

# BETA GAMMA Crescent

WINTER 1983

UNIVERSITY OF WISCONSIN-PLATTEVILLE

NO. 36

## Brother Von Rueden Does Well in Business During Tough Times



Brother Von Rueden is proud to be the owner and manager of D & D Farm Supply.

Donald J. Von Rueden (58), one of the founding fathers of Alpha Gamma Rho Beta Gamma Chapter, is the owner and manager of D & D Farm Supply, Inc., D & D Farm Supply, located in Lena Illinois, was started July 15, 1980. Its major suppliers are the Ralston Purina Company, Hughe Hybrids, Domain, Inc., and Life Time Equipment.

Brother Von Rueden feels that the business of farm supply has changed and will continue to change in the future. He says that people in the industry "can no longer be satisfied with simply selling a product". They must be willing to work with the customer, helping him do the right things to maintain a profitable business. This means that a farm supplier must spend time with the farmer graphing dairy cows, balancing rations, helping with cash flows, and helping the farmer with many other problems that he may encounter. He continues by saying that they can no longer take for granted the idea that everything will work without any input. The correct input requires much more time, but the rewards often follow. Some of the rewards he has experienced are: having the most improved dairy herd in both milk and butterfat production in Stephenson County, as well as having the herd with the most improved milk production in Jo Davies County; having a hog farmer tell you that you solved the problems he was having with his farrowing house, or that he has increased by one the number of pigs weaned.

One could find many more examples of the rewards of the business, but the important point is that they are no longer simply opening the door in the morning. They do many things "behind the scenes".

Presently, they are looking toward hiring a full-time Farm Consultant, as well as building a new building.

Brother Von Rueden worked for Ralston Purina immediately following his graduation from the University of Wisconsin-Platteville in January, 1971. He continued to work there until April, 1972 when he went to Kavland Farms in Eagle, Wisconsin. In April of 1974, he left Kavland Farms to work for the Central Soya Company as a District Manager. He went directly from there to start D & D Farm Supply, Inc.

He and his wife, Donna, formerly Donna L. Lingshein from Mukwanago, Wisconsin were married in May of 1975. They have one son, Ryan J., who is 2½ years old. They are members of St. Thomas Catholic Church in Freeport, Illinois, where they are members of the Couples Club. He also serves as a banker for the church.

Besides being actively involved in his church, Brother Von Rueden is a member of the Knights of Columbus and the YMCA. He participates in softball during the summer, and basketball in the winter.

He says that he has "always enjoyed going back to Platteville", which is evident by the close ties he has kept since leaving. He has

served on the Board for Alpha Gamma Rho, as well as the Board for the University of Wisconsin-Platteville's Alumni Association. He has been continuing a tradition of service which started when he served as the first Social Chairman and the second Alumni Secretary during his years as an active in Alpha Gamma Rho. He was formally initiated into the national society in 1972.

Brother Von Rueden feels that the relationship he developed as well as the time he spent here were and are very important to him. His continuing activity proves for itself his loyalty to the organization.

### Notice: Change in Alumni Banquet

If you will notice, we have had a change in the date of the Alumni Banquet. The new date is March 31, so mark your calendars accordingly. We have a very good band lined up, they are Tara and Paraphernalia from Madison, WI. The reasons for the change in the previous date are that the previous date was during spring break. As most of you know, this would be a difficult time for the active chapter to host such an event. So, this is a reminder of the change in the date so make note of it. Hope to see all alums back for banquet.

### Upcoming Events

Pledge Banquet .....	December 2
Graduation .....	December 18
Spring Semester .....	January 9
Alumni Banquet .....	March 31
Graduation .....	May 6



## Men of Masters

Brother **Steven Mergen** (71) is presently employed by the National Holstein Association as a consultant. Steve has been employed by the Holstein Association since receiving his masters degree in Arts and Teaching in 1973. Steve and Sharon have been married since June, 1977, and have three children: Bryan (5 yrs.); Shannon (3 yrs.); and Jennifer (2 months).

Brother **Ken Wilcox** (29) is presently the General Manager of the Neillsville-Grantton Farmer's Co-op. Brother Wilcox received his masters degree in Agricultural Industries from Platteville in 1972 after getting his bachelors degree in Ag Education. Ken married Gayle in 1977 and they have two children, Jane (3 yrs.) and Mark (1 yr.).

## Building Fund Drive

IN 1979, the Beta Gamma Chapter of Alpha Gamma Rho started a fund drive to raise money to help reduce the debt on the chapter house and to build a fund for future expansion, remodeling or major maintenance projects that may occur as the house ages.

The response to this fund drive was very good and many alumni contributed up to \$400 each to get the drive rolling. For those brothers that did contribute to this very important project, your support and generosity is greatly appreciated.

It was the intent when the building fund program was set up that it would be a continuing fund drive so that all brothers would have the opportunity to participate. If you have not yet contributed, please consider doing so. Beta Gamma has a strong group of alumni that has always supported the fraternity well, however, with greater support our chapter can grow much stronger.

