Roger Biddick, first WALSAA president, "As alumni, we can act more effectively than any single group to rebuild the image of greatness that this college so justly deserves and at the same time enjoy the fellowship of working together."

Supporting Outstanding Students and Great Advisors

WALSAA supports numerous CALS students annually through the Outstanding Sophomore Award Scholarships, Farm and Industry Short Course awards, major funding for a student leadership retreat, and other professional development opportunities. To recognize faculty and staff advisors, WALSAA developed and endowed the WALSAA Outstanding Advisor Award.

CALS Students Roll Out the Welcome Mat

WALSAA's reach also extends into high schools around the country by providing annual funding for student ambassadors. You won't find a more engaging bunch than the CALS Ambassadors who help recruit the brightest and the best to the College.

Alumni Connections

Communication and networking are key components of all our lives, and WALSAA provides numerous opportunities for alumni to stay in touch with their Alma mater. WALSAA.org is the source of up-to-date information about WALSAA and an easy way to make your annual tax-deductible contribution. You also can visit the site to register for upcoming events. Our quarterly newsletter, *WALSAA Express*, is sent to lifetime and annual members, providing them with stories about the college and WALSAA events. WALSAA hosts an annual picnic during Farm Technology Days and the famous WALSAA Football Fire-Up tailgate every fall.

Connect for Life

Strengthen your connection to CALS by becoming a lifetime or annual member of WALSAA. Already a member? Donate to one of our WALSAA funds to support student scholarships and leadership activities. Every dollar donated is 100-percent U.S. tax deductible and used to fund scholarships, CALS Ambassadors, advisor awards and networking events that make the College an outstanding place to learn and reconnect.

ON, WISCONSIN!

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President's Message

Jill Makovec
WALSAA President

In 1972, WALSAA's First President Roger Biddick wrote "perhaps there has never been a time when our College of Agricultural and Life Sciences at the University of Wisconsin needed the support of its alumni more than it does today." Reflecting on the formation of WALSAA, its history, successes and plans for the future, today the value of our organization remains just as vital as it did 40 years ago – if not more so.

Celebrating our history

From its inception, one of the primary goals of WALSAA was to award scholarships to students with financial need. The first scholarships awarded to Farm and Industry Short Course and 4-year students totaled \$1,800. It's more than 10 times that today! In addition, early leaders recognized efforts to support the college would be better if it included the fellowship of working together. The first Football Fire-Up attracted 150 people back to campus. Thirty-seven years later, it is one of the largest alumni events held at UW-Madison and with more than 500 in attendance annually it still serves to connect alumni to the College.

Recognizing our successes

Each year the College begins making an impact on the freshman that walk through the doors of Ag Hall and concludes as they walk across the stage to receive their diploma at commencement. This year we took a step back and recognized those that have returned the favor — making an impact on WALSAA, CALS and the agricultural and life science industries. From outstanding researchers and influential professors to business owners and industry advocates, hundreds of individuals have made significant contributions to our state, college and alumni association. In the following pages, we take a moment to recognize 40 of those that have made an impact in the past 40 years. The 40 represent the many individuals who have made a historical difference in shaping the future.

Planning for our future

As the College, its students and the agricultural and life science industries continue to change, so does WALSAA. Each year brings forth new opportunities and possibilities to support the College and the vibrant industries it serves. This change allows WALSAA to reflect on its mission of discovering new ways to connect and support students, faculty and alumni of the college. WALSAA is well-positioned for an amazing future — one driven by remembering our 40-year traditions and embracing the change yet to come.

Dean's Message

Kate VandenBosch
CALS Dean



As we celebrate your 40th anniversary and the extraordinary impact you've had in Wisconsin and beyond, we would like to reflect for a moment on the "State of Our College." To offer a few highlights:

- We find ourselves on an upward trajectory. Our student enrollment has increased by 20 percent over the last 10 years. Biology is our largest major by far, followed by biochemistry, genetics, nutritional sciences and animal sciences.
- We're heading toward more gender balance. While 68% of our alumni are men, 56% of our current students are women.
- New academic programs include an environmental sciences major, a global health certificate, a CALS international certificate, an agroecology master's program, and an option for incoming freshman to remain 'undeclared' until choosing a major in their sophomore year. Expect to see more majors that reflect an interest in topics that cross traditional boundaries — between science and policy, biology and computer science, or animal and human health.
- Strategic planning that we begin this fall will allow us to focus on our strengths and build a foundation for investment, providing a shared set of guiding principles that will take us through the next 40 years.
- Our immediate (and very exciting!) task at hand is working with industry and other stakeholders in building state-of-the-art dairy and meat research facilities here on campus. We are grateful for your participation and support to ensure that Wisconsin's signature foods and their related industries remain among the best in the world.

