

# ALPHA GAMMA RHO BETA GAMMA CRESCENT

*December 2021*

## From Our Farm to Your Table – Brother Scott Wilson

*By Dave Ward #85*



Much of the country has been caught up in the “Farm to Table” movement as a way to get local homegrown foods to serve their families. Brother Scott Wilson #66 has put his spin on that slogan and markets some of his products under the label “From Our Farm to your Table.”

Brother Wilson graduated from UW-Platteville in 1973 With a degree in Agricultural Technology with an emphasis in Animal Science. Scott went directly from Platteville back to his home farm Wilson’s Prairie View Farm just west of Burlington, Wisconsin in Walworth County. The farm was purchased by Scott’s great-grandparents John and Jeannie Wilson in the 1870’s. The Wilson’s were first generation immigrants from Scotland along with their son Robert (Scott’s grandfather) raised out 8,000 to 10,000 Western lambs annually.

Wilson’s Prairie View Farm made a major change in the 1940’s when Scott’s father Ralph Wilson purchased his first Hampshire hogs. Ralph later added other breeds of hogs including Yorkshire, Landrace, Durocs and Crosses. Brother Wilson started in the hog business at a young age when his father sold him a litter of pigs for him to raise. At a time when disease caused many problems for pork producers Wilson’s Prairie View Farm became one of the only Specific Pathogen Free (SPF) certified Hog operations in the State of Wisconsin meaning that Wilson’s hogs are high health and rigorously tested to maintain the integrity of the herd. In 1980 Scott and his father formed a C-Corp and since then, Scott has purchased additional land to grow the farm up to 1,000 acres with 800 sows.

Diversity is one word that can describe Brother Wilson’s success in the industry. Armed with the SPF certification, Wilson markets some of his hogs to pharmaceutical companies including Merck, Zoetis and Boehringer Ingelheim for drug research. Some of his animals find their way to medical schools for students to practice surgical techniques with liver and kidney transplants.

Looking for new ways to market his meat led Wilson to two new businesses. In 2003 Scott purchased the Elkhorn Locker Plant which he renamed “Wilson Farm Meats.” In addition to the custom butchering, processing and packaging, Wilson Farm Meats includes a retail store where Wilson’s Prairie View Farm Heritage pork is available for purchase.

The latest way Brother Wilson is marketing his meat products to the public is the opening of “Wilson’s Whistle Stop” a restaurant in Elkhorn, Wisconsin. Wilson opened the restaurant in 2020 as another way of getting product from his farm to consumers.



*Continued on page 10*



***See inside for information the 50th Anniversary Celebration of Beta Gamma!***

# Advisor Report

*By Dr. Chuck Steiner, David Heimerdinger, and Ryan Pralle, Beta Gamma Advisors*

It has been a busy fall at UW-Platteville with campus increasingly alive with classes, events and athletics that were virtual or cancelled last academic year being back to a traditional on-campus experience. Homecoming was a beautiful day with the parade, tailgate style luncheon, football team victory and the annual lighting of the M. We are excited to share just a small taste of what is going on at the University with you.

One major building project was completed this summer, and another is ongoing. On August 27, we celebrated the official re-opening of Boebel Hall at a ribbon-cutting ceremony. The university's science building underwent a \$23.7 million state-funded renovation to improve, expand and update instructional laboratories, preparation and support space, undergraduate research space and a general assignment classroom. The renovations have enabled Boebel Hall to become a state-of-the-art science building that includes a Cadaver Lab, Microbiology Lab, Molecular/Biotechnology Lab, Freshwater Lab and Environmental Science Lab. It was designed to intentionally provide a stimulating, comfortable learning environment for students and faculty to collaborate. Representations of the Driftless Area are incorporated throughout the design in spaces such as the atrium, which features the limestone and sandstone prevalent in the area, along with wood highlights throughout the building. Boebel Hall was originally built in 1976 and partially renovated in 2010. It is named after Leo Boebel, who served as dean of Arts and Sciences, a professor of biology, and director of the medical technology program.

On October 6, we celebrated the construction of the forthcoming Sesquicentennial Hall – UW-Platteville's newest state-of-the-art engineering building. The \$55 million Sesquicentennial Hall will adjoin Busby Hall of Engineering to create a 200,000-square-foot complex that supports interdisciplinary engineering and computer science. A massive innovation center, an accessible green roof, exposed building infrastructure, and several state-of-the-art teaching laboratories will make the building itself a learning tool and a national exemplar for transforming engineering education.

In the School of Agriculture (SOA), Agribusiness faculty member Dr. Lucie Kadjo was recognized by the Wisconsin Academic Advising Association for excellence in advising and received the 2021 WACADA Faculty Advisor Excellence Award. Dr. Pete Lammers, faculty member in Animal Science, is contributing on a \$10 million dollar research project funded by the USDA and led by Purdue University, to make mid-western agriculture more resilient by diversifying farms, marketing, and the agricultural landscape. Dr. Ryan Pralle, one of our AGR advisors, was recognized by the American Dairy Science Association (ADSA) with the Midwest ADSA Young Scholar Award. Dr. Tera Montgomery worked with students in the SOA to launch Pioneer Sweets this fall. This student-run business will sell ice cream that is produced on campus. Ice cream sales will begin through campus-based eateries and they will also be reaching out to businesses in Platteville and Dubuque for potential wholesale opportunities. We welcomed one new faculty member this fall, Dr. Zifan Wan. She earned her PhD in Food Science and Technology from Iowa State University and holds a Bachelor of Science in Food Science from Purdue University. Dr. Wan was hired

under the Dairy Innovation Hub (DIH) initiative to conduct research in dairy food development and management. She previously was a post-doctoral researcher at the University of Tennessee in Knoxville.

