

WALSAA Football Fire-Up: Tailgate and Watch Party at The Orpheum on Saturday, October 24

Congratulations, Taylor!



WALSAA will present the 10th WALSAA Daluge Red Jacket Award to Taylor Fritsch at the 50th Fire-Up event on October 24, 2026. "Taylor Fritsch's insight into long-term strategic planning and forward-looking leadership continue to move WALSAA forward," said Jane Hillstrom, WALSAA President. "His approachable, service-oriented mindset brought people together around a shared mission to support students, faculty and CALS. Taylor's outstanding leadership and continuing support of WALSAA make him a truly deserving recipient of the prestigious WALSAA Daluge Red Jacket Award. It is an honor to celebrate him with this recognition."

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What: WALSAA continues its 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, October 24, 2026

WALSAA's Annual Meeting and Fire-Up will be held three hours before game time. A shuttle will be offered this year to take attendees to and from the game. The shuttle will leave one hour prior to kick-off and will return after the game.

Where: This year, the 50th WALSAA Football Fire-Up will be held at a new location! Join us at The Orpheum, 216 State Street, Madison.

How to Engage: Tickets are \$50 for alumni, \$20 for students and children ages 6-18, and free for children under 5. This includes a tailgate meal, the annual WALSAA Silent Auction, a jewelry raffle, new bottle pull, and a special live auction to raise money to support CALS student scholarships, programs, and student organizations. 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 WALSAA members, CALS students, future scholarship recipients, and CALS student organizations. We are excited to offer a VIP Experience in the Apollo Lounge, along with access to a sponsor lounge during the 50th Fire-Up event!

Registration form can be found on page 3.



NEW MEMBER

Daryl Spors, B.S. '93

CONTACT US

Wisconsin Agricultural and Life Sciences Alumni Association
PO Box 5177
Madison, WI 53705-5177
P: 608.438.1994 E: admin@walsaa.org

PRESIDENT'S MESSAGE

Talent and Commitment



Jane Hillstrom, WALSAA President

Someone wise said, "If you want something done, ask a busy person to do it." The talent and commitment of WALSAA's board of directors continues to inspire me.

- Board members attended the CALS New Student Welcome on Tuesday, September 1st at Allen Centennial Gardens.
- The Student Engagement Committee is preparing for our Scholarship Reception at Carson Gulley on September 24th. The board is taking a campus tour and reviewing our governance structure that same day.
- The Events Committee is coordinating food, fun, music, and Bucky for Fire-Up on October 24th at The Orpheum while the Marketing Committee gathers sponsorships and silent auction items.
- The Executive Committee is working with the Wisconsin Foundation & Alumni Association to update agreements while simultaneously recruiting new board and committee members.

In April, I had the opportunity to judge the Snack Product Development Challenge, part of the 2026 Wisconsin Rural Scholars Program at CALS. This program brings bright high school seniors and their teachers to campus for a pre-college experience. For the Challenge, students worked in small groups

to develop a new snack product. Their creativity imagined products such as a cranberry-cherry snack chip. During the five-day residency, the students also visited research labs, Babcock Hall, Camp Randall, and created visual road maps showing their life path. Notably, they included their emotional well-being as part of their journey.

One student wrote, "Honestly, I was most impressed with how welcoming people were, from faculty to students. It showed the sense of community that exists in CALS. While the school is big (for us) it feels like everyone has a home here."

Every success we celebrate is the result of dedicated people working together with a shared purpose: to advance the CALS community. To me, being involved with students and everyone on campus has felt incredibly rewarding. If you are interested in getting more involved with WALSAA to support the College, let us know. You won't regret giving back to the College that has given us so much.

I hope you will celebrate with us at Fire-Up! WALSAA is positioned to do great things, and your support at our biggest fundraiser helps make that possible.

On Wisconsin!



Annual Meeting Invitation

Join us on Saturday, October 24th for the WALSAA Annual Meeting held three hours prior to kick-off. We will be recognizing outgoing board members, holding elections for new board members, along with addressing new business. Congratulations and thank you to our CALS student representative Derek Gehin and board members Mike Murphy and June Roush for sharing your time and talents with WALSAA!

