

## 47<sup>th</sup> Annual WALSAA Football Fire-Up Raises More Than \$21,000 to Support CALS Students



Over 200 University of Wisconsin-Madison College of Agricultural and Life Sciences (CALS) alumni, friends, and family came together to network and raise funds as part of the recent annual Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) Football Fire-Up Event. The 47<sup>th</sup> Annual WALSAA Football Fire-Up was held as a watch party just outside Madison at J. Henry & Sons during the Wisconsin vs. Washington State football game on Saturday, September 9. Glenda Gillaspay, CALS Dean and Director, and Michael Murphy, WALSAA President, welcomed all in attendance. Alice in Dairyland, Bucky Badger, and CALS administration and faculty were also present. This year's silent auction raised more than \$21,000 for CALS scholarships, awards, and student activities. A big thank you to the sponsors, donors, bidders, and volunteers, and a special thank you to CALS for the \$10,000 matching gift.

**Makovec presented with 7<sup>th</sup> annual WALSAA Daluge Red Jacket Award**  
 Pictured left to right: 2023 recipient Jill Makovec; Rick & Peggy Daluge; Liz Henry 2018, Jack Kaltenberg 2016; and Al Herrman 2017 recipient



### New Legacy Members

- Nicole Breunig, B.S. '06
- Maria Dais, B.S. '86
- Alex Held, B.S. '23
- Dawn Manthei, B.S. '93
- Paul Mitchell, M.S. '92
- Stephanie Paull, B.S. '10
- Dave Patterson, B.S. '78
- David Williams, B.S. '77

### In Memoriam

- Everett Chambers, B.S. '56 PhD '59
- John Dopp, FISC '47 B.S. '58
- John Emmons, B.S. '71
- George Lauderdale, FISC '40
- Roy Williams, FISC '69

**Congratulations!** WALSAA presented its seventh annual **WALSAA Daluge Red Jacket Award** to Jill Makovec for her dedication and service to WALSAA for many years. Makovec is a Strategic Marketing Executive with Learfield Communications representing Wisconsin Radio and Brownfield Ag Networks. Outside of work, Jill continues her family's legacy in agriculture managing her family's century farm near Muscoda. She has served on the WALSAA Board for 11 years, was president of the organization from 2010-12, and currently serves as bookkeeper. Makovec is active on several WALSAA committees, as well as on the WALSAA Speaker's Bureau.

The fourth **WALSAA Red Apron Award** for Dedicated Service was presented to Al Herrman, New Franken, Wisconsin. Herrman has been behind the scenes coordinating the Fire-Up event and preparing the delicious tailgate meal for Fire-Up guests for many years. Al and his wife Lynn have also been generous donors to the Fire-Up Silent Auction, as well as a sponsor of the event.

**Thank You!** Let's not forget those that make this event possible – our volunteers! WALSAA would like to extend our sincere gratitude to all of our volunteers for sharing their time and talents. A special thank you to the WALSAA Board and Committee members, CALS Ambassadors and student organizations for their service at Fire-Up. We look forward to seeing you at next year's Fire-Up!

### IN THIS ISSUE

Daluge Red Jacket Award.....	4
Football Fire-Up.....	1,3,4
New Board Members.....	5
WALSAA 50/50 Campaign.....	6,7

### CONTACT US

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# PRESIDENT'S MESSAGE

## Reflect on Changes



*John Brunnquell, WALSAA President*

Round 2. I am so proud to return to the role of President of WALSAA for a second term. To jog memories, I was the President in the late 1990s. I bring this up because the evolution of WALSAA over that period of time is stark. Back in the day it was run out of CALS. Today it is a stand-alone organization with exceptional board members. I never cease to be impressed with the quality of people who support and guide this organization. I call out the transformation because it aligns with the CALS transformation. No question – things are changing. The most recent example is FISC is no longer housed at UW-Madison and has moved to UW-River Falls and Fire-Up was held at a local distillery. Some of these changes will be initially popular and some will not. However, I think as time passes and we reflect on changes

we will find it's what keeps our organization healthy and vibrant. Your leadership team recently had the opportunity to sit down with Dean Gillaspay to listen to her vision of CALS going forward. I submitted to her WALSAA, in my opinion, has two principal purposes. 1. To foster relationships and connections among our alumni. 2. To support the current Dean and their vision of the college going forward. I am very excited about the upcoming year and look forward to interacting with many of you as we continue to achieve our purpose.

On Wisconsin!

John Brunnquell (B.S. 1985)

# PAST PRESIDENT'S MESSAGE

## FLEX



*Michael Murphy, WALSAA Past President*

Hello WALSAA members,

It was a fast year as President for this great organization. As I look back, I can say that while some things remain the same like the rest of the world many things have changed. In the consistent category is the outstanding group of volunteers that drive the WALSAA network and partnership we have with the CALS team. In addition, providing the scholarships and student organization project funding that make all of us alums proud.