At Pioneer Farm, the addition of two new Lely A5 Astronaut robot milkers was completed this past spring with operation beginning in June 2021. As part of the Dairy Innovation Hub (DIH) initiative, robotic milkers were installed in the Pioneer Farm Dairy Center to build capacity for educational, research and outreach activities related to DIH priorities.

Students on several competitive teams in the SOA excelled at national competitions this fall. The Dairy Judging team competed at the 2021 World Dairy Expo Intercollegiate contest and placed 4th overall in the team standings out of 15 teams. The University of Wisconsin-Platteville Collegiate Soils Team took first place in the 64th annual Region 3 Collegiate Soils Contest, held Oct. 5-8. The event was held in McLean and Tazewell counties in Illinois and was hosted by Illinois State University. By placing first overall, they qualified for the National Collegiate Soils Contest to be held in spring 2022 in Ohio. This marks the 23rd time that the UW-Platteville team has won the regional competition since it started competing in 1973. These are just a few examples of the outstanding efforts of our faculty, staff, and students.

SOA fall 2021 enrollment figures totaled 517 majors continuing a trend of declining enrollment at both the University and School level over the past several years. By major these enrollment figures include: Agribusiness (163 majors), Animal Science (147), Agricultural Education (62), Soil & Crop Science (58), Dairy Science (33), Environmental Horticulture (30), Reclamation, Environment and Conservation (21) and Ag Undecided (3). The 517 SOA majors include 184 male students and 333 female students.

This fall, brother Mike North was recognized as a College of BILSA Outstanding Alumni and was part of the Homecoming BILSA Alumni Open Forum where he shared his background and experience with faculty, staff and students. Brother North graduated in 1996 with a BS in Agribusiness. He founded Commodity Risk Management Group in 2014, the company that he would later merge with Rice Dairy to form ever.ag. North enjoys using his experience to educate producers and business professionals about the tools available for price protection and risk management.

The Beta Gamma undergraduates held Ag Fest in person again this fall and have been focused on recruitment of new brothers both in and outside the SOA. They were very involved during Homecoming week, winning the annual Keg Bowl football game with Farmhouse and brother Connor Brickley being selected as Homecoming King along with Homecoming Queen Mindy Smits of Sigma Alpha. The undergraduates have been connecting with the AGR Alumni Board and working on plans for the 50th Anniversary celebration to be held this spring on April 1-2.

We would like to thank the AGR Beta Gamma Alumni Board and all alumni who have assisted the chapter over the past year. We would also like to congratulate all those brothers graduating in December and we are looking forward to seeing everyone at the 50th Anniversary celebration.

Wishing you a happy holidays and prosperous new year!

## Frank Friar Receives National Service to Agriculture Award



**Frank Friar #114** has received the National Association of State Departments of Agriculture's (NASDA) 2021 James A. Graham award for his outstanding service to agricultural producers in Wisconsin. Friar is a financial consulting and farm transition specialist with the Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP) Farm Center.

"Frank's knowledge and expertise have combined to improve the lives and farming operations of countless farm families over the course of his career," said DATCP Secretary-designee Randy Romanksi. "At a time in his life when most people would have retired to the golf course or fishing boat many years ago, Frank continues to serve farm families that contact the Wisconsin Farm Center for help each day. We are

proud to have him as part of the DATCP team."

Friar grew up on a small dairy farm in Grant County, Wis., earned a bachelor's and master's degree in agriculture between his time serving in the U.S. military, and worked for more than 30 years in agriculture lending. Since joining DATCP's Farm Center almost 14 years ago, he has helped guide hundreds of Wisconsin farmers through complex challenges.

Friar was recognized for his contribution to the industry during the NASDA annual conference in Louisville, KY in September. NASDA is a nonpartisan, nonprofit association which represents the elected and appointed commissioners, secretaries, and directors of the departments of agriculture in all fifty states and four U.S. territories. NASDA's James A. Graham award is named in honor of North Carolina Commissioner of Agriculture James Allen Graham who served from 1964-2001.

## North Receives Distinguished Alumni Award



**Mike North #443** graduated from UW-Platteville in 1996, with a degree in agribusiness. He began his career in the futures industry with First Capitol Ag in Platteville. After nearly two decades there, he founded Commodity Risk Management Group in 2014, the company that he would later merge with Rice Dairy to form ever.ag. In 2021, ever.ag merged with Dairy.com to

broaden its offering to not only the dairy industry vertical but also grain and livestock producers and end users as well. His team of brokers and advisors leads production and processing clients in their efforts to construct marketing plans and margin management programs.

North enjoys using his experience to educate producers and business professionals about the tools available for price protection and risk management. He has been published in several agricultural periodicals; is a regular guest on several national programs, such as AgDay, RFDTV, and the U.S. Farm Report; can be heard frequently on several local and

national radio programs; served as a part-time lecturer at UW-Platteville; and is a featured speaker at programs across the country.

