

WALSAA Football Fire-Up: Tailgate and Silent Auction at UW Foundation on Saturday, September 20

Congratulations, Julie!



WALSAA will present the ninth WALSAA Daluge Red Jacket Award to Julie Larson at the Fire-Up event on September 20. "Julie Larson embodies the very best of what it means to be a CALS alumna and WALSAA leader. During her six years on our board, including three years as chair of the Marketing & Development Committee, she brought unmatched passion and vision to strengthening our alumni community. Julie's leadership, service, and lifelong dedication to dairy make her a truly deserving recipient of the prestigious WALSAA Daluge Red Jacket Award, and it is an honor to celebrate her with this recognition," shares WALSAA President June Roush.

What: WALSAA continues a 53-year mission to connect the University of Wisconsin-Madison, CALS and CALS alumni. **Fire-Up** is a fantastic event that fosters camaraderie and showcases the Badger spirit.

When: Saturday, September 20, 2025. WALSAA's Annual Meeting will be held 3 ½ hours before game time and Fire-Up will kick off 3 hours before.

Where: This year, Fire-Up will return to the parking lot of the Wisconsin Foundation and Alumni Association, 1848 University Avenue, Madison.

What to Expect: Guests will enjoy special appearances from Bucky Badger and Alice in Dairyland, a tailgate meal including steak sandwiches, brats, chicken, The Williams Family's famous potatoes olé, along with a variety of beer, wine, and drinks. Fire-Up will feature the WALSAA Silent Auction and a NEW Jewelry Raffle to raise money to support scholarships, awards and student activities. Last year, more than \$14,000 was raised.

How to Engage: Tickets are \$40 for alumni, \$20 for students and children ages 6-18, and free for children under 5. \$20 of the alumni ticket price is a fully tax-deductible donation to WALSAA. Student volunteers receive FREE tickets. Tickets can be ordered at **WALSAA.org**. Registrations in advance of the event are appreciated, however walk-ins are also welcome.

Our Sponsors: WALSAA would like to give special thanks to the generous people, companies, and organizations that donate to Fire-Up. These cash and in-kind donations help reduce the overall cost of the event, benefiting both WALSAA members and future scholarship recipients.



Annual Meeting Invitation

Join us on Saturday, September 20 for the WALSAA Annual Meeting held 30 minutes prior to the start of the WALSAA Football Fire-Up. We will be recognizing outgoing board members, holding elections for new board members, along with new business. Congratulations and thank you to our CALS student representative Nicole Broege and board members Kay Maas and Andrew Stevens for sharing your time and talents with WALSAA!

WALSAA DALUGE RED JACKET AWARD

Congratulations to Julie Larson!



Julie Larson, 2025 Recipient

WALSAA will present the ninth WALSAA Daluge Red Jacket Award to Julie Larson at the Fire-Up event on September 20. "Julie Larson embodies the very best of what it means to be a CALS alumna and WALSAA leader. During her six years on our board, including three years as chair of the Marketing & Development Committee, she brought unmatched passion and vision to strengthening our alumni community. Julie's leadership, service, and lifelong dedication to dairy make her a truly deserving recipient of the prestigious WALSAA Daluge Red Jacket Award, and it is an honor to celebrate her with this recognition," shares WALSAA President June Roush.

Julie Larson leads the U.S. commercial business for Connecterra, a part of the Smart Farming product portfolio at Datamars. Connecterra is a smart dairy platform using AI to turn farm data into actionable insights, helping farmers optimize herd health, productivity and sustainability. Her work is grounded in a lifelong commitment and passion for dairy farmers and the dairy industry.

Larson is a dedicated contributor to the agricultural and dairy communities, having held board roles with organizations including WALSAA, World Dairy Expo, National Dairy Shrine, Association of Women in Agriculture (AWA), Wisconsin FFA Foundation, Wisconsin 4-H Foundation, and the Wisconsin FFA Alumni Council. She also was a founding member of the Vernon County Dairy Youth Fund and started the Vernon County Agriculture Women's Group and has spent many years coaching 4-H and FFA dairy judging teams.

A proud alumna of the UW-Madison, Julie earned her degree in Agricultural Extension Education. She and her husband, Kevin Larson, a Corteva Agri-Science sales agent and farmer, operate a small dairy, beef and crop farm outside Viroqua, Wisconsin. They are parents to Thomas (CALS alum) and Katherine, both of whom work in agriculture, holding degrees in the field and careers as a Software Test Engineer and Dairy Calf Specialist, respectively.