As we look back on our past and envision our future, we are immensely proud of our alumni, whose achievements have strengthened Wisconsin and improved lives well beyond the borders of the state. We're thankful to have WALSAA as our partner. I have no doubt that our next 40 years will be just as amazing.



Lou Armentano

Lou Armentano has been a faculty member in the Department of Dairy Science since 1983, serving as department chair from 1996 to 2004. Armentano has received the American Dairy Science Association's top award in nutrition research and the American Feed Industry Award, and co-led the revitalization of the undergraduate animal nutrition curriculum.

"It is not an exaggeration to say that Lou Armentano's leadership of the UW-Madison Integrated Dairy Facility Project was probably the largest and most important service commitment in the history of the Dairy Science Department, and CALS students, staff and faculty will benefit from his efforts for many decades to come."



La Verne Ausman

La Verne Ausman served in the Wisconsin State Assembly for two terms and as the Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection. In 1990, President George H.W. Bush appointed Ausman as the Administrator of the Farmers Home Administration, where he served until 1993. He has also served on the WALSAA Board of Directors, the Wisconsin FFA Sponsors Board and the Wisconsin Farm Technology Days Board. "La Verne is an excellent example of what individuals can accomplish with a Farm and Industry Short course degree and a commitment to education."

'48 UW Farm and Industry Short Course



Roger Biddick

Roger Biddick was a co-operator of Trelay Seeds and was instrumental in starting WALSAA, serving as its first president in 1972. He started the Biddick Foundation that benefits students in southwest Wisconsin, was instrumental in expanding the Southwest Technical College facility in Fennimore, and employed numerous CALS students as interns in his seed operation. “Roger Biddick was always accessible, thought issues through carefully and was not afraid to voice his opinion. Roger believed in education and he used his actions and funds to try to make CALS a better place for both students and faculty.”

In Memoriam
BS '47 Agronomy and Meat & Animal Science



Dale Boness

Dale Boness started his career working for the Wisconsin Department of Agriculture, Trade and Consumer Protection where, as a market development director, he played a role in the formation of what is now World Dairy Expo. His passion for ag products and marketing continued to develop through his career as he worked to merchandise cheese for AMPI before starting off on his own to form the American Cheeseman and then the Bo-Joy Enterprises, which he continues to run today. Through his work in this area and several volunteer roles he continues to be known as “the Wisconsin voice of cheese.”

BS '61 Ag Extension Education



Dale Bruhn

Dale Bruhn worked for the Department of Employment Relations, the state agency responsible for operating the state civil service system, until his retirement in 1987. He served as the director of the Bureau of Administrative and Agency Services. Bruhn has been exceptionally active in his local Lion's Club, taught vocational agriculture classes and advised an FFA chapter. He also contributed heavily to UW-Madison's Alpha Gamma Rho alumni organization and represented WALSAA at the National Agriculture and Alumni and Development Association Conference.

*BS '48 Agricultural Education
MS '74 Education Curriculum & Instruction*



William C. Bruins

Bill Bruins is co-owner of his family's dairy operation, Homeland Dairy. Bruins is the president of the Wisconsin Farm Bureau Federation as well as Rural Mutual Insurance Company. He is a member of numerous ag-related committees in Wisconsin and nationally, including the CALS Board of Visitors and the Wisconsin Department of Natural Resources board. "Bill greatly appreciates the value and importance of CALS in maintaining the lifeblood of Wisconsin agriculture through research and by teaching and training the next generation of farmers and agriculturalists."

'68 UW Farm and Industry Short Course



Robert Bush

Robert Bush is the chairman emeritus of Schreiber Foods. He is the past director of the National Cheese Institute and Wisconsin Manufacturers and Commerce. He was also chairman of the United Way of Green Bay and serves on several boards at UW-Madison, including the CALS Board of Visitors and the Chancellor's Council. "Bob has been a strong supporter of education, community development, civic commitment and supporting those in need. Bob and Carol are great examples of who have benefited from the CALS education, put that education to productive use and have given back to the community and the UW System as a result."

BS '50 Food Science



Susan Crane

Susan Crane's career has been marked by her deep belief in education and her passionate commitment to agriculture. Crane and her family run Crane Farms in Burlington, and she also works with We Energies as manager of special projects for wholesale energy and fuels. Crane was appointed by Governor Doyle in 2005 to serve on the Wisconsin State Fair Park Board, and she continues to promote awareness of and support for agriculture through her work with the CALS Board of Visitors and a number of other organizations. Crane also hosted the Wisconsin Rural Youth Scholarship Barn Dance on her farm to benefit this new CALS funding endeavor.



Tom Crenshaw

Thomas Crenshaw is a professor of animal science at UW-Madison. He has served as the faculty advisor for the UW-Madison Alpha Gamma Rho chapter and co-advisor of the CALS Student Council. Crenshaw is a member of the CALS Scholastic Policies and Action Committee, the American Society of Animal Science, the American Society for Bone and Mineral Research, and the American Society for Nutrition. “He strives to ensure that both undergraduates and graduate students in animal science are having a productive and engaging journey during their time at campus, learning those lifelong skills needed to have a successful career.”