In 2008, North was elected to the board of directors of the Dairy Business Association, an organization which represents the dairy industry and its economic and environmental stake in Wisconsin. He now serves as its president. North has been honored as the 2006 Rising Star in Business for the Iowa, Illinois, and Wisconsin Tri-State Region, and in 2011 as the recipient of the UW-Platteville Outstanding Alumni Award. He is a strong supporter of the UW-Platteville Foundation and donates his time to speak to UW-Platteville classes and student organizations.

"I came to UW Platteville with only a vague idea of what I wanted to accomplish in life," said North. "I knew a variety of people that I had met in other arenas. However, I didn't know myself. UW-Platteville fostered a tremendous platform for higher education, but more importantly created an environment where I could learn who I was, what I did well, and how I could use that to better my life and the world around me. What took place in the classroom was second to none. What happened outside of it was life changing."

## Message from the President

*By Michael Long #727, Alumni Board President*



December 2021 - As the season turns to winter, we have much to be proud of as members of Beta Gamma. As you will see in this edition of the Crescent both the Alumni and Undergrads are seeing major changes from the last year finally pay off. Starting with the Alumni. Over the last year generous donations to the scholarship fund are allowing our scholarship committee to award \$3,300

in scholarships to active brothers in just our first year. Next, the efforts to update the chapter house have proven to be just what was needed, especially the parking lot. Lastly, we have the opportunity to celebrate 50 years of AGR at UW-Platteville this spring. Please plan to attend the weekend of events, including tours of campus and the Pioneer Farm. If you have not been to Platteville in a few years, I think you will be pleasantly surprised with all the updates and new buildings on campus. UW-Platteville is truly reinvesting in itself just like the Alumni Board is with our chapter.

This past year has been a rollercoaster for our undergrad members. Covid-19 has changed the way classes are taught and how students learn. A year of mostly all remote learning has been tough on Greek life. Coupling that with declining enrollments and lower male students in the School of Ag creates challenges. I want to thank our undergraduate brothers for their hard work over the last semester continuing the brotherhood we have to offer at Beta Gamma. Recruitment of new brothers is still one of the biggest challenges. I am calling all alumni to help with the recruitment efforts. If you know of any high school students that considering UW-Platteville please reach out and help our active undergrad brothers make a connection and hopefully welcome a new brother to Beta Gamma. I also want to invite more alumni to get involved. Whether that be going to a chapter meeting, attending an AGR event, just stopping at the house when passing through town or joining an alumni committee or running for the Board. Lastly, I again want to encourage everyone to join us April 1-2, 2022 to celebrate 50 years of AGR at UW-Platteville.

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# Scholarship Funds Update

by Scott Laufenberg #224



The commitment of Beta Gamma Brothers to "Build Better Men" continues to be remarkable. Over the last twelve months we have raised \$88,683 for our scholarship funds at the AGR Foundation. Including earnings, the funds are now valued at \$97,438. We are within reach of obtaining our goal of \$150,000 by April 2022! We expect the funds to return \$1,000 in scholarships for each \$25,000 invested.

Awarding six \$1,000 scholarships on an annual basis would demonstrate that Alpha Gamma Rho continues to be a premiere organization at UW Platteville.

Please consider joining the 60 brothers that have already made a commitment to the AGR Foundation. We currently have an offer of \$10,000 in matching funds that will expire on December 31. Please donate now to take advantage of these matching funds. The AGR Foundation can be very flexible in accepting gifts. Appreciated securities, company matching funds, insurance policies, IRA rollover/payouts and commodities are also options for gifts to the scholarship funds. If any of these are a better option for you, please contact Carol Johnson at the AGR Foundation. All donations to the Educational Foundation are tax deductible.

Your donation will be recognized on the Beta Gamma giving tree in the Chapter house. All donations given outside of annual dues are listed in our records. Donations made the Educational Foundation of Alpha Gamma Rho are recognized at the national level and also at Beta Gamma. If you have any questions regarding the recording of your gift, please contact Scott Laufenberg at [slaufenb@gmail.com](mailto:slaufenb@gmail.com)

We currently have two funds available: The Beta Gamma fund is designed to award scholarships to be used in recruitment and to offset costs for leadership training. The Dennis Valstad fund is designed to help undergraduate brothers with financial need. We'll be awarding \$2,400 from the Beta Gamma fund and \$900 from the Dennis Valstad fund for the current school year.

If you wish to donate to either of these funds, make your check payable to the Educational Foundation of AGR and mail to Jordan Alf, Alumni Treasurer, 5210 N Grand Videre Dr, Janesville WI 53548. Please specify on the memo line which scholarship fund that you would like to contribute to. To make a donation by credit card online go to <https://www.alphagammarho.org/donate>. At Donation Type choose Scholarship Funds in the drop-down box then at Investing In choose either Beta Gamma or Dennis Valstad Memorial. Please note donations are tax deductible.

