

# ALPHA GAMMA RHO BETA GAMMA CRESCENT

May 2023

## Remembering Those Who Served

By Dave Ward #85

On November 11, 2022 UW Platteville dedicated a memorial to the twelve students and alumni who lost their lives serving their country in the Vietnam War. The memorial is located near the flag poles outside of Ullsvik Hall. Fortunately, there were no Beta Gamma alumni who were among the twelve but many alumni served their county during this time period. Following are some of their stories.



**James Timm #7** - Brother Jim Timm started at the Wisconsin State University at Platteville (WSUP now UW-Platteville) in the fall of 1967 after graduation from Wisconsin Dells High School. He was a member of the Alpha Pledge Class in the Platteville Colony of Alpha Gamma Rho. His memories of AGR were the first house at 350 W Pine St and starting construction on the current house. Jim attended the 50th Anniversary last year and he enjoyed seeing old friends and took great pride to see what the fraternity has become. He graduated from WSUP in the Spring of 1971 with a degree in Agricultural Economics.

Jim's future was changed on December 1, 1969 when the first military draft lottery was held since World War II. He didn't have to wait very long as his birthday of April 24 was drawn second. Jim decided to be proactive instead of waiting for the military to decide his future Jim looked into his options. After talking to member of the Reedsburg National Guard Jim signed up for the National Guard. Jim's National Guard training took him to Fort Knox just

south of Louisville, Kentucky. Jim spent six years in the National Guard and was part of the 105th Cavalry Unit out of Reedsburg, Wisconsin. Jim feels fortunate that outside of training every year at Fort McCoy his unit was never called up.

After the military Jim went to work for a Co-op in the Wisconsin Dells which is now part of Provision Partners Cooperative. He also spent some time at a foundry nearby. Jim also raised pigs and beef on the family farm near the Dells. Now that he is trying to slow down, as he has 20 beef cows and finishes their calves.

Jim and his wife Madonna celebrated their 50th Wedding Anniversary on May 19th at Spring Brook in the Dells. They have two children and two grandchildren one of his grandchildren will be attending UW-Platteville. Their son is an engineer for Harley Davidson and their daughter works for the State of Minnesota. We thank Brother Jim Timm for his service.



**Frank Friar #114** - Brother Francis (Frank) Friar enrolled at WSUP in 1965 after his graduation from Boscobel High School. Brother Friar received both his Bachelor's Degree and his Master's Degree in Ag Education in 1970. Frank was part of the group who started the Alpha Gamma Rho (AGR) Colony at WSUP in 1968. He remembers going to the bank with Dr. Campbell to get a loan secured in part by the National AGR to buy the house at 350 W. Pine St. Frank recalls the house came with all the furniture still in it from the previous owners they held a yard sale and used the proceeds to buy a TV on which they could get three channels.

Halfway through his studies for his Master's Degree Frank was drafted (this was before the draft lottery) after visiting with his local Draft Board they told him to finish his studies then report. In 1970 Frank reported for duty.

He did his basic training at Fort Campbell Kentucky. After basic training Frank took an 18-week course in food inspection near the Chicago Stockyards. He recalls the course was tough and that many did not pass. Frank did and became a Specialist 4th class and was sent to Fort Jackson in Columbia, South Carolina to prepare for overseas assignment. Frank's first overseas assignment was doing food inspections at the Baumholder, Germany Army Base. Brother Friar's job was to inspect food from all over the world before the Army shipped the food to U.S. Army bases in the area. Frank's wife Judy was able to join him in Germany and they lived off the base.

After Frank was discharged, he started teaching in Fennimore, Wisconsin. From Fennimore Frank taught at Riverland Community College in Austin, Minnesota. While at Riverland Frank was working on his doctorate through the University of Minnesota. He then he decided on a career change. For the next 30 years Frank worked for Farm Credit. After retirement from Farm Credit Frank agreed to help Wisconsin farmers with credit issues at Wisconsin's Department of Agriculture Trade and Consumer Protection's (DATCP) Farm Center. What was supposed to be a two-year job at DATCP turned into a 15-year career. Frank was honored for his work at the Farm Center by the National Association of State Departments of Agriculture in 2021 (see the December 2021 Crescent).

Frank and Judy were married in 1971 and have three children and seven grandchildren. They live in Baraboo, Wisconsin. Frank said he has been very fortunate he has never had a job that he didn't like. Thank you, Brother Frank Friar, for your service.

If you know of any other veterans that we should feature please let Dave Ward know at [palum@yahoo.com](mailto:palum@yahoo.com).

# Advisor Report

By Dr. Ryan Pralle, Beta Gamma Advisor



After more than a little teasing from the weather, Spring is finally upon us! It has been another busy semester at UW – Platteville and Beta Gamma. In this letter, we will highlight the breadth of our members engagement on campus, administrative updates, and the recognition that our advising team received this semester.

Starting off the semester with a fresh-faced officer team, we hit the ground running. At the officer transition meeting, the new officers were ambitious in setting goals to expand recruitment, revitalize internal and campus-wide chapter engagement, and promote accountability. We refer you to the officer reports for greater detail on our internal progress. Campus-wide, Beta Gamma has strong representation in student organization executive positions. These organizations include the Interfraternity Council, Pioneer Dairy Club, Block and Bridle, National Agri-marketing Association, Collegiate Crops Team, Agronomy Club, Pre-Vet Club, Collegiate Farmers Union, Ag Ambassadors, and Student Veterans Organization. Activity outside of Alpha Gamma Rho is crucial for our members and the organization. Of course, these opportunities are endeavors that promote the making of better men through their efforts; also, they provide us an opportunity to recruit like-minded men by showcasing the excellence of our fraternal fellowship and its members.