The word FLEX comes to mind with great opportunities including adding the wonderful Nancy J. Sprecher Memorial

Awards this year, making improvements to our membership process that have been increasing new numbers, enjoying a watch party at J. Henry & Sons and celebrating our 50<sup>th</sup> anniversary with a very successful 50/50 campaign. All of which have turned out to be wonderful modifications in 2023.

The best part of being President is without a doubt working with this is the outstanding team of volunteers that are the lifeblood of WALSAA!

All the Best!

Michael Murphy (B.S. 1987)

## WALSAA BOARD OF DIRECTORS 2023-2024

**John Brunnquell '85 - 2025**  
President  
Port Washington, WI

**Curt Lauderdale**  
CALS Rep/Ex-Officio  
Madison, WI

**David Cooper '89 - 2024**  
Sun Prairie, WI

**Dawn Manthei '93 - 2026**  
Hartland, WI

**June Roush '87 - 2023**  
Vice-President and Treasurer  
Middleton, WI

**Andrew Stevens**  
CALS Faculty Rep/Ex-Officio  
Madison, WI

**Alison Demmer '18 - 2024**  
Peosta, IA

**Kay Maas '79, '82 - 2025**  
Pewaukee, WI

**Michael Murphy '87 - 2023**  
Past President  
DeWitt, IA

**CALS Ambassadors Student Rep**  
Caitlin Hanley

**Pierce Dopp '81 - 2024**  
Wausau, WI

**Paul Mitchell '92 - 2026**  
Madison, WI

**CALS Student Reps**  
Nicole Broege & Gabi Conidi

**Taylor Fritsch '14 - 2024**  
Sun Prairie, WI

**Lindsey Sarbacker '21 - 2026**  
Sioux Falls, SD

**FISC Student Rep**  
Halei Heinzel

**Jane Hillstrom '80 - 2025**  
Dodgeville, WI

**Brooke Trustem '20 - 2023**  
Evansville, WI

**Mike Kawleski '84 - 2024**  
Sobieski, WI

# CALS MESSAGE

## Agricultural Outreach and Education for Rural Communities



Heather Gayton, Outreach Program Manager

It was a pleasure to connect with so many of you at various WALSAA events and meetings during the past couple of months. My role as outreach program manager at CALS brought me to the alumni reunion at Farm Technology Days and the Football Fire-Up. The World Dairy Expo this October also provided a fantastic backdrop for many conversations with alumni, industry professionals, and several individuals connected with the UW-Madison Farm and Industry Short Course (FISC).

One thing I learned quickly after I joined CALS in August is that FISC has deep roots here in Wisconsin. Those roots tap into a “Golden Era” of Wisconsin agriculture, the beginning of many multigenerational farming operations, with strong connections to community, tradition, and family values. My role at UW is to serve rural communities through outreach programming. That service is inclusive of legacy farms, beginning farmers, and industry professionals. My goal is to bring people together through educational opportunities, to equip them with the skills to solve problems facing rural communities.

As you are likely aware, the residential FISC program moved to a new home at UW-River Falls (UWRF) this fall, and UW-Madison’s short course program has shifted to offering new, more targeted training opportunities for farmers and agricultural professionals. I have been working to develop these new programs since I joined CALS.

There are a few exciting opportunities in the works. Coming up soon is the new FISC Ag Forward program, which will be

held Jan. 16-19. This four-day short course focuses on dairy production and management and is open to anyone. (For details, visit [go.wisc.edu/agforward](http://go.wisc.edu/agforward).) It will take place during winter break, so students enrolled in the UWRF residential FISC program and other university and tech college students can participate. Our FISC Ag Forward program was designed to be complementary to UWRF FISC, and it’s a great example of our goal to partner — and not compete — with fellow ag colleges and other institutions.

My prior experience as a public K-12 educator has taught me the importance of relationships, of feeling connected and a sense of belonging. I know that if you are reading this column, you have a connection to CALS, its constituents, and the communities within your reach. As an outreach program coordinator, I want to know the higher educational needs of farm and industry professionals within rural communities. I also want to know about opportunities to collaborate with people in urban agriculture. This is where I need stakeholder input. I encourage you to reach out with ideas that will lead to the development of short course programming that will benefit farm and industry professionals across the state.

For instance, in response to a suggestion we received, we’re gearing up to offer a short course on high voltage energy safety for medium- to large-scale farming operations. And there will be more to come.

Please email your ideas to me at [heather.gayton@wisc.edu](mailto:heather.gayton@wisc.edu).