## Donations To The Beta Gamma Scholarsip Fund

3 Michael B Sands	85 David Ward	249 Gregg Raupp	443 Mike North
6 John Krueger	90 Jack Ellickson	266 Jeff laufenberg	469 Eric Olson
7 James R Timm	94 Ken Whitmore	282 John and Barb Scott	483 Greg & Katie Wolf
8 Ron Goplin	106 Daniel Adams	320 Mike Daniels	496 Calvin Deetz
10 Mark Highland	109 Charles Miller	324 Vincent Bush	504 Andrew Schraufnagel
19 Jeff Key	114 Francis Friar	335 Jonathan Braymer	526 Preston Vincent
23 James Michael Blaska	120 Pat Kelly	336 John C Oncken	573 Ben Lawfer
32 John Elvekrog	121 Raymond Morse	343 Richard Grulke	652 Rick Bockhop
45 George Koerner Estate	127 John Hulbert	358 Jon Loitz	685 Jordan Alf
48 Jeff Blaska	149 Dale Pertzborn	367 Jeff Radl	717 Konnor Johnson
57 Ken Von Rueden	153 Earl Heimerdinger	370 Duane Schaefer	727 Michael Long
59 Stan Smith	168 Jeff Kroes	374 Frank Raupp	743 Kye Witek
75 Dennis Valstad Estate	178 Wayne Gerlach	382 Paul Steffes	Iota Jerry Steiner
78 Scott & Linda Weisinger	207 Kerry Henning	398 Michael Grulke	
81 David Houston	224 Scott Laufenberg	418 Jerry Pegelow	

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2021-2024

Are you interested in running for the Board?  
Three terms expire in 2022. Please make it  
known and attend the annual meeting if possible.

## Chapter House Updates

by Scott Laufenberg #224

Early in the year it became acutely aware to the alumni board that some major repairs and updates to the house were needed. We used \$25,000 from the Dennis Valstad gift and used addition funds from the house refinance. We established a budget of \$75,000 for the needed updates.

Projects selected and completed are as follows:

- Replaced carpet in all bedrooms, library, and the lounge areas
- Carpet on the inside stairwell was replaced with rubber cleats and matching material for the landings. This will make the step coverings much more durable and easier to clean and maintain.
- All window coverings were replaced with more durable and easier to maintain products
- Furniture was replaced in the library, first and second floor lounges with commercial grade products
- Parking lot was replaced and the base for the lot was upgraded.

After house inspections by the board, we also realized there were lots of small repairs needed. Brother Frank Raupp runs a home inspection and remodeling business in Cuba City, brother Raupp agreed to help us with small repairs. We developed a list of thirty items that needed attention. Brother Raupp worked on the repairs over the course of the

summer and completed them in September. We are grateful for the excellent work that was completed, and the very generous rate brother Raupp gave us to do repairs. Our intentions will be to use Frank Raupp for repairs as needed.

A few take-aways from the 2021 updates are that the alumni board needs to budget more money for repairs and updates and it is critical that we enlist the services of a professional to do repairs and some maintenance. We cannot rely solely on the undergraduates to do repairs and we cannot burden the advisors with this responsibility.

We look forward to showing off the repairs and updates at Founders Day in April 2022.



## Targeting Excellence

by Zachary Mickelson #843

On October 14th, six undergraduates from Beta Gamma got the opportunity to volunteer and network with industry professionals at the 2021 Targeting Excellence Sporting Clay Scholarship Classic. Brothers attending pictured above are: (left to right) Ryan Kahlscheuer, Zachary Mickelson, Abe Rothmann, Trevor Verhagen, Jay Long, Hayden Funk, and advisor Dr. Ryan Pralle. Targeting Excellence is a nonprofit organization that works to provide scholarships to students committed to food animal agriculture. Alumni Board Director Scott Laufenberg along with Dr. Pralle are on the Targeting Excellence Wisconsin committee and play a key role in making this event happen at the Waunakee Gun Club. Throughout the morning the brothers helped set up the course and welcomed sponsors as they arrived. Each brother was then assigned a group of sponsors to shoot the course with as they were responsible for releasing the clay pigeons as well as scoring. Following the competition, former Wisconsin Secretary of Agriculture Ben Brancel spoke on the importance of attracting more young people to occupations in agriculture. He then emphasized never to give up on career goals, highlighting his son who is now an embryo technician. It was a terrific opportunity for Brothers to connect with a multitude of employers



in the ag industry and to have a fun volunteering experience along the way. Brothers attending the event will apply for the scholarship in the Spring of 2022.

For more information go to <https://targetingexcellence.org/>

## Looking for Missing Brothers

*If you have contact information for any of these brothers please let Chuck Miller know.*

198 Randall Williams

251 Brian Brown

256 James Hurlbert

287 Bruce McNaughton

372 Gary Schultz

420 Timothy Troester

479 Troy Wallace

490 Tony Leake

612 Seth Richolson

688 Rene Versteeg

697 Joshua Richards

752 Devery VanLandingham

755 Dylan Clarke

# Noble Ruler Report Fall 2021

by Griffin Headley #840

Greetings from the Beta Gamma Chapter. I hope this letter finds all brothers well and in good health. The undergraduates of Beta Gamma have been living the promise and values of Alpha Gamma Rho through brotherhood, community service, scholarship, and professionalism.