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.

To be a part of Larson's recognition on September 20, visit: **WALSAA.org** to purchase tickets for the Fire-Up event.



New Fire-Up Jewelry Raffle

Support CALS Scholarships by purchasing a raffle ticket for a chance to win a \$1,500 shopping experience/gift certificate for William Thomas Jewelers in Madison. Tickets are \$25/each or \$100/6 tickets. Winner will be drawn at Fire-Up and you do not need to be present to win.

William Thomas Jewelers is a custom jeweler that also redesigns existing jewelry gems. At Fire-Up, you will have the opportunity to meet the owner, Bill Furman.

Tickets can be purchased at: WALSAA.org

WALSAA FOOTBALL FIRE-UP

2025 Ticket Order Form



Online registration available at: WALSAA.org

Saturday, September 20 ♦ 3 hours before kick-off ♦ WFAA Parking Lot ♦ 1848 University Ave.

VARSITY SPONSORS:



Wisconsin Foundation
& Alumni Association
UNIVERSITY OF WISCONSIN-MADISON

Badger Sponsors:



& June Roush

Babcock Hall Sponsors:



Henry Mall Sponsors: Bob Behnke, The Conleys, , Al & Lynn Herrman,

Marcy Heim

THE ARTFUL ASKER

Red & White Sponsors: Green Bay Packaging, Dave & Dawn Patterson, Varsity Meats, The Williams Family, Wisconsin Potato & Vegetable Growers Association

Name: _____

Address: _____

City, State & Zip Code: _____

Phone #: _____

Email: _____

Names for name tags: _____

Make checks payable to: WALSAA

Mail registration and payment to:

WALSAA, PO Box 5177, Madison, WI 53705

Advance registration is encouraged - Walk-ins also welcome

****Football tickets are NOT included with luncheon tickets**

\$20 of each adult ticket includes a fully tax-deductible donation to WALSAA to support CALS student scholarships

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| Number of reservation(s) | |
| Fire-Up Luncheon Adult Ticket** \$40/ea _____ | \$ _____ |
| Fire-Up Luncheon Student Ticket** \$20/ea _____ <i>*Note: free for student volunteers</i> | \$ _____ |
| Fire-Up Luncheon Child Ticket** \$20/ea _____ <i>*Under 5 are FREE</i> | \$ _____ |
| Jewelry Raffle Tickets \$25/ticket or \$100/6 tickets _____ | \$ _____ |
| Additional 100% tax deductible donation to WALSAA | \$ _____ |
| Total Cost | \$ _____ |

FIRE-UP SILENT AUCTION

Supporting CALS Scholarships

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 20. Unable to attend? There will not be an online auction this year, however, you can place a bid by emailing: admin@walsaa.org. More photos will be added to WALSAA's social media.



1-week stay at Manney Place in vibrant Door County, Wisconsin June 5-12, 2026

Donated by: The Wilson Family/The Manney Place



4-night stay at Daluge's Hurley area lodge for up to 12 people

Donated by: Rick & Peggy Daluge



Wisconsin Memorabilia including a Back-to-Back Rose Bowl Football, Ron Dayne signed Wisconsin & NY Giants footballs in cases, a Ron Dayne signed 2000 Rose Bowl framed print & a Jimmy Leonhard signed framed jersey
Donated by: Pierce Dopp



UW Men's basketball ticket packages

Donated by: Al & Lynn Herrman, Hook's Cheese, Paul & Sarah Patterson and WALSAA



4-pack of Green Bay Packers Football tickets vs. Carolina Panthers on November 2, 2025

Donated by: Al & Lynn Herrman

Gift Basket

Donated by: Dirty Dog Taphaus



Overture
CENTER

2-tickets to a performance at the Overture Center & restaurant gift card

Donated by: Jerry & Nancy Kaufmann



1-week timeshare stay in Princeville, Kauai, Hawaii

Donated by: Duane & Kay Maas



UW Men's Hockey tickets & parking

Donated by: Carol Phillips



BAILEY'S RUN
— VINEYARD & WINERY —

Gift Basket that includes a bottle of wine, logoed wine class, along with coupons for a WI Old-Fashioned and a pizza

Donated by: Bailey's Run Vineyard & Winery

Wisconsin Supper Club Basket

Donated by: Lindsey Sarbacker



Gift Basket
Donated by: The Jimmys