Rick Daluge

Rick Daluge is an assistant dean emeritus for the University and vice president of Daluge Travel. Daluge has been exceptionally active with CALS, serving as an assistant dean, the Farm and Industry Short Course director and secretary-treasurer of the UW-Madison Alpha Gamma Rho Educational Foundation. Daluge has received countless awards and honors and is one of the most respected members of WALSAA, having served as secretary/treasurer for most all the 40 years of the organization. He was also instrumental in the formation of the National Agricultural Alumni and Development Association.

*BS '71 Agricultural Education
MS '75 Continuing & Vocational Education
PhD '82 Continuing & Vocational Education*



Dave Dickson

David Dickson was a professor in the Department of Dairy Science at UW-Madison for more than three decades, was the founding advisor of the Badger Dairy Club, a supporter of the Association of Women in Agriculture and served as advisor to UW-Madison’s Alpha Gamma Rho for 20 years. Dickson served as a World Dairy Expo Official Judge 13 times and led the UW-Madison dairy judging team to seven national championships at the National Intercollegiate Dairy Cattle Judging Contest. “His legendary teaching ability and admirations among his students make him one of the legendary professors on the CALS campus.”

In Memoriam
MS '63 Dairy Science
PhD '67 Dairy Science



Norval Dvorak

“Norval Dvorak is a man of great energy and vision,” said his nominator. Since earning his degree, Dvorak has devoted his life to educating others through his work with a number of committees and organizations, including Packerland Packing Co, Wisconsin/Minnesota Feeder Pig Cooperative, Midwest Livestock Producers Cooperative, Lake-to-Lake Dairy Cooperative and the Lakeland Egg Marketing Cooperative. Dvorak, 90, along with his wife, Jean Hird Dvorak, continues to educate people about the importance and value of agriculture. His perspective is that “it was a great time to be in agriculture and the opportunities in the years ahead look even more promising.”

BS '43 Agricultural Economics



Dorothy Farrell

For close to 30 years, Dorothy Farrell has worked for Sargento Foods, Inc. and is currently its senior manager of demand planning – Consumer Products Division. Farrell has served as Alice in Dairyland, on the Wisconsin Rural Opportunities Foundation Board of Directors, and on the Wisconsin 4-H Foundation Board of Directors.

“I believe that Dorothy Farrell is a great representation of what a CALS graduate can become in a community and should be honored for fully living as a leader, mentor and supporter of learning.”

BS '82 Agricultural Journalism



Steve Fronk

Steven Fronk is a dairy specialist with Land O' Lakes/Purina Feed. Fronk has served on several different Wisconsin Holstein Association committees, as a trophy sponsor for both the Wisconsin Junior State Fair and the Wisconsin Holstein Championship Show, and as a dairy show sponsor with World Dairy Expo. He is also on the 2013 Barron County Wisconsin Farm Technology Days Executive Committee.

“Steve has demonstrated exemplary traits of knowledge and volunteerism not often found in today's society. He has used his knowledge gained from CALS to help others and build communities.”

BS '79 Dairy Science



Corey Geiger

Corey Geiger is the assistant managing editor of Hoard's Dairyman, one of the nation's oldest and most respected dairy publications. As a past president of the Wisconsin Holstein Association and National Dairy Shrine, Geiger remains active in both organizations as well as Badger Dairy Camp, the Young Dairy Leaders Institute, and as superintendent of the National Collegiate Dairy Cattle Judging Contest. And that's not all. Associates describe him as a devoted member of Alpha Gamma Rho and he also is active with CALS and the greater agricultural community.

BS '95 Dairy Science and Agricultural Economics



Bob Hagenow

After earning his dairy science degree, Bob Hagenow worked for the National Brown Swiss Cattle Association before beginning his career with Vita Plus, where he is a sales manager. Hagenow has been an instrumental contributor to Alpha Gamma Rho, the Department of Dairy Science and a number of other organizations within CALS. "His involvement is unique and he is always true to his roots of agriculture and becoming a well-rounded individual," says an associate. He's known throughout the industry for his work in the World Dairy Expo show ring, for helping coach numerous judging teams, and as a recognized dairy cattle judge.

BS '85 Dairy Science



Keith Hawks

After serving in the military, Keith Hawks graduated from Farm and Industry Short Course and earned his bachelor’s degree. Hawks was an inaugural member of the WALSAA Board of Directors and of the Wisconsin Rural Leadership Program. He also served on the National Food and Energy Council Board of Directors and the Wisconsin FFA Sponsors Board. “Keith was actively involved in many agricultural organizations at the national, state and local level. He opened many doors and started many projects and organizations that continue to flourish today.”