Sponsor VIP Experience

The 50th Fire-Up provides a special opportunity to meet past UW athletes including Joe Thomas while enjoying a signature cocktail from J. Henry & Sons.

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WALSAA FOOTBALL FIRE-UP

Ticket Order Form

Online registration available at: WALSAA.org



Pre-Game Tailgate ♦ Watch Party ♦ Raffles ♦ Silent Auction ♦ Live Auction

Saturday, October 24, 2026 ♦ 3 hours before kick-off ♦ The Orpheum ♦ 216 State St., Madison

Parking available at the State Street Capitol Parking Garage, 214 N Carroll St, Madison (a 2-min walk)

LEGACY SPONSORS: John & Cathy Brunnquell

AMBASSADOR SPONSOR:



REGISTER NOW

VARSITY SPONSORS:



& June Roush



Mark Dopp
Pierce Dopp
Al & Lynn Herrman
Jane Hillstrom & Mark Breseman
Jenny Loeb
Julie L. McKiernan, Stark Co. Realtors
Scott & Sherryl Pertzborn
Andy & Tracy Propst
Dwight & Bonnie Ziegler



Name: _____

Address: _____

City, State & Zip Code: _____

Phone #: _____

Email: _____

Names for name tags: _____

Reservations on shuttle to game: _____

Leaves from The Orpheum 1 hr prior to kickoff & returns after game

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 Fire-Up tickets**

Number of reservation(s)	
Fire-Up Adult Ticket \$50/ea	\$ _____
Fire-Up Student Ticket \$20/ea	\$ _____
Fire-Up Child Ticket \$20/ea *Under 5 are FREE	\$ _____
Jewelry Raffle Tickets \$25/ticket or \$100/6 tickets	\$ _____
Additional 100% tax deductible donation to WALSAA	\$ _____
Total Cost	\$ _____



Creating Connections for 50 Years

Our College, Our Connection

50th Fire-Up Sponsorship Opportunities

Sponsorships offer exposure to and networking with UW-Madison's College of Agricultural and Life Sciences (CALS) students, faculty, staff, alumni, and industry enthusiasts. Your sponsorship not only provides industry visibility, but more importantly, it helps WALSAA support programs and activities that support alumni and prepare the next generation for leadership. You will also receive our newsletters, inclusion on our website, and promotion on our social media, plus an invitation to and recognition at our events.



WWW.WALSAA.ORG

☐ **PRESENTING SPONSOR** Investment \$10,000 (1 available)

Exclusive top-tier partnership with the highest level of visibility and hospitality. As the EXCLUSIVE PRESENTING SPONSOR, you will be recognized as the premier partner of the 50th WALSAA Football Fire-Up and associated with one of the event's most visible and memorable experiences. Includes a one-night hotel stay, 1 premium reserved table for 8, VIP Experience in the Apollo Lounge, Sponsor Lounge access, premium hosted bar, Orpheum State Street Marquee, on-stage logos, and more.

☐ **LEGACY** Investment \$5,000 (2 available)

Premium sponsorship featuring elevated hospitality and strong event recognition. As a LEGACY SPONSOR, you will be recognized as a premier partner of the 50th WALSAA Football Fire-Up and aligned with one of the event's most elevated hospitality experiences. Includes a one-night hotel stay, 1 premium reserved table for 8, VIP Experience in the Apollo Lounge, Sponsor Lounge access, premium hosted bar, and more.

☐ **AMBASSADOR** Investment \$2,500 (1 available)

As an AMBASSADOR SPONSOR, you will be recognized as a supporter of the 50th WALSAA Football Fire-Up. Includes 1 reserved table for 8, Sponsor Lounge access, hosted bar, logo on event banners, and more.

☐ **VARSITY** Investment \$1,000

As a VARSITY SPONSOR, you will be recognized as a valued supporter of the 50th WALSAA Football Fire-Up. Includes 4 seats at a reserved table, Sponsor Lounge access, hosted bar, and more.

☐ **SILENT AUCTION CONTRIBUTION** Sponsor a silent auction item of your choosing. We will showcase your item in 50th WALSAA Football Fire-Up promotions. Proceeds towards WALSAA's mission to support CALS students.