The Beta Gamma Chapter has remained a prominent organization among clubs and Greek Life here at UW-Platteville. Following the spring's graduating class of seven, and the Delta Kappa initiate class of seven new members and one reinstatement, the chapter is currently sitting at 29 members. Of those 29 members, 18 of us reside in the Chapter house. The fall initiate class has already shown promise getting the chapter back on track regarding both recruitment and involvement as we are bouncing back from a year completely online. As this semester winds down, we still have young men interested in Alpha Gamma Rho. Now, we are moving into setting up "Early Bird" Quality Control interviews, which means we will interview potential candidates prior to the winter interim and then move to vote on them at the beginning of the spring semester, kickstarting our recruitment before the semester has even begun. Returning to in-person schooling has substantially helped our chapter reach more people and maintain a positive face of AGR through academics, philanthropy, community service, and involvement on campus.

This coming semester, we will return to in-person Alpha Gamma Rho Recruitment School and Leadership Seminars. While there are benefits to virtual meetings, I think the brothers who will be able to attend in-person will be able to get more out of the workshops and be able to network and build rapport with other chapters along the way. We will require our future recruitment chair and additional members of the recruitment committee to attend. This will aim to improve upon our current recruitment strategies and better reach qualified candidates for our organization. The dates for Recruitment School will be January 21-22, 2022 or March 18-19, 2022, whichever our chapter selects once registration opens. The location of Recruitment School this year is Kansas City, Missouri. Our chapter will receive a discount on this crucial convention if any of our alumni attend. So please reach out to anyone you know on either the Alumni board or an active member if you desire to attend and help our chapter. Leadership Conference this year will also be held in Kansas City, Missouri, on February 11-12, 2022. We will require our entire Executive Board to attend. These meetings help well-round our officer team and provides advice for how other chapters have handled situations that we could find ourselves in the coming future.

With the renovations the house has received this summer, the undergraduate chapter is excited to be able to showcase the house for our upcoming 50th Anniversary. We have upgraded to a new driveway, carpet and paint in all the bedrooms, blinds in the whole house, and a vinyl

floored main stairway. As we move forward, we are awaiting new furniture for the upstairs lounge and main floor living room, and we are painting hallways and common areas as we go. I cannot emphasize enough how grateful the undergraduate chapter is for all the renovations we have received from our gracious Alumni Board, and to all of you for paying your alumni dues. You are all the reason we can maintain the nicest house at the University of Wisconsin-Platteville, and to continue to utilize it as a recruitment tool. I truly feel we have some of the strongest Alumni support out of any nationally affiliated chapter.

As I reflect on this semester, I am very proud of our chapter's achievements. From maintaining a top 5 GPA on campus, to placing third in homecoming activities, and winning the Keg Bowl for the 17th year in a row! Things are looking up for the Beta Gamma Chapter. For those of you who have made it this far, I highly recommend joining our Facebook page so you can keep up with our involvement as a chapter, as we have vastly stepped up our social media presence in the last few years. I am pleased with our chapter's involvement and participation within the University, and how our Executive Board really works as a team. I can confidently say that our officer team has proven to be role models to younger members within the chapter, and as we pass the torch, we seniors will be able to provide advice or guidance as we transition out of our officer positions. I appreciate the brothers who are active not only with AGR, but with other clubs and organizations on campus, as well as student governance positions within the University. I firmly believe we are maintaining a positive face of Alpha Gamma Rho throughout the University of Wisconsin-Platteville.

As this fall semester winds down, I hope everyone has a safe and enjoyable winter break. For our brother graduating this fall and the seniors graduating in the coming spring; I am thankful for the opportunity to have gotten to know you all. I believe we have impacted the undergraduate chapter and shown the next officer team how to lead and work together as a whole. I believe we as a Chapter are continuing to uphold the promises and values of the Alpha Gamma Rho Fraternity, and I'm confident that our next Executive Board will carry the tradition for semesters to come. For the underclassmen, the chapter is in your hands now. I trust that you will use your best judgement as you come into positions of leadership and make decisions on behalf of the Chapter. Trust in each other and you will in turn build a positive atmosphere within the Chapter and create lifelong friendships along the way. I have thoroughly enjoyed serving this Chapter and all of you as the Noble Ruler. I feel forever indebted for what this organization has provided me, both socially and professionally. Please do not hesitate to reach out to us, and feel free to stop in and visit your brothers here at 845 West Madison Street!

## Homecoming 2021

by Brother Jay Long #864

Homecoming 2021 was one for the record books! After not having a traditional homecoming for two years due to the COVID-19 Pandemic, it felt great to participate in the festivities! This year, Beta Gamma and Sigma Alpha teamed up to create a unique take on this year's homecoming theme, "Game On". Together, the brothers from Beta Gamma and our Sigma Alpha sisters created a hunting and fishing version of the main theme. We created a camouflage banner that was hung in the student center, decorated a float, and decorated the Beta Gamma house. This year, all activities were evaluated on a points system awarded for participation, spirit, and sportsmanship. Some activities included,

trivia night, tug of war, volleyball, and many more! Beta Gamma was well represented at all events and scored third in overall points. This is a great accomplishment! Beta Gamma is also home to UW-Platteville Royalty. Brother Connor Brickley was crowned 2021 Homecoming King alongside Sigma Alpha sister Mindy Smits being crowned queen! This year's participation in homecoming was astounding as memories made from this year's homecoming will last a lifetime.