## Thank You Fire-Up Sponsors

### Varsity Level Sponsors



### Badger Level Sponsor



### Red Level Sponsors



### White Level Sponsors

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# WALSAA AWARDS

## Makovec Received WALSAA Daluge Red Jacket Award at Fire-Up



### *Jill Makovec, 2023 WALSAA Daluge Red Jacket Award Recipient*

Continuing with its newest tradition, WALSAA presented the seventh WALSAA Daluge Red Jacket Award at their Football Fire-Up event on September 9. This year's recipient is Jill Makovec.

Makovec was named this year's recipient because of her dedication and service to WALSAA for many years. She has served on the WALSAA Board for 11 years and was president of the organization from 2010-12. Makovec has been an active member of WALSAA and currently serves the organization as bookkeeper. She grew up on her family's dairy farm, Lazy M Acres, near Muscoda, Wisconsin. Today, she is a Strategic Marketing Executive with Learfield Communications representing Wisconsin Radio and Brownfield Ag Networks. She is a graduate of the University of Wisconsin-Madison, where she earned her master's degree in dairy science for her research and focus on milk quality, along with a bachelor's degree in dairy science and agricultural journalism. A strong advocate for Wisconsin agriculture, Jill served as the 60<sup>th</sup> Alice in Dairyland where

she worked to promote the industry's significance to the state's economy and quality of life. In addition to serving as the WALSAA Bookkeeper, she works on the Wisconsin Fairest of the Fair committee. She utilizes her public speaking skills and Dale Carnegie training to conduct media and etiquette presentations for the Wisconsin FFA State Officer team, Association of Women in Agriculture, and other organizations. Outside of work, Jill continues her family's legacy in agriculture managing her family's century farm.

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 honor of someone who has made a significant contribution to WALSAA and the future of the organization.

## RED JACKET AWARD NOMINATIONS

WALSAA is seeking nominations for the 2024 WALSAA Daluge Red Jacket Award. The Red Jacket Award was established in 2016 in recognition of lifetime service to WALSAA. It is named after two of WALSAA's most dedicated alumni, Rick and Peggy Daluge. A red jacket will be presented to someone who has helped WALSAA grow each year in their honor. Nomination form available at [www.WALSAA.org](http://www.WALSAA.org). Please send your nominations to WALSAA, PO Box 5177, Madison, WI 53705-5177, or email to [admin@walsaa.org](mailto:admin@walsaa.org) by July 1.



## Thank You Silent Auction Donors

### WALSAA SOCIETY

Coloma Farms, Inc.  
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Al & Lynn Herrman  
Kay & Duane Maas  
The Wilson Family/The Manney Place

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Hook's Cheese Company, Inc.  
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## PROCEEDS TO CALS SCHOLARSHIPS

# WALSAA WELCOMES NEW BOARD MEMBERS

Manthei, Mitchell, Sarbacker and Stevens Join the WALSAA Board of Directors



## Dawn Manthei

Dawn Manthei is the Vice President of Research and Development for Denali Ingredients. She earned her Bachelor of Science degree at UW-Madison in Food Science. She was an active 4-H member in her youth and has a strong passion for agriculture and the dairy industry. She is currently a mentor for Women in Dairy through the IDFA and is

passionate about serving others. She resides in Hartland Wisconsin with her husband and has two children. In her free time, she enjoys travel, food, music, and anything involving water.

## Paul Mitchell

Paul Mitchell has been on the faculty at the University of Wisconsin-Madison since 2004 in the Department of Agricultural and Applied Economics. He grew up on a farm in northeastern Iowa and attended Iowa State University for his PhD in Economics. At UW he runs an active research, teaching and Extension program focused broadly on agriculture.

As director of the Renk Agribusiness Institute, he leads the Institute's broad mission to enhance education for students and support research and outreach for the state's agribusiness sector, which includes putting on the Wisconsin Agricultural Outlook Forum each year. He is currently serving as the CALS interim associate dean of academic affairs.



## Lindsey Sarbacker

Lindsey Sarbacker is currently a Lead Crop Insurance Adjuster for Rain and Hail serving farmers and ranchers in eastern South Dakota. She is a recent UW-Madison CALS graduate, earning degrees in Dairy Science and Life Sciences Communication with a certificate in Agricultural Business Management. At UW-Madison she was active in Collegiate Farm Bureau, National Agri-Marketing

Association and Badger Dairy Club. She currently serves on the WALSAA Marketing and Development Committee as lead of WALSAA's social media platforms.