There are several updates about university administration; a new Chancellor has been selected! Dr. Tammy Evetovich, our former Provost, will serve as our university's Chancellor. We are excited for this new chapter, especially with the tremendous amount attention and praise she has given Alpha Gamma Rho. We refer you to Brother

Ward's article for more details. Drs. Wayne Weber and Charles Steiner will continue to serve as interim-Provost and interim-Dean of BILSA, respectively. Working our way down the administrative hiring ladder, the process for hiring a new Provost will begin Fall 2023. In the School of Agriculture (SOA), Dr. Tera Montgomery (Professor, Animal, Dairy, and Veterinary Science) was elected to the Directorship last fall; her 3-year term will begin July 2023. Montgomery is a well-known face to the college and our alumni thanks to her considerable university service, engagement with students, and leadership within the Dairy Innovation Hub. Finally, we neglected to inform you in our last report that Kathy Kunkel joined the SOA last Fall as the Administrative Assistant, replacing Sara Whitaker.

This past week, we found out that Alpha Gamma Rho is home to two OUTSTANDING Advisors. David Heimerdinger received the Outstanding Academic Advisor from the College of BILSA for his excellence in advising students within the college. Dr. Ryan Pralle received the Outstanding Advisor of a Student Organization Award from the Pioneer Involvement Center for his work with Alpha Gamma Rho. Both advisors are grateful for the outstanding students that they work directly with in Alpha Gamma Rho and campus-wide that make it easy to be heavily engaged.

As always, we advisors are appreciative of the hard work and dedication the young men of Beta Gamma put into continuing and improving upon our legacy. Thank you. This is especially true for our young men graduating this Spring semester. Congratulations! All four of our outgoing seniors served as officers in their tenure at Beta Gamma. Your leadership and comradery will be missed, but we look forward to continuing our relationship with you as fellow alumni in the business of making better men.

*Faternally, The Advisor Team*

*Dr Ryan Pralle, Dr. Chuck Steiner, Prof. David Heimerdinger*

# Message From the President

By Michael Long #727, Alumni Board President



I want to start off this issue by thanking everyone that attended the annual meeting in April whether that was in person or via zoom. It was great to see familiar faces and a few new ones as well. It seemed like a later start time and a social after at Steve's Pizza was well attended. I hope to see even more brothers next year.

The annual meeting marked the end of their term on the alumni board for Chuck Miller and Scott Laufenberg, it's hard to believe it has been 3 years already. I want to personally thank Chuck and Scott for all the time and effort they put into AGR not only in the last 3 years on the board but also their previous dedication to AGR at UW-Platteville. They have both decided to step off the board but have agreed to stay involved. Chuck has agreed to continue serving as the editor for the Crescent and Scott will continue to be the chair on the scholarship committee and maintain the giving tree at the house.

The alumni board is very happy to have Kim Keesey #180 and Kevin McArtor #280 stepping up to join the alumni board. In our first meeting

with Kim and Kevin they are already bringing forward great ideas that I think will take AGR at UW-Platteville to the next level. I am excited to see what the future holds.

When the board met with the undergrads before the annual meeting a key take-away for me was the need for more events between the alumni and undergrads. I challenged the undergrads to think of events they would like to have so we can host them together. They had two great ideas. 1st the undergrads are looking to revamp Ag Fest by making it bigger and more inviting for students, alumni and community members. 2nd the Alumni Board is planning to host football tailgates at home football games with the undergrads. Each game will have a specific theme but alumni are invited to all games. More information about these events will be posted on the Beta Gamma Facebook page and emails over the summer.

Lastly, please consider attending other events such as the BILSA golf outing at The Oaks in August, the Chicago Area AGR tailgate at the Chicago White Sox game in July or the Chicago Area AGR Golf outing in Bolingbrook in September. I really look forward to having more events together to continue Making Better Men thru Beta Gamma AGR.

# Scholarship Recipients – 2022-2023 Scholastic Year

by Scott Laufenberg #224



We are very pleased to recognize the scholarship recipients below. Through the scholarship program we have made great strides to “Make Better Men” at Beta Gamma. Our chapter has two funds - the Dennis Valsstad Fund and the Beta Gamma Fund. The combined value of the funds at year end was \$121,160. Our award budget for the upcoming school year is \$6,000 including a

\$1,000 match from national.

Dennis Valsstad Scholarship \$1,000  
Mike Grulke Scholarship \$500 each

New Member - Spring \$500 each

Highest GPA \$250  
Most Improved GPA \$250  
Key Committee Man \$250  
Outstanding Undergraduate \$250  
New Initiate Grade Point Scholarships \$100 ea.

New Initiate Grade Point Scholarships \$75 ea.

New Initiate Grade Point Scholarships \$50 ea.

Jay Long  
Austin Beitlich  
Aaron Frey  
Brody Mahon  
Jacob Steward  
Chad Achenbach  
Zach Wynstra  
Chad Achenbach  
Brayden Peter  
Chad Achenbach  
Jackson Christenson  
Logan Hackl  
Brayden Peter  
Reece Franke  
Joey Slack

In addition, \$1,350 of scholarship funds were awarded to 13 brothers to supplement registration fees to attend National Leadership and Recruitment Training. The board of directors wishes to thank the Scholarship Committee for their work in selecting this year's recipients. The committee members are Scott Laufenberg, Mike Long, Ken Von Rueden, Ron Goplin, Dr Ryan Pralle, Chad Achenbach and Reece Franke.