Value: _____ Item Description: _____

Please fill out the information requested and send with payment to:

WALSAA, PO Box 5177, Madison, WI 53705-5177. Contact 608-438-1994 or email admin@walsaa.org with questions. Donate online using QR code >>



Contact Name: _____

Company Name (if applicable): _____

Name of how to be recognized: _____

Address: _____

Phone: _____

Email: _____



NETWORKING

More Than a Game; Making Human Connections Still Matters



Wynnie Zuchowski, WALSA Board Member

Whenever I hear the word networking, I picture exchanging business cards, making small talk, or searching for the next career opportunity. It can often feel impersonal and often uncomfortable. And in today's digital world, we're more connected than ever—yet many of us have never felt more disconnected. We exchange emails, participate in video calls, connect on social media, and text throughout the day. But there is still something irreplaceable about face-to-face conversations and the relationships they create. **Human connections matter.**

In fact, many of life's biggest opportunities don't begin with a formal introduction, interview, or proposal. They begin with a conversation. Ask yourself, when was the last time you took the opportunity to attend an event and connect (or re-connect) with people? As a CALS alum, those connections can carry an even deeper meaning when gathering with other alumni. **Networking is also about giving back.**

As alumni, we each have something valuable to offer. Sometimes it's expertise. Sometimes it's mentorship. Sometimes it's simply taking a few minutes to reconnect with an old friend or introduce yourself to someone you've never met. Those conversations often become the foundation for relationships that last years. There is something special about reconnecting with people who shared your time on campus—the classmates who sat beside you in lectures, the friends you met through student organizations or social gatherings, the professors who challenged you, and the experiences that helped shape your future. Years may have passed, careers may

have taken different paths, but those shared memories create an instant connection that is difficult to find anywhere else. That's why alumni gatherings remain so important. They provide the opportunity to reconnect with familiar faces, celebrate shared traditions, and build new relationships with people who already share a common bond. **That's exactly what makes the WALSA Football Fire-Up so special.**

While we gather to celebrate Wisconsin traditions and Badger spirit, the event is about bringing people together. It's a chance to reconnect with classmates, meet alumni from across generations and professions, strengthen your network, and invest in a community that continues to support one another. Proceeds from the event support WALSA programs and activities that strengthen alumni connections while helping prepare the next generation of leaders in agriculture and life sciences. By participating, you're creating opportunities for students and young alumni to build the same lifelong network that has benefited so many to this point. Join fellow alumni, strengthen your network, and help ensure the next generation has the same opportunities to build relationships that last a lifetime.

Life happens and similar to many, I lost connection with WALSA for many years. Thanks to someone simply reaching out, I was able to get involved again and truly find those connections (with the old and new) to bring me new energy. I, for one, am looking forward to networking and connecting with my fellow CALS alumni and fellow WALSA members at the Football Fire-Up. I hope to see you there!

Fritsch to Receive WALSA Daluge Red Jacket Award at Fire-Up

Continued from page 1

Taylor Fritsch is a partner at Michael Best & Friedrich LLP as an attorney in environmental and energy regulatory law. He grew up on his family's dairy farm in southwest Wisconsin and was a UW-Madison College of Agricultural & Life Sciences (CALS) student from 2010 to 2014, graduating with degrees in agriculture and applied economics as well as a degree in life sciences communication. He then attended the University of Nebraska-Lincoln to focus on agricultural and environmental law. Taylor and his wife, Emily Selner, have a daughter, Julia, and they reside in Sun Prairie.

Fritsch served as the WALSA President from 2021-2022, Vice President from 2020-2021, and was a board member for six years. During his term on the WALSA Board of Directors, Fritsch coordinated visits to CALS student organizations to promote WALSA's scholarship and grant programs, led strategic planning efforts, and worked closely with the

Wisconsin Foundation & Alumni Association on scholarships. He served on various committees and continues to support WALSA's Fire-Up Silent Auction.

The WALSA Daluge Red Jacket Award honors Rick and Peggy Daluge. Rick served as WALSA's Executive Director for many years and was 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 the Farm & Industry Short Course Director in 2008. A red jacket is presented annually to honor someone who has made a significant contribution to WALSA and the future of the organization.

To be a part of Fritsch's recognition, visit WALSA.org to purchase tickets for this year's WALSA Fire-Up event. The WALSA Daluge Red Jacket Award will be presented on Saturday, October 24, 2026.