*‘51 UW Farm and Industry Short Course
BS ‘51 Soil Sciences*



Liz Henry

Liz Henry currently serves as the associate director of the Renk Agribusiness Institute and is co-owner and vice president of Henry Farms LLC. Henry contributed greatly to WALSAA during a transitional time serving on the Board of Directors and as president. She also was on the CALS Board of Visitors and other professional agricultural organizations. “Liz Henry is the ultimate steward, servant leader and ambassador of WALSAA, CALS, UW-Madison and the agriculture industry as a whole. She is a role model to many and an incredibly valuable spokesperson for our college.”

*BS ‘83 Meat & Animal Sciences
MBA ‘96*



Daphne Holterman

Daphne Holterman is a partner in Rosy-Lane Holsteins LLC in Watertown. The farm hosts countless school groups, business leaders and members of the community throughout the year. Holterman is a founding member of the Jefferson County Animal Agriculture Alliance and is a member of a number of agribusiness associations. “Daphne’s depth and breadth of knowledge regarding animal agriculture, coupled with her commitment to excellence and her outstanding communications ability, make her a key spokesperson and advocate for Wisconsin’s dairy industry.”

BS '81 Agricultural Journalism



Gail Janssen

Gail Janssen attended the UW-Madison Farm and Industry Short Course from 1949 to 1950 and later returned to the University to obtain his engineering degrees. He was a design engineer to the assistant chief engineer at Gehl Brothers. Janssen was a member of the CALS Board of Visitors and received a Distinguished Service Award from the College of Engineering and an Honorary Recognition Award from CALS. “All to whom Gail was mentor and friend, knew and were inspired by his passionate commitment to UW CALS...the focus of WALSAA.”

In Memoriam
BS '60 Agricultural Engineering
BS '62 Mechanical Engineering



Valerie Johnson

Valerie Johnson is CEO of Habitat for Humanity of Dane County, where she develops partnerships that build communities and homes. In addition, her work with United Way, the WALSAA Board of Directors and the Wisconsin 4-H Foundation keeps her involved with businesses and the industry through many fruitful collaborations and projects. She has also contributed leadership to many other industry organizations. “Valerie bleeds Badger red,” says a colleague. “She is a tried and true advocate for CALS, its students and its alumni.”

*BS '86 Agricultural Journalism
and Agricultural Extension Education*



Bruce Jones

Bruce Jones is a professor of agricultural economics at UW-Madison. In his 27 years with the University, Jones has published a number of publications and received a variety of honors and awards, including the Pound Extension Award from CALS and the Award for Excellence from the UW-Extension. Jones was nominated because “his students consider him one of the most effective and respected professors in CALS. His work and research in agricultural economics puts him near the pinnacle of his profession.”



John "Jack" Kaltenberg

Jack Kaltenberg served as the president of Kaltenberg Seed Co. until 2007 when he started Partners in Production, LLC. Kaltenberg is affiliated with the Wisconsin Soybean Association and the Wisconsin Certified Seed Association, where he currently serves as president. In 1992, he received the Alpha Gamma Rho "Grand President's Award" and has also been recognized by the Jaycees as the Outstanding Young Farmer. "Jack's smile, friendly personality and charismatic nature are only surpassed by his leadership and dedication to agriculture."

BS '85 Agronomy



Pete Kappelman

Pete Kappelman is co-owner of Meadow Brook Dairy Farms, LLC in Two Rivers. Kappelman has served on a number of committees and boards, including the board of directors of the National Milk Producers Federation, the USDA National Dairy Promotion and Research Board and as the chairman of the board of Land O' Lakes, Inc. "Pete has been an effective ambassador for the U.S. dairy industry while traveling abroad, and he has testified before Congress regarding the need to foster growth of the U.S. dairy industry by enhancing opportunities for the export of dairy products and ingredients."

BS '85 Dairy Science



Robert Kauffman

In 1995, after 30 years of teaching and conducting research at the University, Robert Kauffman retired and now serves as an emeritus professor in the Animal Sciences Department. He is known for coordinating multiple annual student meat animal evaluation competitions and initiating the Academic Quadrathlon. “During his 35-year academic career, Kauffman had a profound effect on his students, the meat science faculty at UW-Madison and on business people in the state, national and international meat industry.”

*MS '58 Agricultural Economics
and Meat & Animal Sciences
PhD '61 Meat & Animal Sciences and Biochemistry*



Alan Koepke

Alan Koepke is a co-owner of Koepke Farms, which earned the 2011 Leopold Conservation Award. Koepke has served as a founding member of the Professional Dairy Producers of Wisconsin, on the WALSAA Board of Directors, the Dairy Center for Profitability Advisory Committee and as president of the Wisconsin Holstein Association. “I can attest to the hundreds of young people he has guided to UW-Madison, the Farm and Industry Short Course and post-graduate careers in agriculture. His greatest joy has always been helping to develop the next generation of agricultural leaders.”