We need to continue adding to our chapter's scholarship funds. Please consider making a tax-deductible donation. To make a donation by credit card online go to <https://www.alphagammarho.org/donate>. At Donate scroll down to Scholarship Funds. In the next screen enter an amount then in the drop-down box I want to support choose either Beta Gamma or Dennis Valsstad Memorial. To donate by check, 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. Please note scholarship donations are tax deductible.

## 2023 Beta Gamma Alumni Association Annual Meeting

By Dave Ward #85



The Annual Meeting of the Platteville Alumni Association of Alpha Gamma Rho was held on April 1st in Russell Hall on the UW-Platteville campus. 45 Alumni, Undergrads and Advisors were in attendance with two attending online.

President Michael Long #727 called the meeting to order and he gave a brief review of the past year. In addition to last year's successful 50th Anniversary Brother Long mentioned the awards Beta Gamma received at the National Convention (see the December 2022 Crescent). Long also talked about the investments made to the house which included the installation of air conditioning. Long thanked those alumni who have supported the scholarship funds that have been established. There is now over \$121,000 in these funds used to support making better men at 845 W Madison.

Treasurer Jordan Alf #685 reviewed the Profit and Loss statement and reported that the Alumni Association is in good financial condition.

Using the property values on the property tax statement Alf told those in attendance that our net worth is \$476,000.

David Heimerdinger, Ryan Pralle and Chuck Steiner the Chapter advisors reported on the State of UW-Platteville and the School of Agriculture (SOA). UW-Platteville is currently conducting a search for a new Chancellor and interviews are currently being conducted. A new engineering building, Sesquicentennial Hall, opened this year. The SOA has seen enrollment declines over the years and is now at 445 students compared to 836 in 2015. Animal Science is the major with the most students. The advisors reported that 70% of the current enrollment is female.

Undergrad Chapter Nobel Ruler Chad Achenbach reported that they expect to have 15 to 16 brothers living in the house next fall. Their new member efforts have paid off as they have 11 freshman and 10 sophomores. Chad reported that they are reaching out to non-School of Ag students as potential new members.

The two outgoing board members, and Chuck Miller #109 and Scott Laufenberg #224, were thanked for their service on the Alumni Association Board. Brother Kim Keesey #180 and Brother Kevin McArtor #280 were elected to three-year terms (see a separate article).

After the meeting a social was held at Steve's Pizza.



# Living In The Bonds Of Brotherhood

by Ken Gibson #231



On March 19, I was blessed to have several fraternity brothers host a wonderful afternoon to help celebrate my first steps toward retirement. The event took place at brother Bob Janes' #211 wonderful facility on his property near Evansville, WI. I am grateful to all who attended and extend special thanks to Bob, Scott Laufenberg and Brian Donnelly for making the arrangements and to several of the spouses for planning and serving a delicious meal. It truly was a great day. God bless you all.

After college, I spent several years farming, teaching high school ag class and selling insurance before answering the call to serve as a pastor in the Lutheran Church. This may be a bit of a surprise for those who knew me on campus in the early 1980's. Yes. "Gibby" became a pastor. During the past 28+ years, I have served four different congregations, from the UP of Michigan to central Illinois. I also spent 7.5 years on staff at Wartburg Theological Seminary in Dubuque, Iowa, with my final years in the role of Vice President of Mission Support. As I tiptoe into retirement over the next several months, I will continue to serve part time as an interim pastor.

On a personal level, I am also advocating for suicide awareness and prevention, as I continue to process the loss of my oldest daughter Lauren who took her own life on February 6, 2022. A loss such as this hurts so deeply that I know I will never be the same. Yet, I am surrounded by a great number of people who have been there supporting me through it all, and my fraternity brothers have led the way. It was brother Mike Martz who first called me and took me to lunch to comfort me in the pain of it all. I have always been grateful for the brotherhood formed through Beta Gamma Alpha Gamma Rho, but that reality is especially true now. Being a brother in this great fraternity will always hold a special place in my heart.

My life as a pastor has been very fulfilling, and I look forward to retirement and the joys it will bring. In fact, my youngest daughter, whose name is "Joy," will be married by the time this article is read by all of you, and I will be recovering from the celebration. Yes...life goes on, but as I look back on my adult life, I know that it was made better by the brotherhood formed in our life together as brothers in Alpha Gamma Rho. Making better men INDEED!



Front: Gregg Raupp, John Towns, Brian Donnelly, Bob Janes, Terry McMahon, Ken Gibson, Bill Helwig & Mark Binversie  
Back: George Kilbride, Randy Wileman, Dan Dishno, Chuck Miller, Scott Laufenberg, Dan Zauche, Scott Towns & Kerry Henning

## Your Dues Support the Crescent

If you find the Crescent publication valuable and informative, please support the newsletter with your dues. We now have 780 brothers on our mailing list. As our membership list grows so does the expense to

print and mail the Crescent. Costs average nearly \$2,000 per issue. We sincerely thank those that regularly pay Beta Gamma alumni dues.