FIRE-UP LIVE AUCTION, SILENT AUCTION, & RAFFLE

Supporting CALS Student Scholarships, Programs, and Student Organizations

In celebration of the 50th WALSAA Football Fire-Up, there will be a select number of live auction items that will sell during this year's event. Below is a preview of the items that have been donated. Proceeds go towards CALS student scholarships, programs, and student organizations. Here is a partial listing of the items that will be at this year's Fire-Up. To see all of the auction items, attend the event on October 24. 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.



Live Auction

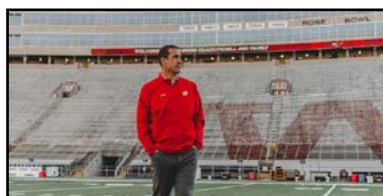
Michael Best's Kohl Center Suite for a Women's Basketball Game. The package includes 14 suite tickets, two parking passes, a \$500 food credit, and a selection of non-alcoholic beverages. Upon purchase, the Buyer must contact Michael Best to select from available games. (Certain dates may be unavailable. Alcohol package not included.)

Donated by: Michael Best & Friedrich LLP

Live Auction

Autographed Luke Fickell football

Donated by: UW-Madison Athletic Department and Wisconsin Foundation & Alumni Association



Live Auction

Autographed

Joe Thomas Jersey

Donated by: Joe Thomas

Jewelry Raffle

A chance to win a \$2,000 shopping experience/ gift certificate for William Thomas Jewelers in Madison.

William Thomas Jewelers is a custom jeweler that also redesigns existing jewelry gems.

Donated by: William Thomas Jewelers

Tickets are \$25/each or \$100/6 tickets and can be purchased online with your Fire-Up registration.

Winner will be drawn during Fire-Up. You do not need to be present to win.



REGISTER NOW



50th Fire-Up Schedule of Events

WALSAA Annual Meeting 3 hrs before kick-off

VIP Experience in the Apollo Lounge

Sponsor Lounge

Fire-Up Tailgate

Awards Program, Bucky, and The Jimmys

Silent Auction, Live Auction, Raffles, and More!

Shuttle to Camp Randall* leaves 1 hr before kick-off

Viewing Party at The Orpheum

Shuttle returns to The Orpheum* after the game

*Shuttle space is limited; reservations required.

Indicate on your registration form or email admin@walsaa.org.



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

Donated by: The Wilson Family/The Manney Place

Over the years more than 20 different WALSAA members with their families and friends have enjoyed their stays at The Manney Place.



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

Donated by: Rick & Peggy Daluge



4-pack of Green Bay Packers Football tickets at Lambeau Field (game TBD before Fire-Up)

Donated by: Al & Lynn Herrman



UW Men's basketball ticket packages

Donated by: Taylor Fritsch & Emily Selner, Al & Lynn Herrman, and WALSAA



Wisconsin Memorabilia including an 8x10 framed Ron Dayne autograph, a signed Joe Thomas mini helmet, and a signed art print of Barry Alvarez

Donated by: Rabbit Hole Sports Cards



2-tickets to an Overture Center performance & restaurant gift card

Donated by: Jerry & Nancy Kaufmann



One-week stay in Hawaii

Donated by: Duane & Kay Maas



Two tickets to Scott Bradlee's Postmodern Jukebox at The Orpheum on November 5, 2026

Donated by: Frank Productions



Lake Geneva Cruise includes two-tickets on the one-hour Best of the Lake Cruise

Donated by: Andy & Tracy Propst

Wisconsin Supper Club Basket including \$50 Ishnala gift card, \$50 Black Otter Supper Club gift card, \$50 Butterfly Club gift card, WI Supper Club book, 2 old fashioned glasses, 2 Old Fashion Mix, pack of WI swizzle sticks, and Driftless WI Supper Club Collection chocolates

Donated by: Lindsey Sarbacker



Badger Vintage Gift Basket including Wisconsin glasses and an XL/XXL men's vintage letter jacket

Donated by: Jane Hillstrom & Mark Breseman

CALS MESSAGE



The Value Behind Our Mission

UW-Madison's new economic report is out. UW contributes \$38.9 billion annually to Wisconsin's economy. Impact from CALS includes generating **\$884.2 million in agricultural economic impact** (in partnership with Extension), contributing intellectual property through WARF, and educating the health sciences workforce. Healthcare has been the #1 employing industry of CALS undergraduates for the last ten years. Read more at go.wisc.edu/v76bmq.