BS '63 Agricultural Engineering



Shelly Mayer

Shelly Mayer is a widely respected authority on dairy industry education. She has operated at the forefront of the industry for the past 15 years through her work with the Professional Dairy Producers of Wisconsin (PDPW), serving as the organization's executive director. In addition, she is a partner with her husband in Mayer Farms. She also serves as a 4-H dairy leader and through various ways in her church.

In addition, Mayer serves on the executive committee for the Center for Food Integrity where she is the secretary/treasurer. Mayer's colleagues describe her as "the heart and soul" of the PDPW.

BS '88 Agricultural Journalism



Jill Makovec

Jill Makovec is currently an account executive with Learfield Communications. Makovec is also a Farm and Industry Short Course lecturer and serving her second term as the WALSAA president. She is involved in the Association of Women in Agriculture and many other organizations, holding leadership positions with a number of them. "Agriculture and life science is lucky to have Jill Makovec as a leader in our industry. Jill is a 'connector' who is helping WALSAA reach out to new people and grow, which helps the college also grow in resources, status and scale."

BS '00 Agricultural Journalism and Dairy Science

MS '02 Dairy Science



Larry Meiller

Larry Meiller is a professor emeritus and department chair of Life Sciences Communication. Meiller hosts “Conversations with Larry Meiller,” a 90-minute, call-in talk show heard each week day on Wisconsin Public Radio. He has been heavily involved in college and campus committees and has received numerous awards and honors. “Professor Meiller has gone well beyond the scope of his position to provide our students with a rich educational experience. He has also had an extraordinary impact on students abroad who become connected with our college. He is an extraordinary teacher and advisor.”

*BS '67 Meat & Animal Sciences
MS '68 Agricultural Journalism
PhD '77 Mass Communications*



Sam Miller

Sam Miller serves as managing director and group head of agriculture banking for BMO Harris Bank. He is actively involved in the agricultural community, serving as the vice president of the WALSAA Board of Directors, CALS Board of Visitors, the Wisconsin Dairy 2020 Council and the Dairy Business Innovation Center. He is a former chairman of the American Bankers Association Ag and Rural Affairs Committee. “While it is rare to find great leaders in any industry, Sam Miller’s combination of intelligence, insight, knowledge and passion for the dairy industry is both rare and admired by all of agriculture,” a colleague notes.

BS '84 Agricultural Economics



Larry Satter

Larry Satter was a professor at the University of Wisconsin and a research dairy scientist at the USDA Dairy Forage Research Center. In 2003, he retired and was named emeritus professor. Satter was the recipient of the ADSA Award of Honor and was named a highly cited scientist in 2002. He was the president of the American Dairy Science Association and founding father and first president of the Federation of Animal Science Societies. In addition to his career work, Satter was perhaps most impactful on campus, helping to pave the way for hundreds of female students by playing a key role in the development of the Association of Women in Agriculture organization.

In Memoriam
MS '62 Dairy Science
PhD '65 Biochemistry and Dairy Science



Tom Schomisch

Tom Schomisch is a professor emeritus in the Department of Life Sciences Communication after instructing for 16 years. Schomisch serves as the director of the Alpha Gamma Rho Fraternity and Education Foundation, and during his time at UW, led six National Agri-Marketing Association teams to the Final 4 — with a national championship in 1996. Schomisch was nominated for this award because, “by allowing the students to think for themselves and to make important decisions, Tom was truly building tomorrow’s industry leaders. He taught students determination and persistence, and Tom would say the greatest honor of all was helping students achieve their highest goals.”

BS '65 Dairy Science
MS '66 Agricultural Journalism
PhD '83 Mass Communications



Ronald Schuler

After receiving his degrees from the UW, Ronald Schuler was hired as a tenured professor and rose to department chair of Biological Systems Engineering. In addition to teaching, Schuler worked extensively to promote farm safety programs and the agri-ability program. After retiring from the Department, Schuler became the general manager of Wisconsin Farm Technology Days. “Professor Schuler has impacted faculty, students, alumni, as well as farmers all over Wisconsin. He has exemplified the Wisconsin Idea, that the boundaries of the state are the boundaries of the University. Not only did he impact the College in the past 40 years, he continues to do so today.”

*BS '62 Agricultural Engineering
BS '63 Mechanical Engineering
MS '67 Agricultural Engineering
PhD '71 Agricultural Engineering*



George Shook

George Shook began his career at the UW as a research assistant in the Dairy Science Department, eventually becoming a professor, department chair and now emeritus professor. Shook was nominated because of his extensive record of achievements in research, teaching, outreach and service. “Shook exemplifies what this award is designed to accomplish — recognize those that have made an impact to CALS, its students and the agriculture industry. A thoughtful researcher, dedicated teacher and trusted friend, Professor Shook garners an unequivocal recommendation for the 40 in 40 Award.”