## New Donations To The Chapter Scholarship Funds (Since 12/1/2022)

010 Mark Highland  
048 Jeff Blaska

085 David Ward  
109 Charles Miller

469 Erik Olson

## Lost Brothers

026 Dan Meyer  
251 Brian Brown

372 Gary Schultz  
479 Troy Wallace

490 Tony Leake  
612 Seth Richolson

752 Devery VanLandingham  
755 Dylan Clarke

If you have contact information for any of our lost brothers please contact Chuck Miller, [cmiller4424@gmail.com](mailto:cmiller4424@gmail.com)

# Know Your Board - Newly Elected Board Members

By Ken Whitmore #94



**Kim Keesey #180** - Kim pledged in the fall of 1976 and he graduated from UW-Platteville in 1979 with a degree in Ag Education. Brother Keesey went to work for Ralston Purina in 1979. Over the years Kim has held positions in sales and management with several feed companies. In 2009 Brother Keesey started working for Balchem as a regional sales manager. In June of 2022 Kim retired from Balchem. Kim and wife, Sue, of

39 years have two children and four grandchildren. They reside in Bowling Green, Kentucky.



**Kevin McArtor #280** - Kevin graduated from UW-Platteville in 1986 with a degree in Ag Economics. After graduation Brother McArtor began working for Farm Credit before becoming a commercial and ag lender at Resource Bank in his home town. After 34 years in

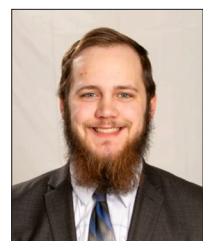
lending, he retired last June to devote more time to the family business. They have 20,000 apple trees and operate Jonamac Orchard, a Agri-tainment business, with pick your own apples, pumpkins, hayrides and a corn maze. In addition, they sell wine hard cider and bakery items. Kevin and his wife, Denice (a former Rho-mate), have two sons and live in Malta, Illinois.

## Scholarship Thank You's



**Aaron Frey #874**

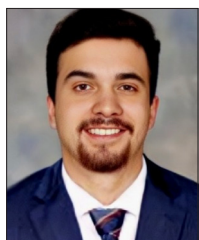
To whom it may concern, Thank you for selecting me for the 2023 Mike Grulke Scholarship. I am very honored to receive a scholarship in his name. I am currently a junior studying Construction Management. My goal is to become a project manager in the commercial construction field one day. I am currently involved in Construction Management Association (CMA), Pioneer Catholic, and Intramural Sports besides Alpha Gamma Rho. Receiving this scholarship motivates me to continue to do good deeds by volunteering in the community, as well as succeeding in school. I look forward to completing my degree and working in the construction field as a Project Manager. I thank you for your confidence and willingness to help me achieve my goals.



**Austin Beitlich #875**

To the Alumni Board and Grulke Family, Thank you for selecting me as one of the recipients of the Mike Grulke Scholarship. I am honored that I was chosen for this generous gift that Mike left the Beta Gamma chapter. My first-time hearing about Mike's story was through Rich Grulke, Mike's uncle. After hearing Mike's story about

how deeply involved in Alpha Gamma Rho throughout being an undergraduate and as an Alumni. It encouraged me to get more involved. I was astonished by his impact on our house through the kitchen remodel. I thank Mike for his lifetime of dedication to Alpha Gamma Rho.



**Jay Long #864**

Dear Beta Gamma Scholarship Committee, I want to extend my heart-felt thanks and appreciation of being selected as the 2023 Dennis Valsstad Scholarship recipient. I never had the opportunity to meet Dennis, but over the past two and a half years I have been in Alpha Gamma Rho I have heard numerous stories about him and his life. He was a true testament to the purpose of Alpha Gamma Rho, "To make better men". Again, I sincerely thank you for selecting me for the Dennis Valsstad Scholarship.

## Beta Gamma Standing Committees

### House and Grounds

- Kevin Klubertanz - Chair
- VNR-Operations - Jay Long
- Frank Raupp

### Scholarship

- Scott Laufenberg - Chair
- Michael Long
- Ron Goplin
- Ken Von Rueden
- Noble Ruler - Chad Achenbach
- VNR Scholarship - Reece Franke
- VNR Recruitment - Ryan Parchert
- Chapter Advisor - Dr. Ryan Pralle

### Crescent Publication

- Chuck Miller - Chair
- Dave Ward - Regional Correspondent
- VNR-Alumni Relations - Luke Trustem
- Chapter Advisor - Dr. Ryan Pralle
- Layout Editor - Ashley Yager

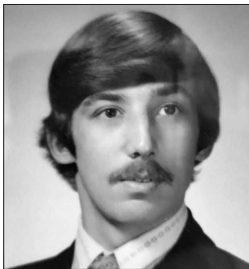
### Activities

- VNR Activities - Brayden Peter
- Open Positions

*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.*



# Remembering Norbert Schleicher #76



Brother Norbert (Norb) Schleicher passed away on March 24th in Waupaca, Wisconsin after a long battle with MS. Norbert started at UW-Platteville in the fall of 1970 after graduating from Beaver Dam High School. He was initiated in April 1972, signed the Charter and was a member of the Epsilon Pledge Class. After graduation from UW-Platteville Norbert started working for Cenex-Land O'Lakes. Brother Schleicher's career had him managing cooperatives all over the Midwest. He took great pride in taking over cooperatives that were experiencing difficulties and turning them around. Norbert and his wife Vickie were married in 1975. They have on son, Bryce. If you wish to send a card, Vickie's address is N2351 Rolling Ridge Court, Waupaca, WI 54981.

# Beta Gamma Mentor Program By Michael Long #727

Please consider becoming a mentor in our first mentorship program between Beta Gamma Alumni and our undergraduate brothers. We are in the early stages of developing this program to bridge the gap for our undergrads from student to a career. Initial plans are to pair alumni brothers with new members for their time as students at UW-Platteville into their careers.