Troy Runge Named Interim Dean



Troy Runge became interim dean the College of Agricultural and Life Sciences in July 2026. Prior to that, he served as CALS associate dean for research and extension. "I'm excited to serve CALS in this new way," says Runge. "We are a powerhouse in Wisconsin and

nationally in training students and making discoveries in the agricultural and life sciences. The contributions of our talented faculty, staff and students are necessary as our communities, and our world, work to navigate technological and ecological changes." Glenda Gillaspay will move into a new role serving as the director of UW's Wisconsin Rural Partnerships Institute.

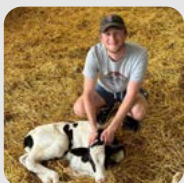


Spring Degrees by the Numbers

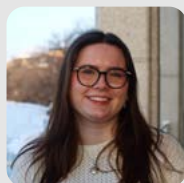
650 Bachelor's
73 Master's 27 Doctoral

Spring Grad Spotlights

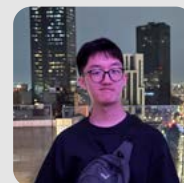
Meet our newest alumni at cals.wisc.edu/recent-alumni.



Jackson Banks
Environmental
Sciences, BS



Chloe Sroga
Biological Systems
Engineering, BS



Steven Hsieh
Biology, Food
Science, BS

OUTSTANDING ADVISOR

Minor's Advising Philosophy Earns WALSA Award

Claire Minor, Academic Advisor Genetics/Genomics received the WALSA Outstanding Advisor Award. Established in 1979, it recognizes faculty and academic staff in the College of Agricultural and Life Sciences (CALS) at UW–Madison who demonstrate exceptional dedication to undergraduate advising, mentorship, and student success.

Minor goes above and beyond in advising students. “I have experience in recruiting, educating, counseling, and supporting students to achieve educational goals and personal well-being,” she said. “I strive to take great care in forming personalized relationships with each of my students to better ensure success on an



Claire Minor with Derviş Gürsoy during the CALS Awards program.

individual and institutional level.”

Minor earned her master’s degree from UW–Madison in Global Higher Education and Policy Analysis. She recently received her mental health first aid certification to better support students.

“I do what I do because I am lucky enough to witness first-hand how incredible these students are,” Minor said. “They are hardworking, ambitious, creative, and influential. It means the world to me to be able to serve and support them. I am humbled that WALSA selected me to be the recipient of this award.”

FISC UPDATE

Meeting the Needs of Wisconsin's Agribusiness Industry

Those aware of the UW–Madison Farm and Industry Short Course (FISC) program closure, are probably wondering what update is available. FISC alumni who are unaware, UW–Madison closed the traditional FISC program in 2023; FISC was last offered in 2022. You may ask how I am able to provide an update for a program that no longer exists. Well, UW–River Falls saw a need and started their own FISC program in 2023.

In 2023, UW–River Falls enrolled nine students and offered a dairy only curriculum. Because the program was new, it was not accredited making students ineligible for scholarships or financial aid. After a few years of development, the program has gained momentum with sixteen students currently signed up and registration remaining open until the second week of October. Expansion plans include adding beef courses and more agronomy courses as the program budget and student interests expand. The program continues as a 14-week class with hands-on experience. Students are encouraged to be part of student organizations and activities. In addition to the curriculum, students now begin the program with a four day ag tour across the Midwest. This tour includes stops at both UW–Platteville and UW–Madison. In addition, the program has partnered with Professional Dairy Producers (PDP) to encourage the students to attend their business conference and enroll in the programs they offer.

My personal favorite activity is that UW–Madison welcomed UW–River Falls students to Ag Forward. This visit during winter



UW-RF FISC

Rachel Zwieg, WALSA Board Member

break shares UW–Madison knowledge and resources. During this time, FISC alumni join students for lunch to network. I have enjoyed my time getting to know the next generation of farmers and learning what their experiences have been in FISC. In 2026, FISC is offering two separate visits; one in October and one in December. If anyone has an interest in meeting with current students during this time please feel free to reach out or look for more information on the UW–Madison FISC website.