*MS '65 Dairy Science
PhD '67 Dairy Science*



Bernie Staller

Bernie Staller was an agribusiness instructor and FFA advisor at Janesville-Parker High School for 11 years before moving on to the National FFA Foundation, where he has served as assistant executive director and executive director, as well as serving as the chief operating officer for both the National FFA Organization and the FFA Foundation. He has been honored with numerous awards, highlighting his contributions and commitment to agricultural education. “Many individuals experiencing UW-Madison have been affected by Bernie’s involvement whether they realize it or not.”

*BS '65 Agricultural Education
MS '66 Agricultural Education*



Marjorie Stieve

Since graduating from CALS, Marjorie Stieve has influenced many people through her work at World Dairy Expo and Capital Newspapers and, most recently, as an employee owner of Vita Plus, where she serves as the marketing services manager. Stieve serves on the boards of directors of WALSAA, WDE Management, and Community Support Network. She also has been engaged with the Association of Women in Agriculture, the National Agri-Marketing Association, 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.”

BS '91 Agricultural Journalism



William F. Tracy

William Tracy is a professor of agronomy at UW-Madison and the chair of the department since 2004. He also served as interim dean for CALS from January 2011 to March 2012. Tracy is involved in a number of professional and university committees and organizations, serving in multiple leadership roles throughout his tenure. His research efforts are appreciated worldwide as he developed sweet corn germplasm that is being grown on every continent. “Bill is a true leader within CALS and across the UW-Madison campus. He is widely respected by academic and industry leaders worldwide and is a tireless advocate for agriculture.”



Gale VandeBerg

Before retiring in 1983, VandeBerg served as the dean/state director of The Cooperative Extension Service and assistant chancellor of UW-Extension. He has been inducted into the International Hall of Fame For Continuing Education and received numerous awards from state and national organizations, including 4-H, UW-Extension and the USDA. “It seems to us as family members, that he was always flying or driving somewhere to speak at various National or State Extension Organizations — or going to some State or National Committee meetings — and you should have seen his quarter-acre garden and fruit trees!”

*BS '43 Agricultural Education
PhD '57 Cooperative Extension Education*



Bob Williams

Bob Williams recently celebrated his 40th year with the Department of Agriculture, Trade and Consumer Protection as its county fairs coordinator, where he works to ensure that county fairs have proper judging programs and comply with requirements to continue receiving state aid. “Bob has demonstrated the same enthusiasm for WALSAA that he has for education — “a really personal commitment that makes those who interact with him realize that he is sincere and dedicated to the cause.”

BS '76 Agricultural Education

MS '82 Continuing, Adult & Vocational Education



Thomas Wright

Thomas Wright is the superintendent of the West Madison Ag Research Station and has been a strong supporter of alumni-involved activities such as WALSAA Football Fire-Up and AWA’s Breakfast on the Farm. He is responsible for developing the West Madison station into a community resource — allowing others to utilize both the demonstration gardens and the meeting room. “Tom is one of the unsung staff at the College who make many things happen, but make it seem like part of their job when in fact it is an extra undertaking.”

BS '74 Recreation Resources Management

BS '76 Soil Sciences

MS '91 Soil Sciences

History

On January 19, 1972, the original establishment papers for the Wisconsin Agricultural and Life Sciences Alumni Association were written, thus creating WALSAA.

Founders include alumni leaders: Roger Biddick, Peter Senn, Keith Hawks, Jim Ray, Don Schwarz, Howard Voegeli, Gene Schiller, Art Eith, Gerald Katzman, Joel Bacher, Vern Bell, Russ O'Harrow; College administrators: Glenn Pound, Robert Bray, Don Peterson, George Sledge, Maurice White; faculty leaders: Robert Niedermeier, Johnny Pendleton, Fred Buelow, Lee Swan and Robert Grummer.



From the first WALSAA newsletter in Spring 1972

“Perhaps there has never been a time when our College of Agricultural and Life Sciences at the University of Wisconsin needed the support of its Alumni more than it does today. Beset with problems ranging from a tarnished image to a much restricted budget, this great institution needs the kind of support that its alumni can give. This support may take a great many different forms such as a simple word of encouragement to a prospective student – or perhaps a contact with our representatives before a crucial vote in the Legislature. Through our contributions to a scholarship fund, collectively we may help make it possible for top-notch students to attend. As Alumni we can act more effectively than any other single group to help rebuild the image of greatness which this school so justly deserves; and at the same time, we will enjoy the fellowship of working together.” – Roger Biddick, WALSAA president

The Road to WALSAA's Formation

- In 1966, the College faculty recommended that the College take formal steps to strengthen its contacts with its alumni.
- A 1967-68 survey of all BS alumni indicated there was substantial support for alumni activity.
- A formal proposal for organization was prepared in 1969, but further development was deferred because of state budget restrictions.
- In January 1972, a group of representative alumni endorsed the proposal and formally established the Wisconsin Agricultural and Life Sciences Alumni Association.