We are hoping this program can help bridge gaps for brothers as they explore career opportunities and potentially help give them someone to talk with that has walked the walk within a career path. If you are interested in becoming a mentor or helping with developing this program, please reach out to Michael Long for more information.

# Leadership Awards By Isaac Ward #885



On Friday, April 28th the University held their 32nd Annual Leadership Awards. Beta Gamma was nominated for the UW-Platteville Alumni Association Oak Leaf Award - Outstanding Program by a Student Organization, we were nominated for this award because of the annual Ag Fest event put on by the brothers. Brother Jay Long #864 was nominated for the Chancellor's Medallion as well as the Dean Linden Pioneer Achievement awards. Congratulations to him for this fantastic recognition. Lastly, our advisor, Dr. Ryan Pralle was nominated for the UW-Platteville Alumni Association Oak Leaf Award for Outstanding Advisor or Support Person to a Student Organization. Dr. Pralle not only was nominated for this award, but he was the recipient of it. Thank you Dr. Pralle for everything you do for Beta Gamma, you were well deserving of this award. We hope next year to continue to have brothers, alumni, and our programs nominated for these awards so that the community and the university can see what all Alpha Gamma Rho has to offer.

## Notice of 2023 Alumni Dues

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Total Amount Enclosed \$ \_\_\_\_\_

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

- ☐ 2023 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://2023-alumni-dues.cheddarup.com/> or scan this QR code.



# North American Colleges and Teachers of Agriculture Crops Contest



Beta Gamma Brothers Jay Long #864, Isaac Ward #885, and Jack Licthe #901 competed in the NACTA Crops Contest in Modesto, CA. The NACTA contest. The contest is spit into four different parts; agronomic quiz, math practical, lab practical, and weed and seed identification. Overall, the team placed seventh. Universities competing were UW- Platteville, Kansas State University, Iowa State University, West Texas A&M University, University of Minnesota-Crookston, UW- Madison, UW- River Falls, Purdue University, University of Nebraska- Lincoln, Oklahoma State University, University of Tennessee at Martin, Fort Hayes State University and Western Illinois University. Brothers Long, Ward and Licthe were exposed to California agriculture and were extremely thankful to have had the opportunity to compete.

# Military Deployment of Brother Jacob Beauchem

By Jay Long #864



Jacob Beauchem is a 2022 Graduate from UW-Platteville with a B.S. in Animal Science. Jacob is currently employed as the Cattle Manager at Trelay Land & Cattle. Brother Beauchem is currently serving with the United States Air Force 934th Airlift Wing Division out of Minneapolis-St Paul. He is currently serving a six-month deployment overseas and is assigned to the

Vehicle Operations Squadron. According to Jacob, the purpose of the mission is to continue the fight against terrorism. Jacob is expected to return home in November. He would love to hear from his fellow AGR brothers. You can contact him via email [jacobb@biddick.net](mailto:jacobb@biddick.net). Please keep his fiancé, Rachel, in your thoughts as they became engaged this fall. We thank Jacob for serving our country and continue to keep him and his family in our thoughts and prayers..

# National Collegiate Crops Contests

Beta Gamma Brothers, Jay Long #864 and Jack Licthe #901, competed with the University of Wisconsin- Platteville Collegiate Crops Team this fall. The team competed at the 88th annual National American Royal Kansas City Collegiate Crops Contest and placed fourth. The team also placed third overall at the 93rd annual National Chicago Collegiate Crops Contest. Components of the contest include plant and seed identification, commercial grain grading, and seed analysis. Brother Long and Licthe practice twice a week for four hours. The team is coached by Ms. Dawn Lee, Lecturer in the School of Agriculture and Dr. Roger Higgs, professor emeritus



# 2023 Executive Team



# UW-Platteville Alpha Gamma Rho - Alumni Board 2023-2024

**President** - Micheal Long  
11461 County Line Rd, Big Rock, IL 60511  
815-508-7119, [mlong18@gmail.com](mailto:mlong18@gmail.com)  
2022-2025

**Treasurer** - Jordan Alf  
5210 N Grand Videre Dr, Janesville, WI 53548  
608-449-1459, [jordan.alf@outlook.com](mailto:jordan.alf@outlook.com)  
2022-2025

**Secretary** - Rodger Williams  
PO Box 48, Doylestown, WI 53948  
920-210-3507, [rodger.williams57@gmail.com](mailto:rodger.williams57@gmail.com)  
2021-2024

**Director** - James Kruger  
N6221 County Road J, Westfield, WI  
608-296-3654, [sofinebo@frontier.com](mailto:sofinebo@frontier.com)  
2021-2024

**Director** - Kevin Klubertanz  
1162 Twisted Branch Way, Sun Prairie, WI 53590  
920-342-3559, [kbklube@gmail.com](mailto:kbklube@gmail.com)  
2022-2025

**Director** - Kim Keesey  
944 Threewood Cir, Bowling Green, KY 42013  
270-303-3185, [kimkeesey@yahoo.com](mailto:kimkeesey@yahoo.com)  
2023-2026

**Director** - Kevin McArtor  
19400 Sabbona Rd, Malta, IL 60150  
815-825-2069 or 815-784-8301  
[kevin@jonamacorchard.com](mailto:kevin@jonamacorchard.com), 2023-2026

**Crescent Editors**  
Chuck Miller  
608-628-5799, [cmiller4424@gmail.com](mailto:cmiller4424@gmail.com)  
Dave Ward  
920-723-1211, [palum76@yahoo.com](mailto:palum76@yahoo.com)