UW–Madison has maintained a FISC website since the college has continued to offer courses like Ag Forward to those interested in a specified field. UW–Madison currently offers a Beekeeping Short Course and is continually working to identify and develop additional short courses to meet the needs of Wisconsin’s agribusiness community.

FISC was an important stepping stone for my husband and me in our farming journey. To learn that my children were not going to have that option was heart breaking for me. They may not be able to experience trekking down the hills, walking to State Street, or going to a Badger Hockey game. But, I hope they are able to make the connections with students that become so important down the road, or gain knowledge that will be the basis of their success. I am glad to see the UW–River Falls program is gaining momentum, and I wish them nothing but luck and success to both the university and the students.



FISC @ UW

DEPARTMENT SNAPSHOTS

Recent News and Advances



READ MORE

Animal and Dairy Sciences

Megan Sippel Receives Arthur J. and Ellen A. Maurer Extra Mile Award

Megan Sippel, Graduate Program Manager for the Department of Animal and Dairy Sciences, has received the Arthur J. and Ellen A. Maurer Extra Mile Award from the College of Agricultural and Life Sciences.

Since joining the department in 2020, Sippel has helped transform and professionalize graduate program support. Her work includes advising students on degree progress and university policies, coordinating professional development opportunities, supporting student funding and academic milestones, and helping students navigate challenges throughout their graduate training. Nomination materials described her as “an integral part of the Department of Animal and Dairy Sciences” and a trusted resource who has made it her mission to support the well-being and academic success of graduate students.



Biochemistry

Three Biochemistry Grad Students Honored for Exceptional Mentorship and Teaching

The Denton Award for Graduate Student Excellence in Teaching and Mentoring went to Corinne Moss, a graduate student in the Coon Lab, and Matthew Kim, a graduate student in the Chaudhari Lab. The award, made possible by the generosity of Arnold E. and Catherine M. Denton, honors UW Integrated Program in Biochemistry (IPiB) students who provide exceptional commitment, guidance, and scientific training in mentoring and teaching undergraduate students.



Entomology

Learning From Dr. Helen Tai's Journey in Plant Genetics and the Potato World

"One part of the academic world that I have always found to be the most exciting is studying across a diverse range of topics," said PhD student Emma Terris. "In undergrad I pursued degrees in Genetics and Genomics, Spanish, and Global Health; my M.S. was a joint degree in Agroecology and Entomology; and now I am pursuing Entomology for my Ph.D. I have always thought that having a well-rounded knowledge base is an asset to being a good researcher, but occasionally it feels like it limits my depth in my own research area. I was grateful to learn about Dr. Tai's thoughts on the matter."



Plant Pathology

Six CALS Faculty Honored With Vilas Awards Including Paul Koch, Plant Pathology

Six CALS faculty members, listed below, were among 48 UW–Madison faculty selected to receive Vilas professorships and awards this year. The awards are supported by the estate of professor, U.S. Senator and UW Regent William F. Vilas (1840-1908).

Twelve professors, including one from CALS, were named to Vilas Distinguished Achievement Professorships, an award recognizing distinguished scholarship as well as standout efforts in teaching and service. The professorship provides five years of flexible funding — two-thirds of which is provided by the Office of the Provost through the generosity of the Vilas trustees and one-third provided by the school or college whose dean nominated the winner.



FIRE-UP THROWBACKS

Celebrating 50 Years of a WALSAA Tradition



11th ANNUAL FOOTBALL FIRE-UP — September 13, 1986

RESERVATIONS ARE DUE SEPTEMBER 8, 1986

What: A huge pre-game luncheon and scholarship fund raiser with live polka music prior to the Northern Illinois-Wisconsin game. Lunch will include cheese, cider, beer, brats, potatoes, steak sandwiches, milk, sweet corn, and apples. A guarantee not to leave hungry!

When: 10:00 am to 12:15 pm, Saturday, September 13th. Food will be served until 12:15 only.

Where: UW Stock Pavilion, just a few blocks from the stadium. Reserved parking available at \$3.00/car. (See Parking Reservation form on Page 10).