*Homecoming photos are located on the adjacent page.*



# How to Join AGR Today

by Conner Brickley #852

How do new members seek order in our fraternity? Although our process is unique, it is also quite simple. As you may know recruitment events are important in meeting potential new members. If individuals at these events wish to potentially join, we will host a Quality Control or QC Interview. We have a QC Board within our chapter that consist of our VNR- Membership Development, VNR- Recruitment, and a member from our Sophomore, Junior and Senior classes, as well as an advisor who is always present during these interviews. In these interviews we ask basic questions about their background in school, life, and interest in the area of agriculture. We are looking for individuals who have shown and will continue to demonstrate experience in leadership, teamwork and communication. Once the interview is done the QC Board discusses if we feel this potential member shall be brought forward to extend a bid to during our next meeting. If the chapter as a whole, after discussion, wishes to extend a bid to this individual the new member is welcomed with a bid. If the extended bid is accepted the individual will be initiated at the following meeting by the Chapter. As we all know, the process of initiation is solemn and sacred. Following initiation, the new initiate is given their big brother- an active member who is there for advice and serves as a mentor.

After initiation all new members go through our education program as well as complete all new member education modules on AGR Con-

nect. The modules educate our new members on the brotherhood, which Alpha Gamma Rho is founded on. They also must complete an interview book that consist of interviewing: all current members in the fraternity, all three advisors, members of two different sororities and two alumni. These interviews allow current members to get to know the new initiates on a deeper level and build bonds. Our education process consists of five quizzes and one final exam. Some of the material overlaps with the AGR Connect modules but it also dives deeper into the background of the Beta Gamma chapter as well. Education serves as a way to connect new members to our Beta Gamma chapter, as well as the brotherhood of Alpha Gamma Rho that spans across the country.

Reprinted from the Sickles & Sheaf. Terms We Don't Use Anymore – Pledge: AGR abolished the pledge process in 1992 and replaced it with the Brotherhood Program which eliminated the waiting process; pledge was replaced with the term new member which places emphasis on the equity of all members. Rush: The idea of a Rush process doesn't embrace building relationships and getting to know each other; rush was replaced with the term recruitment which focuses on a longer duration process giving time for potential new members and the chapter to get to know each other.



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Charles Steiner

[steinerc@uwplatt.edu](mailto:steinerc@uwplatt.edu)

Ryan Pralle

[praller@uwplatt.edu](mailto:praller@uwplatt.edu)

## Welcome New Initiates



### Austin Beitlich

Year in school: Freshman  
Major: Mechanical Engineering  
Hometown: Stoddard, WI  
Career Goals: One day to take over the family farm  
Hobbies: Hunting, Fishing, anything in the outdoors  
Why did you join AGR? I joined to be a part of a good group on campus and to make lifelong friends.



### Wil Roling

Year in school: Junior  
Major: Agri Business  
Hometown: Cascade, IA  
Career Goals: To have a small farm on the side and a job in ag finance or appraising.  
Hobbies: Hunting, raising show cattle, Supporting the Hawkeyes

Why did you join AGR? I joined AGR to be surrounded by brothers with similar interests and to gain leadership experience.



### Aaron Frey

Year in school: Sophomore  
Major: Construction Management  
Hometown: Sauk Prairie, WI  
Career Goals: Get a job close to home in the construction industry.  
Hobbies: Hunting, Farming, Fishing, Snowmobiling  
Why did you join AGR? I joined AGR to meet

new people, become a better leader, and interact in the community.



### Max Gunnink

Year in school: Junior  
Major: Ag Engineering and Technology  
Hometown: Clinton, WI  
Career Goals: Continue to expand MG Equipment  
Hobbies: Snowmobiling, Working on trucks, Farming  
Why did you join AGR? I joined AGR to meet

new friends and network with people in the ag industry.



### Isaac Schimmels

Year in school: Freshman  
Major: Agri Business  
Hometown: Klinger, IA  
Career Goals: To be successful in an ag business job  
Hobbies: Racing, Farming, Snowmobiling  
Why did you join AGR? I joined AGR to have new experiences with brothers and to build connections.



### Kael Kruse

Year in school: Junior  
Major: Animal Science  
Hometown: Petersburg, IA  
Career Goals: Become a veterinarian  
Hobbies: Jet skiing, working with animals of the farm

Why did you join AGR? I joined AGR to build connections in the ag industry and to gain leadership skills.



### Cole Krueger

Year in school: Freshman  
Major: Mechanical Engineering  
Hometown: Oshkosh, WI  
Career Goals: Pursue a degree in Mechanical Engineering in the automobile or marine industry.  
Hobbies: Hunting, Fishing, Sports  
Why did you join AGR? To meet lifelong friends

and help with my academic and career goals.

## Congratulations to our Graduating Senior



Hello, my name is Casey Clark. I am from Shawano, Wisconsin and will be graduating this December with a degree in mechanical engineering. Upon graduation I will be taking on a process engineer role at Ahlstrom-Munksjo in De Pere, Wisconsin. Over my time in college, AGR has been a big part of my life and I have grown a lot as a person from its influences on me. From

leadership opportunities to professional connections and friends made over the years, I could not imagine college without such an impactful organization.



## Alumni Updates



### Don Von Rueden #58

Don, one of our founders has announced his retirement effective 12/31/2021. He is 73 and has worked for Purina/Land O Lakes and sister companies for 47 years! His wife, Donna, has no idea what she will do with him.