## Alumni Updates



**Kerry Henning #207** was presented with the Lifetime Member Award for Service, from the Wisconsin Cheese Maker Association by his son Zachary Henning, a UWRF AGR. On April 6, 2023 at CheeseCon in Madison, WI the Wisconsin Cheese Makers Association Board of Directors selected 13 individuals to be recognized for their

outstanding contributions to the dairy processing industry. Kerry Henning received the Association's highest honor: the WCMA Life Member Award for Service. The award recognizes people who have played a significant role in the success of the Association through leadership, support, and service to the institution and its activities. John Umhoefer, Executive Director, Wisconsin Cheese Makers Association says, "Kerry Henning is one of Wisconsin's great dairy leaders, and along with his siblings, the third generation in a respected family cheese business known across the country. A Wisconsin Master Cheesemaker, Kerry is a high-energy promoter of Wisconsin cheese and has won too many national and international awards to count. He's a Wisconsin treasure." WCMA has offered the Life Member Award since 1918. Henning is its 92nd recipient. Kerry Henning, Wisconsin Master Cheesemaker and President of Henning Cheese, has helped lead his family's cheese business since the 1980s. Kerry and his wife, Barb, a Beta Gamma Rhomate, are 1982 graduates of UW-Platteville.



**Randy Clark #499**, Mayville, WI – Wisconsin Custom Operators members recently elected three directors during the group's annual business meeting in February. Randy Clark was elected as a corporate director. Clark is the owner of RCI Engineering in Mayville, where he designs and manufactures equipment solutions for the hay and forage industry, including plot research equipment

and the Ag-Bag product line. In addition to WCO, he is involved with Wisconsin Section of the American Society of Agricultural and Biological Engineers, Midwest Forage Association, and other industry groups. Clark credits his wife, Wendy, for his success in business and in life. The two work together at RCI Engineering where Wendy serves as marketing director. They have three boys, Ryan (15), Isaac (13) and Colin (10) and enjoy snowmobiling, hunting, biking, fishing, kayaking and watching their sons play football, basketball, baseball and track.

If you have an announcement or update to share please send to Chuck Miller, [cmiller4424@gmail.com](mailto:cmiller4424@gmail.com)

## Chapter Etiquette Dinner

*By Isaac Ward #885*



On April 24th, the Beta Gamma chapter held an etiquette dinner planned by Brother Ward #885 to help promote professional growth and development within our fraternity. This event included a full meal prepared by our advisor's wife, Molly Heimerdinger, and was cooked by the brothers, as well as a guest speaker that came to teach us.

The speaker that was brought in was Cathy Swenson, a former Rhomate from the Lambda chapter at the University of Minnesota. Cathy was the perfect speaker to bring in as she had lots of experience hosting professional and elegant dinners for foreign ambassadors while her husband served in the military in Saudi Arabia, which meant we were able to get insight into other cultures and how they differ from us.

Cathy was able to give us lessons on how to set a table, what each piece of tableware is and when/how you use it, how to properly cut and eat your food, and how to pass dishes, on top of other formalities like appropriate dinner discussions or mannerisms. After we discussed the meal portion of etiquette we turned and learned proper dress and when to wear certain outfits/styles. A huge highlight of this event was having then Interim, now full-time Chancellor Dr. Tammy Evetovich at the house as a guest for the dinner. Our chapter house was the first fraternity house she had been inside, and she as well as Cathy had nothing but great things to say about our house and our organization.



## 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



# State of the Chapter

By Chad Achenbach #879, Noble Ruler



I hope this report finds all of you well and in good health. It is hard to believe we are wrapping up the 2022-2023 school year. The undergraduates of Beta Gamma have been living the promises and values of Alpha Gamma Rho through brotherhood, community service, scholarship, and professionalism.

Beta Gamma had a great spring semester. We are continuing to be the most prominent agricultural fraternity on the UW-Platteville campus. I am proud to say that this spring, we initiated 8 quality men into our fraternity. The Delta Nu initiation class is full of promising men that are devoted to upholding the values of Alpha Gamma Rho. Our current chapter numbers include 35 brothers. Of those 35 brothers, 13 live in the chapter house. House numbers will be low again next year; however, with the number of underclassman brothers, the projected numbers for in-house brothers are looking to significantly increase in the following years.

In my opinion, a few major semester accomplishments are that we started a bible study, started a brotherhood hour, and had all brothers put their schedules and three goals on doors in the house. Working with the campus Newman Center, we were able to invite a campus missionary and student leader at the Newman Center to come to lead our brothers in a weekly bible study. This occurs every Tuesday at 6 pm and lasts for an hour. Brothers are able to debrief and get away from all the noise the world throws at you during that hour. Secondly, after meeting every Monday, all brothers are required to stay in the basement or library until 9:30 pm. During the week, brothers get extremely busy so having the time set aside on Monday nights allows brothers to study or bond. Another thing new to help increase accountability in brothers is having everyone post their class schedule and three goals each guy had for the semester. These were posted on each brother's room door that lived in the house. Little brothers posted theirs on their big brother's door if he lived in-house and anyone that didn't live in-house, nor their big brother, posted them on the guest bedroom door. Now, each brother has something to remind himself of what he is working towards every day.