## Andrew Stevens

Andrew Stevens is an Assistant Professor of Agricultural and Applied Economics in the College of Agricultural and Life Sciences (CALC) at the University of Wisconsin-Madison. His research and teaching activities focus on economic decision-making throughout the food supply chain from agricultural production to consumer demand. By better understanding how individual producers and consumers make decisions, he hopes to support producers, address market failures, and inform evidence-based policymaking. Andrew is originally from the Twin Cities area in Minnesota, earned his undergraduate degree in Economics from the University of Chicago, earned his MS and PhD degrees in Agricultural and Resource Economics from the University of California, Berkeley, and worked for two years as an Assistant Professor of Agricultural Economics at Mississippi State University before joining the faculty at UW-Madison in 2019.



## 2024 Scholarship Applications Available

Applications for 2024 Outstanding Sophomore and Senior Impact Awards are available at [WALSAA.org/students/walsaa-scholarships/](https://WALSAA.org/students/walsaa-scholarships/). Application deadlines are January 30, 2024, for Sophomores and January 31, 2024, for Seniors. As a part of the WALSAA Speaker's Bureau webinar series, a video on resume building tips is available at [WALSAA.org/students/speakers-bureau/](https://WALSAA.org/students/speakers-bureau/).



# walsaa 50

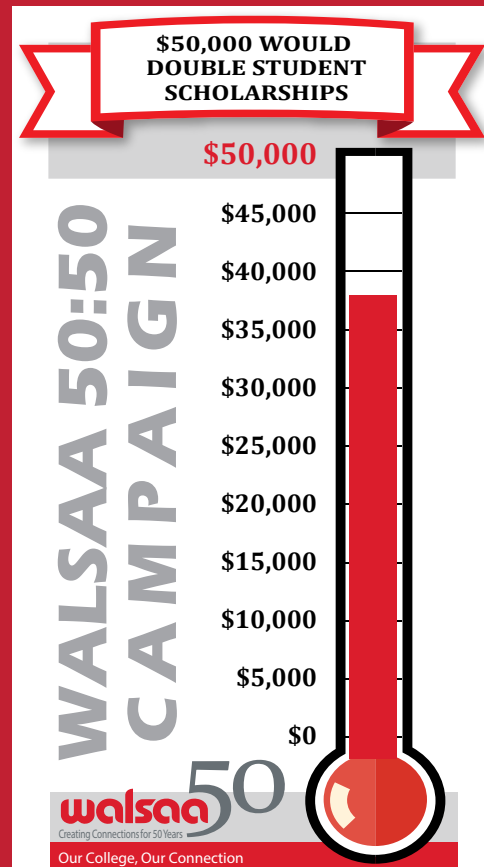
Creating Connections for 50 Years

## WALSAA 50/50 Campaign

*As WALSAA embarks on its next 50 years, we invite you to build on WALSAA's legacy of support for students in UW-Madison's College of Agricultural and Life Sciences by contributing to the WALSAA 50/50 Campaign.*

### About the Campaign

- In connection with WALSAA's 50th Anniversary, WALSAA is launching the **WALSAA 50/50 Campaign** to develop resources for new student scholarship awards.
- Our campaign goal is **\$50,000**—a goal that benefits WALSAA's 50th Anniversary—in contributions or pledges **by the end of 2023**.
- **50 percent** of all contributions to the 50/50 Campaign will be earmarked to support WALSAA's new Senior Impact Award over the next five years—recognizing undergraduate students who have made outstanding contributions of service and leadership to CALS and the broader UW-Madison community during their time on campus.
- **50 percent** of all contributions will be contributed to WALSAA's Student Scholarship Fund to support long-term student scholarship opportunities.
- Scholarship recipients are **selected by WALSAA members like you** who serve on WALSAA's Board of Directors and Scholarship Committee.





Yes, I/we want to help WALSAA sustain and grow. I understand my gift will support WALSAA programs and initiatives that benefit the UW-Madison College of Agricultural & Life Sciences (CAL S) and its students.

**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

Online donation: [WALSAA.org/alumni/give-back/donate/](http://WALSAA.org/alumni/give-back/donate/)

Check enclosed (payable to WALSAA)

One-time credit card gift

Visa, MasterCard (circle one) Card Number: \_\_\_\_\_

Name on card: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV code: \_\_\_\_\_

Amount Authorized: \$ \_\_\_\_\_

Monthly credit card gift (good for one year)

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**Thank you—please return to:**

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Questions? Contact WALSAA - 608.438.1994 - admin@walsaa.org



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UPCOMING EVENTS

December 17 ♦ CALS Winter Commencement

January 16-19 ♦ FISC Ag Forward

Center for Dairy Research, Madison



Daily topics:

**AG FORWARD**

Jan. 16 "Ag Economics"

Jan. 17 "Dairy Diet & Nutrition"

Jan. 18 "Reproduction, Genetics & Genomics"

View daily schedule and register online at:

[uwmadison.eventsair.com/agforward23/reg](http://uwmadison.eventsair.com/agforward23/reg)

April 5 ♦ WALSAA Awards Ceremony