### John Blaska #5

John owns the Oaks Golf Course in Cottage Grove. Each year during September or October they host Oaktoberfest. The festival features German food, Oktoberfest beers and German music. Pictured are Jim Krueger, John Blaska, and Al Klug. Al is a member of the Alte Kameraden Band. A traditional German brass band.

*Jim Kruger, John Blaska, Al Klug*

**Mike Kirschbaum #272** – Graduated in 1986 and moved to the Madison area to start his Information Technology career. In 1999 he and his wife, Kim, then moved to the Denver, CO area. Next, in 2016, they moved to Branson, Missouri. They now operate a 350-unit self-storage facility there - Branson Hills Storage. They enjoy Brother Henning's cheese that is shipped to J&J Cheese Store in Branson weekly. Mike retired from the I.T. industry in June 2021.

## Recent Marriages

Alex & Abbie Noble, Aug 7, 2021

Kevin & Brooke Hughes, Aug 28, 2021

Nick & Jenessa (Freidhof) Huffman, Sept 19, 2021

Alex & Haley Buchanan, Sept 25, 2021

If you have an update that you'd like to share please send it to [plattevilleagr@gmail.com](mailto:plattevilleagr@gmail.com).

## AgFest Photos



## Beta Gamma Standing Committees

### House and Grounds

- Scott Laufenberg - Chair
- Chuck Miller
- VNR Operations-Ryan Kahlscheuer
- Open Position (Platteville Local Preferred)

### Scholarship

- Scott Laufenberg - Chair
- Michael Long
- Ron Goplin
- Ken Von Rueden
- Lukas Wymer
- Noble Ruler- Griffin Headley
- VNR Scholarship- Mason Kruse
- Chapter Advisor- Dr. Ryan Pralle

### 50th Anniversary

- Jack Ellickson - Chair
- Jeff Blaska
- Michael Long
- Larry Raupp
- Chuck Miller
- Zach Wynstra
- VNR-Alumni Relations - Zach Mickelson
- Suzanne Lois (Rhوماتes)

### Crescent Publication

- Chuck Miller - Chair
- VNR-Alumni Relations – Zach Mickelson
- Chapter Advisor - Dr. Ryan Pralle
- Layout Editor - Ashley Yager

### Activities

- Open Positions
- VNR Alumni Relations

*If you would like to join a committee or if you have input for any of these activities, please contact Michael Long or the committee chair.*



## AGR National Convention in Milwaukee - July 27-29, 2022

After years of planning, cancelation due to Covid and a Virtual Convention the AGR National Convention will be held in Milwaukee this summer. Mark your calendars for the 2022 National AGR Convention to be held at the downtown Milwaukee Hilton July 27-29.

A group of alumni from the three Wisconsin AGR Chapters are working hard at planning the convention. The committee is Chaired by Mike Kawleski of Alpha Psi, Scott Laufenberg and David Ward are representing Beta Gamma on the planning committee.

Volunteers will be needed to help with registration, loading tour buses and other tasks. A Wednesday evening event will be held at the Milwaukee Public Museum and the Thursday evening event will be held at the Harley Davidson Museum. The AGR Hall of Fame Banquet will be held on Friday at the Hilton. On Thursday morning a Career Fair will be held this will be a great opportunity for you or your company to get in contact with the best and brightest collegians in the country. Single day registrations will be available as well as a Spouse program that is being organized.

For more information on the 2022 AGR National Convention go to: [alphagammarho.org/2022-national-convention](http://alphagammarho.org/2022-national-convention)

## Do you have a Story Idea?

If you know of an alum that we should feature in the Crescent please contact Dave Ward [palum76@yahoo.com](mailto:palum76@yahoo.com) or 920-723-1211.

## Hire an AGR

Do you have a job opening at your business or operation? Are you looking for a quality employee? If so, please consider posting your opportunity on the AGR Facebook page – Alpha Gamma Rho – Beta Gamma Alumni & Undergraduates

## Has Your Contact Info Changed?

Have you moved or do you have a new email address or phone number? Please send updates to Chuck Miller at [cmiller4424@gmail.com](mailto:cmiller4424@gmail.com).

*Continued from page 1*

Brother Wilson maintains a connection with UW-Platteville by providing internship opportunities to students. He also provides learning opportunities to local high school students.

When asked what was his proudest accomplishment Wilson without hesitation says his children. All three of Wilson's children are involved in the business. Daughter Amber and her husband Justin manage the store and restaurant. Daughter Anna and son Alex manage the hog operation.

Any way you look at it, Brother Scott Wilson is finding innovative and successful ways of getting product from his farm to the consumer's table.

### Notice of Alumni Dues

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

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_

***I would like my donation applied toward:***

☐ 2022 Alumni Dues \$40.00

☐ Other Donation \$ \_\_\_\_\_

***To pay by check:*** Make your check payable to Platteville AGR Alumni and mail to:  
Jordan Alf, Treasurer, 5210 N Grand Videre Dr, Janesville, WI 53548

***To pay online:*** Visit <https://2022-alumni-dues.cheddarup.com/> or scan this QR code.



# Beta Gamma 50th Anniversary Celebration - April 1-2, 2022

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City State Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

\_\_\_\_\_ Friday Social..... Donation

\_\_\_\_\_ Saturday Luncheon Donation

\_\_\_\_\_ Banquet @\$55

2022 Alumni Dues @\$40 \_\_\_\_\_

Total Enclosed \_\_\_\_\_

**Make your check payable to Platteville AGR Alumni and mail to:**  
Jack Ellickson, 1813 Sunrise Ct, Stoughton, WI 53589 by March 15, 2022.  
**Reservations made after March 15th are \$65 per person.**  
To pay online visit: <https://beta-gamma-agr50.cheddarup.com/> or scan this QR code.