In February, we sent the entire executive team as well as two promising freshmen to Leadership Seminar, which was held in Kansas City, MO. Together, we learned how to strengthen our time management skills, how to be more culturally inclusive, how to be a positive role model and many other useful life skills. It was also very beneficial to be able to network with many other AGR brothers and Sigma Alpha sisters that were from across the country. It was truly a great experience for the executive team. In March, we sent two officers to Recruitment School in Kansas City, MO. Our officers were able to gain valuable tools and strategies to bring back to our chapter and help us improve recruitment. One thing we continued is becoming PhiredUp recruiters. Our VNR-Recruitment and VNR-Membership Development officers completed the PhiredUp training, which is a program through the home office that teaches you useful strategies on how to recruit. Both executive team members came back more energetic about recruiting and new strate-

gies to find great recruits at the university.

This April, the undergraduate chapter worked hard on cleaning the house, painting, and other miscellaneous tasks in preparation for Founder's Day. It was great having many of our young brothers meet some of our alumni and learn from them. Also, in one of our April meetings, we held an etiquette dinner in which we had Cathy Swenson, a Rho Mate of the Lambda chapter at the University of Minnesota, present to us. Chancellor, Tammy Evetovich also attended the event!

As we depart for the summer, I wanted to inform you about AG Fest this coming fall. The executive team has set a date for Wednesday, September 15th, 2023. This event has lacked in student engagement the last few years partially because of Covid-19 affecting the event. The executive team and I would like to rejuvenate this event as it is extremely important for recruitment and getting Alpha Gamma Rho out in the community. This is a great event at the start of the school year that gets the entire School of Agriculture students and faculty out to the chapter house. The event was even nominated for Outstanding Student Program this year! We are working hard in trying to get a better meal and live band for this event! Something like this takes a lot of planning, however, the executive team and I have already been working hard at planning for the event. We are asking for alumni support for this event. We encourage alumni to attend AG Fest and would be extremely thankful for any financial support or recommendations you have.

As I reflect on the semester, I am proud to say that the state of the chapter is excellent. The executive board is extremely young, but skilled, talented, and very driven. The executive board has the best interest of Beta Gamma in mind. They all are devoted and hard-working men who uphold and adhere to the promises and values of Alpha Gamma Rho. To the four seniors graduating, I would like to say thank you for your dedication and hard work in making Alpha Gamma Rho the best men's fraternity on campus. Your work will not be forgotten and will help guide younger brothers for years to come. I am confident that the undergraduates will continue the traditions and ideals of Alpha Gamma Rho. Trust in each other and in return, you will build lifelong relationships and continue the traditions of Beta Gamma.

As Noble Ruler, I want to say thank you to all alumni that have donated money, time, or other means to the undergraduate chapter. Without your help, we would not be in the position we are today. I would also like to thank the Alumni Board of Directors. Your hard work and dedication to 'Make Better Men' is appreciated and does not go unnoticed. It has been an honor and privilege to serve Beta Gamma as Noble Ruler and I look forward to building on everything I learned from this semester. Carrying the momentum from the success the chapter had this semester will be key to having another exceptional fall semester. I am thankful for what this fraternity has provided me professionally and socially. Beta Gamma has truly created a college "home" for many brothers including myself and shaped us into the men we are today. Thank you for trusting me to help guide the undergraduate chapter. I hope everyone has a safe and enjoyable summer. Please don't hesitate to reach out to us and stop by 845 West Madison Street!

## New Member Recruitment

By Ryan Parchert #889



This Spring 2023 recruitment has been outstanding to say the least! We were able to bolster the fraternity with eight new members. Ages of the new members range between freshman and sophomores. Recruiting the younger guys is great because they will help provide a backbone the group for years to come. This spring we faced issues of potential members fully committing to joining our

brotherhood. To combat these challenges, we have taken a stance to get other members more involved in the recruiting process. By requiring a consistent attendance to all recruitment events by all brothers, we can increase the family feeling felt by potential members. If you know of any potential new recruits, please reach out to me, [parchertr@uwplatt.edu](mailto:parchertr@uwplatt.edu) or to our Noble Ruler, [achenbachc@uwplatt.edu](mailto:achenbachc@uwplatt.edu). Thank you to the alumni for the continuous support!

## Welcome New Initiates

By Zach Wynstra #868



**Brody Mahon #894** - Brody is freshman from Lena, IL studying Crop and Soil Science with a Soil Science emphasis. He grew up on a crop and dairy farm where he milked 150 head and farmed 2,900 acres. Brody joined AGR because he saw a bright future with many opportunities and loved to be a part of a brotherhood and a family away from home.



**Jacob Seward #899** - Jacob is a sophomore from Salem, WI. He is double majoring in Biology and Chemistry with aspirations of attending medical school in the future. He joined Alpha Gamma Rho because he enjoys the brotherhood and he sees it as a great place to develop professionally and build connections.



**Zach Kostka #895** - Zach is a freshman from Ladysmith, WI majoring in Criminal Justice with a Law enforcement emphasis. Zach says he joined AGR to be surrounded around people with similar interests and beliefs. Coming from an agriculture heavy area, the members of AGR help make college feel more like home. He is also looking forward to taking opportunity of the many professional opportunities the chapter has to offer.



**Nathan Schley #900** - Nathan is a freshman from Bonduel, Wisconsin and is pursuing a degree in Construction Management. He joined Alpha Gamma Rho because of the brotherhood experience and the community service opportunities the fraternity offers. Nate believes in the vision and purpose of AGR and looks forward to running for an officer position in the future. He also a member of the US Army Reserves serving as an Engineer.