WALSAA's first annual meeting was held on Nov. 4, 1972, in the newly constructed Animal Sciences building. (The building was formally dedicated that same weekend.)

Stats from 1972:

- The first WALSAA newsletter was sent to 13,500 Ag-Life Science Alumni; 5,500 BS, 5,500 FISC, and 1,400 MS and PhD
- Undergraduate enrollment in the College is now 1,198 and near the all-time high of 1,250 (1948-49)
- Total enrollment in the College is currently 2,300, including undergraduates, graduates and FISC
- 7,318 BS degrees have been awarded by the College since its establishment in 1889
- 69 percent of our alumni are following careers in agriculture and agribusiness
- 57 percent came from farms
- 74 percent now live in towns and cities
- Membership fees: - Annual \$10; Lifetime \$170



WALSAA Historical Timeline

JANUARY 1972 - A group of CALS faculty and alumni established the Wisconsin Agricultural and Life Sciences Alumni Association.

SEPTEMBER 1974 - WALSAA awards its first scholarships, totaling \$1,800, to six students, three each from the degree program and from the Farm and Industry Short Course.

FEBRUARY 1974 - The first "area meeting" brings together 200 alumni in Milwaukee to hear Dean Glenn Pound and basketball coach John Powless. By the mid-1990s, WALSAA was hosting up to a dozen of these gatherings annually around the state.

SEPTEMBER 1975 - Originally conceived as an event to attract younger alumni, WALSAA's first Football Fire-Up consisted of 150 people, nearly all under the age of 40, who gathered outside the Stock Pavilion. A threat of rain the following year moved the event inside the Stock Pavilion. The auction and a portion of the ticket sales earmarked for scholarships was the brain child of Karl Ohm who helped the board with some strategic planning in the late '70s. WALSAA charged \$5 per person with \$2 being tax deductible. The UW Foundation began matching scholarship dollars at a maximum amount of \$2,000. Since subsequent Fire-Ups outdrew all other alumni events (as many as 1,300 people), in 1982 it was designated as WALSAA's annual meeting.

JANUARY 1976 - The first National Agricultural Alumni and Development Association (NAADA) conference was held. Rick Daluge along with representatives from Purdue, Michigan State and Kentucky initiated the organization.

JANUARY 1978 - As part of its ongoing role to encourage quality in the CALS undergraduate education program, the alumni association began providing annual Advisor Awards of Merit, along with \$100 checks, to two faculty members in recognition of outstanding guidance to undergraduate students.

MAY 1978 - WALSAA's Outstanding Senior Activity and Leadership Awards recognized not just academic prowess, but activities and leadership.

AUGUST 1979 - A scholarship drawing and a Wisconsin agricultural quiz (first prize is an ice cream sundae) lure urban audiences to the WALSAA booth at the Wisconsin State Fair.

JUNE 1983 - WALSAA initiated a reception for Wisconsin State Farmer degree recipients at the State FFA Convention in Green Lake. It was hosted by UW-Madison ag instructors.

MAY 1984 - Alumni begin hand-delivering CALS scholarship certificates to students at high school award programs.

OCTOBER 1984 - WALSAA hosted its first-ever Farm Progress Days Picnic in conjunction with the statewide event held in Jefferson County. (Farm Progress Days is now known as Farm Technology Days.)

MAY 1988 - In 1986 the Wisconsin Rural Leadership Program was created to help rural people learn about the complex political and social issues facing rural communities and to help them take leadership roles. WALSAA supported the program by providing scholarships for WALSAA members enrolled in the program.

AUGUST 1990 - The 1989 CALS Centennial spurred the WALSAA Board of Directors and UW Foundation to kick off a special fund drive. The goal of \$250,000 was exceeded and the WALSAA Scholarship Endowment was formed to support several WALSAA scholars each year.

MAY 1991 - WALSAA begins hosting several golf outings each summer as yet another way to generate funds.

JUNE 1991 - WALSAA sponsored the 4-H Agri-science World, a four-day program on the campus exploring agricultural science study opportunities.

APRIL 1992 - WALSAA sponsors the CALS Ambassador program. The Ambassadors are CALS undergraduates who visit high schools and host high school students visiting campus.

WALSAA Historical Timeline

APRIL 1993 - More than 100 alumni and friends attend the first-ever WALSAA-sponsored buffet at the World Beef Expo in Madison.

OCTOBER 1993 - WALSAA teams up with WAA to host an all alumni tailgate party at the UW Field House prior to the Northwestern vs. Wisconsin Homecoming Football game.