The weekend of April 1-2, 2022 we will be celebrating the 50th Anniversary of the Beta Gamma Chapter of Alpha Gamma Rho! Make plans to attend now. This year we will honoring the past Noble Rulers of our chapter. We believe that it is fitting to recognize this group of brothers as they are the men that provided leadership to the actives and kept the chapter on track upholding the values of Alpha Gamma Rho to “Make Better Men” while pursuing their degree.

### Schedule of Events

- Friday Social Gathering, Steve’s Pizza, 175 W Main Street, 7:00 PM
- Annual Meeting: Russell Hall, Room 117, 10:30 AM
- Spouses Program (Optional): Information will be provided at a later date by email
- Open House and Luncheon: Chapter House, 845 W. Madison St, 1:00 PM
- Pioneer Farm Tours: See information below, 3:00 PM
- Campus Tours: See information below, 2:15, 2:45 & 3:15 PM
- Social Hour: Velzy Commons, cash bar and hors d’oeuvres, 5:30 PM
- Banquet: Velzy Commons, 6:30 – 11:00 PM



### Room blocks have been reserved at the following Platteville Area Hotels

- Country Inn and Suites, 630 Water Street, 608-348-7373
- Holiday Express and Suites, 55 South Elm Street, 608-342-2238
- Super 8, 100 Hwy 80-81 South, 608-348-8800,
- Quality Inn & Suites, 103 West Mound View Ave, Belmont, WI, 608-762-6900

**Friday Social Gathering** - All AGRs, spouses, advisors, Rhomates and friends are welcome to attend. Cash bar. Pizza – donations appreciated. Plan to arrive at 7:00 PM or whenever you can get there. Steve’s is located at the top of Main Street in the old hardware store. Any questions please contact Jeff Blaska at [blaskabunch@yahoo.com](mailto:blaskabunch@yahoo.com) or 608-628-0197

**Campus Tours** – Depending on when you graduated, Campus has probably changed a lot since you were a student. We’ve arranged with the admissions office and AGR undergrads to lead tours on campus. Tours will include Ullsvik Hall, Karmann Library, Boebel Hall, and the Student Center and Bookstore. Tours will be approximately one hour in length. If you are interested in a tour, please RSVP to Jeff Blaska at [blaskabunch@yahoo.com](mailto:blaskabunch@yahoo.com) or 608-628-0197.

**Pioneer Farm Tours** – If you are interested in touring the UW-P Pioneer farm please RSVP to Jeff Blaska, at [blaskabunch@yahoo.com](mailto:blaskabunch@yahoo.com) or 608-628-0197. The tour will be led by Dr Chuck Steiner and will begin in the Farm Technology Center, 29200 College Farm Road.

**50th Anniversary Auction** - We plan to have a Silent Auction at the 50th Anniversary gathering. Our goal is to generate funds for ongoing house projects. Please consider donating an item for the auction. Auction items could be anything of value that have wide appeal. Examples: tickets for sporting events, gift certificates for activities or merchandise, Wisconsin/Illinois sports team memorabilia, model tractors, farm equipment, farm inputs such as seed or commonly used farm chemicals. We will have the ability to live auction any higher dollar items. Please contact Michael Long to donate an auction item or if you have any questions: [mlong18@gmail.com](mailto:mlong18@gmail.com) or 815-508-7119 or 11461 County Line Rd, Big Rock, IL 60511.

Please use the form above or Cheddarup to make your reservation to attend. Please note, we will not be mailing a separate invitation due to the cost of postal mail. However, we will send email reminders to those with which we have an email address. For more information or if you have pictures appropriate for sharing at the banquet, please contact Committee Chair Jack Ellickson at [jack.ellickson@gmail.com](mailto:jack.ellickson@gmail.com) or 608-719-9455.



Alpha Gamma Rho Fraternity  
1119 Caswell St  
Fort Atkinson, WI 53538

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## Upcoming Events

December 11	BILSA Commencement 9am
December 21	Fall Semester ends
January 24	Spring Semester begins
April 1-2	50th Anniversary Founders Day

## Searching for Rhomates

Former Sweethearts and Rhomates are invited and encouraged to attend the Founder's Day Banquet and weekend activities. If you are in contact with women that served in these roles, please let them know that they are welcome at these events. It would be great if they would join us. Unfortunately, our address file for Rhomates has not been kept up to date so we do not have current contact information for many of them. If you can help us in this regard, please send information to Suzanne Lois at [smlois@outlook.com](mailto:smlois@outlook.com) or 262-210-0989.

## We need your email address!

Although we are sending two issues of the Crescent each year to all brothers by postal mail, we also send additional communication by email. These email messages include information on meeting dates, social gathering, and items that might need notification of before the next issue of the Crescent is published. Please send your email address to Chuck Miller at [cmiller4424@gmail.com](mailto:cmiller4424@gmail.com) or 608-628-5799. Thank you.