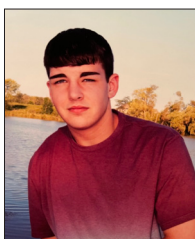
**Owen Jones #896** - Owen is a freshman from Cambria, WI. He is majoring in Soil and Crop Science with an emphasis in Agronomy. He joined AGR because of the brotherhood and because of the many connections in the agriculture industry.



**Jack Lichte #901** - Jack is a freshman from Baraboo, WI where he helps on the family dairy farm as well as custom planting and harvesting operations. He has a major in Crop and Soil Science with an agronomy emphasis. Jack joined AGR for many reasons such as a close brotherhood, alumni connections, and professional growth. He knows that AGR will provide many benefits during and after his academic career.



**Max Schneider #897** - Max is a sophomore from Kaukauna, WI. He is majoring in Animal Science with a Pre-Veterinary Medicine emphasis. On campus Max is involved with the Pre-Veterinary Club as the treasurer and is an Ag Ambassador for UW-Platteville. He joined AGR because of the many opportunities that the organization can provide for him; such as networking and professional growth.



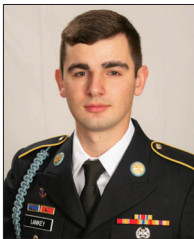
**Alex Ashauer #898** - Alex is a sophomore from Kaukauna, WI. He is majoring in Business Management. Alex is also on the Wrestling team and a member of Varsity Catholic. Alex Joined Alpha Gamma Rho because of the brotherhood and opportunities it the fraternity has to offer.

## Do You Know Someone Who Will Be Attending UW-P?

If you do, please let Ryan Parchert, [parchertr@uwplatt.edu](mailto:parchertr@uwplatt.edu), 563-260-8291 or Chad Achenbach, [achenbachc@uwplatt.edu](mailto:achenbachc@uwplatt.edu), 608-412-3325 know.



# Graduating Seniors



**Gavin Lankey #862**, Delta Eta – Gavin will be attending the police academy and intends to work in policing after graduation. Gavin says that AGR has been his home for the last three years and has taught him how to be a better man and how to live a life of service. Along the way he says that he has developed many professional and personal friendships and would like to thank everybody for making it the best last three years of his life.



**Blake Gieck #858** - Blake is a member of the Delta Zeta pledge class and majored in Political Science and Ag Business. He served as United Greek Council Vice President while attending UWP. Upon graduation Blake plans to do civic work helping communities meet their needs. Blake says that AGR has given him a family that he wouldn't have found anywhere else in Platteville.



**Zach Wynstra #868** - Zach is a member of the Delta Iota pledge class and majored in Construction Management. Zach served as the VNR-Alumni Relations and was a part of the Construction Management Team on campus. After graduation Zach will work as a field engineer for Greystone Construction, then move into a Project Manager Position in their Agribusiness Division. Zach says AGR has given him brothers that will last a lifetime while also helping him grow as a person.

A	B	Γ	Δ	E	Z
Alpha	Beta	Gamma	Delta	Epsilon	Zeta
H	Θ	I	K	Λ	M
Eta	Theta	Iota	Kappa	Lambda	Mu
N	Ξ	O	Π	P	Σ
Nu	Xi	Omicron	Pi	Rho	Sigma
T	Υ	Φ	X	Ψ	Ω
Tau	Upsilon	Phi	Chi	Psi	Omega

Now light a match, close your eyes and recite it.

## 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 or 920-723-1211.

### Officer Team & Contact Info

- Noble Ruler** – Chad Achenbach, achenbachc@uwplatt.edu
- VNR-Recruitment** – Ryan Parchert, parchertr@uwplatt.edu
- VNR-Membership Development** – Austin Beitlich, beitlicha@uwplatt.edu
- VNR-Alumni Relations** – Luke Trustem, trusteml@uwplatt.edu
- VNR-Finance** – Jackson Christenson, christensonj@uwplatt.edu
- VNR-Planning** – Isaac Ward, wardi@uwplatt.edu
- VNR-Operations** – Jay Long, longjay@uwplatt.edu
- VNR-Scholarship** – Reece Franke, frankere@uwplatt.edu
- VNR-Activities** – Brayden Peter, peterbr@uwplatt.edu
- Public Relations** – Adam Cotter, cottera@uwplatt.edu
- Provisions** – Braden Myers, myersbra@uwplatt.edu, Aaron Frey freyaa@uwplatt.edu (co-position holders)

### Advisors

- David Heimerdinger  
heimerdd@uwplatt.edu
- Charles Steiner  
steinerc@uwplatt.edu
- Ryan Pralle  
praller@uwplatt.edu

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

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## Upcoming Events

### July

- 7 Chicago AGR Alumni, Cardinals vs White Sox, contact Fred Reichelt: 630-248-0850, fredreichelt@gmail.com

### August

- 18 BILSA Golf Outing, 9 a.m.  
The Oaks, Cottage Grove, WI  
25 Alpha Psi Golf Outing, River Falls, WI

### September

- 5 Fall Semester begins  
6 Chicago AGR Alumni Golf Outing, Noon,  
Bolingbrook Country Club, contact Fred Reichelt: 630-248-0850, fredreichelt@gmail.com  
15 AgFest at the AGR Chapter House, 5pm  
17 Oaktoberfest at The Oaks Golf Course,  
Noon

### October

- 7-8 Homecoming vs. UWSP

## 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 or 608-628-5799.

## Rhomates

If you know a former Sweetheart or Rhomate that would like to receive a digital copy of the Beta Gamma Crescent please send her contact info to Chuck Miller at cmiller4424@gmail.com or 608-628-5799.