APRIL 1994 - WALSAA initiated an Outstanding Sophomore Award program to provide funding and encouragement to students in the middle of their undergraduate careers.

SEPTEMBER 1994 - A record 1,300+ people attend Fire-Up at the UW Stock Pavilion.

JULY 1995 - Alumni contribute a little muscle power during the first Allen Centennial Gardens Workday, which became an annual event.

APRIL 1997 - WALSAA members, faculty and friends gathered for a luncheon at the Great Hall in the Memorial Union to celebrate 25 years of WALSAA service to the College.

SEPTEMBER 2002 - Fire-Up moves to the West Madison Agricultural Research Station after the UW Stock Pavilion closes its doors to events with food due to food safety concerns.

AUGUST 2003 - WALSAA's newsletter gets a name – the WALSAA Express – thanks to John Wojta, the winner of the Name that Newsletter contest.

SEPTEMBER 2003 - Fire-Up proceeds exceed \$20,000 for the first time. Including the \$8,000 match from the UW Foundation, Fire-Up raised nearly \$22,000.

SEPTEMBER 2005 - For its 30th Anniversary year, Fire-Up was able to return to the Stock Pavilion for two more years. It then left for good, first held at the UW Field House for three years before finding its current location at an outdoor site in the parking lot of the UW Foundation building on University Avenue.

JUNE 2007 - WALSAA hosts the National Agricultural Alumni and Development Association (NAADA) Conference in Madison.

OCTOBER 2007 - Rick Daluge retires after 36 years of service to WALSAA as the secretary/treasurer. Under his helm, the organization grew from 300 members to 1,900 in 2007. He remains a tried and true lifetime WALSAA member. Concurrently WALSAA left its home within the College and discontinued collecting dues.

AUGUST 2008 - WALSAA participates in the all-new UW-Madison Day at the Wisconsin State Fair. In doing so it no longer had a booth in the Wisconsin Products Pavilion.

DECEMBER 2008 - CALS changes its commencement celebration from a breakfast to an afternoon reception. WALSAA continues its presence at this event to invite graduates into our alumni association.

JANUARY 2009 - WALSAA sponsors the annual CALS Student Council Leadership Retreat. A few student representatives from the various clubs under the CALS banner attend this retreat to build leadership skills and bring fresh ideas back to their student organizations.

MARCH 2010 - WALSAA goes online and launches www.walsaa.org.

JANUARY 2012 - WALSAA returns to a membership organization and sets a special one-year dues rate of \$40 for annual members and \$400 for lifetime members.

JULY 2012 - WALSAA selects 40 in 40 Impact Award recipients and honors individuals who have made a difference not only for WALSAA, the College of Agricultural and Life Sciences and Farm and Industry Short Course, but also farms, classrooms, laboratories, businesses and other organizations in Wisconsin. Nominated by their peers, these 40 honorees are examples of the many individuals inside and outside of the university who have made a difference and contributed in significant ways not only in the past but also toward shaping the future.



Past Presidents

Roger Biddick, 1972-73
Don Schwarz, 1974
Keith Hawks, 1975-77
Jack Kaltenberg, 1978-80
Al Herrman, 1981
Rolland Schmidt, 1982
Frank Wing, 1983
Mark Masters, 1984
Al Herrman, 1985
Stan Bird, 1986-88
Norm Everson, 1988-90
Monroe Miller, 1990-92
John Hansen, 1992-94
Sue Cowan, 1994-96
Gary Wagner, 1996-97
Bob Kaczmarek, 1997-98
Sheldon Schieldt, 1998-99
John Brunquell, 1999-00
Cindy Baumgartner, 2000-01
Ann Groves Lloyd, 2001-02
Jim Crowley, 2002-03
Joan Barth, 2003-04
Jon Anderson, 2004-05
Jennifer Vincent, 2005-06
Steve Thomas, 2006-07
Liz Henry, 2007-09
Brian Fluno, 2009-10
Jill Makovec, 2010-12



Board of Directors 2011-2012

Jill Makovec, President

Sam Miller, Vice-President

Bob Kaczmarek, Treasurer/Ex-Officio

Andrea Brossard, FISC Alumni President

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Jenny Dierickx

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Al Herrman

Valerie Johnson

Karen Lee

Brian Nodolf

Bryan Renk

Russel Rindsig

Sara Schoenborn

Marjorie Stieve

Dave Welsh

Shruthi Murali, Student Representative

Sara Anderson, UW Foundation/Ex-Officio

Maria McGinnis, CALS Career Representative/Ex-Officio

Heidi Zoerb, CALS Representative

Visit www.walsaa.org to view biographies and contact information for each of our board members.



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Your CALS Connection For Life

Wisconsin Agricultural and Life Sciences Alumni Association

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