Who's Invited: All Ag Alumni, faculty and students. WALSAA members and guests at \$7.00/person; non-members at \$9.00/person. Friends and guests are welcome. RESERVATIONS RECEIVED AFTER SEPTEMBER 8th AND WALK-INS WILL PAY AN ADDITIONAL \$1.00/PERSON.
Football Ticket Order Deadline - August 29, 1986



Have Fun and Help the WALSAA Scholarship Fund!

This year, the price of your Football Fire-Up ticket will include a \$3.00 tax-deductible donation to WALSAA scholarship fund. The UW Foundation will match each dollar raised at the Fire-Up with another dollar! When you receive your tickets this year, retain the part that is your receipt for tax purposes. Have fun knowing that your dollars are benefiting the Scholarship Fund! Last year, over \$4,000 was raised at the Fire-Up for scholarships.

AGRI-DATES

August 30 - Packer Outing
Dan & Barb Natzke Farm
(Tickets Available)
September 13 - WALSAA
Football Fire-Up
October 8 - Farm Progress
Picnic - Maurice Cooper Farm
October 25 - Homecoming
November 22 - Away Game Trip to
Michigan State



Liz Henry

New Alice in Dairyland is CALS Grad

Liz Henry of Dane is Wisconsin's new Alice in Dairyland. She succeeds Lisa Hoesly-Behrke to become Wisconsin's 39th "Alice".

Ms. Henry was selected from 12 finalists by an interview panel during the finals program in Platteville on July 12.

Ms. Henry is a U.W.-Madison meat and animal science and dairy science graduate. In 1984, she did international agricultural research at the Technische Universität Berlin in West Berlin. She also held several research assistantships in the schools of medicine and veterinary science.

Before becoming "Alice" she worked, with her husband Joe, at Henry Seed Farms as office manager.

During her year of employment with Wisconsin's Department of Agriculture, Trade and Consumer Protection, Ms. Henry will work as a public relations spokesperson promoting Wisconsin agriculture. She will travel approximately 100,000 miles and make up to 1,000 appearances.

Ms. Henry, 24, is the first married woman selected as "Alice," although two previous "Alices" were married during their employment. Her maiden name was Liz Cunningham. She was born in Cuba City and raised in Racine.

The 15th Annual Ag Football Fire-UP Drew a Record Crowd of Alumni & Friends ...



Dignitaries (from left) at the Fire-Up in 1990 include Chancellor Donna Shalala, Senator Bob Kasten, Athletic Director Pat Richter, and Dean Leo Walsh.



Newest Honorary WALSAA member, Kim Natshheim, Alice in Dairyland, spoke to the crowd.

walsaa EXPRESS

Your CALS Connection For Life

Volume 46 • Issue 4 • December 2016



41st annual Fire-Up & silent auction raises more than \$27,000 to support CALS students and debuts new Red Jacket Daluge Award

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WALSAA BOARD OF DIRECTORS 2025-2026

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Dodgeville, Wis.

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Jenny Loeb '01, '13 - 2028
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Julie McKiernan '87 - 2027
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Paul Mitchell '92 - 2026
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Michael Murphy '87 - 2026
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Tracy Propst '91 - 2027
Beaver Dam, Wis.

Lindsey Sarbacker '21 - 2026
Appleton, Wis.

Wynnie Zuchowski '92 - 2028
Wales, Wis.

Rachel Zwieg FISC '08 - 2027
Ixonia, Wis.

Interested in becoming involved with WALSAA?

Reach out to any of our current board members or contact Stephanie at: admin@walsaa.org or 608.438.1994.



Your CALS Connection For Life

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SAVE THE DATE

CALS & UW Fall Events

UW-Madison Homecoming Week
September 28 - October 3



**CALS World Dairy Expo
Alumni Reception**
October 1



**Wisconsin Alumni Association
Forward Award Ceremony**
October 1

Fill the Hill
October 1-2



Honorary Recognition Ceremony
October 29



REGISTER NOW



WALSAA.ORG

Leading up to the 50th WALSAA Football Fire-Up, we'll be celebrating with "50 for 50," a social media series highlighting the people, memories, traditions, photos, stories, and impact that have made Fire-Up a beloved WALSAA tradition for five decades. Have a favorite Fire-Up memory? Old photos? A story to share? We'd love to hear from you. Send to: admin@walsaa.org