If you have not yet contributed to the building fund program and would like to do so, please send your contribution to either Richard Kuhle, Alumni Board Treasurer at 1930 E. 86th St., Apt. 309, Bloomington, MN 55420 or to Alpha Gamma Rho, 845 W. Madison St., Platteville, WI 53818 c/o Chapter Treasurer. Checks should be made payable to the Platteville Alumni Association of Alpha Gamma Rho, Inc.

All members that have contributed \$100 or more to the building fund program will have their names engraved on a plaque that will be displayed in the chapter house. This plaque will be presented at the 1984 Alumni Banquet on March 31.

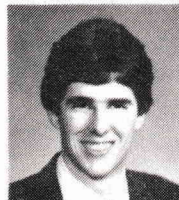
## Slide Show '84

Alumni and Alumni Rhomates, you can help make the slide show at the 1984 Alumni Banquet a success. Select three or four of your favorite shots while you were in school and mail them to me, Dan Deppe at the house before February 1, 1984. The photos can be humorous, solemn or otherwise. The condition of your photo will not be altered in the process of making a copy and will be returned to you at the banquet or shortly thereafter. Your cooperation is essential so send us your photos and enjoy watching them in the show on March 24.

Thank you  
Dan Deppe

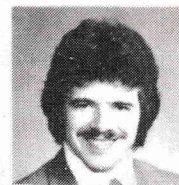
## Soon Among the Rank and File of Alumni

**Tim Beran**, of Milton, WI, is graduating in Agricultural Engineering. Tim, a member of the Psi Pledge Class, has been involved in A.S.A.E. and intramural sports. Brother Beran has served the chapter as Noble Ruler and Secretary.



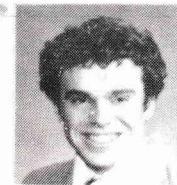
**Steven Chamberlain**, a member of the Psi Pledge Class, is from Lydon, IL. Steve will graduate with a Technical Agriculture major. He has been involved in Ag. Council and the Ag. Business-Ag. Econ. Club. Brother Chamberlain has served the chapter as House Manager and Assistant Pledge Trainer.

**James Hurlbert**, a member of the Alpha Alpha Pledge Class, is graduating with an Agricultural Economics major. Jim is from Monroe, WI, and has been involved in Ag. Business-Ag. Economics Club and intramural sports. Brother Hurlbert has served the chapter as Treasurer and Usher.



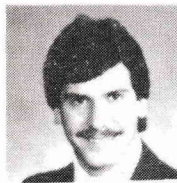
**Ronald Kast**, a member of the Sigma Pledge Class, is graduating with an Agricultural Education major. Ron is from Randolph, WI, and has been involved in the Agricultural Education Society as well as intramural sports.

**John Massey**, of Hollandale, WI, is graduating with an Agricultural Engineering major. John is a member of the Phi Pledge Class and has been involved in A.S.A.E. and Ag. Council.



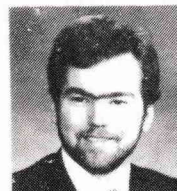
**Vern Pierce** graduated in August of 1983 with an Agri-Business major. Vern is presently a graduate student at the University of Wisconsin-Platteville. Vern is also involved on the Search and Screen Committee for the new Dean of the College of Agriculture. Brother Pierce has served the chapter as Pledge Trainer and Reporter.

**Greg Raupp**, a member of the Omega Pledge Class, will graduate with an Agri-Business major. Brother Raupp is from Whitewater, WI, and has been involved in Ag. Council and Ag. Business-Ag. Econ. Club. Brother Raupp has served the chapter as Usher.



**Eric Trapp** will be graduating with an Agricultural Mechanization major. Brother Trapp is from Hartland, WI, and is a member of the Psi Pledge Class. While in school, Eric was also active in the Agricultural Mechanization Club and in intramural sports. Brother Trapp has served the chapter as Pledge Trainer, House Manager and Social Chairman.

**Scott Towns**, a member of the Omega Pledge Class, is graduating with a Technical Agriculture major. Scott is from Edgerton, WI and has been very involved in the Pioneer Dairy Club and intramurals. Brother Towns has served the chapter as Alumni Secretary.



# Pledge Class Contact Alumni

Richard Guenther (99) graduated from Columbus, WI and came to UW-Platteville where he got a major in Ag Business. He was in the Delta pledge class and was the second to the last person to sign the charter. Before his graduation in the spring of 1971 he began an intern program with the Farm Home Administration. After graduation he continued his work there, which deals with farm loans and rural home loans. In his job he has worked in counties across the state and now works out of the office in Madison. Besides his job, he keeps busy with a few feeder cattle on his 120 acre farm by Waterloo. He also spends some time helping out his brothers on their farms. His immediate plans dealt with his 2 week deer hunting trip to northern Wisconsin.

Respectfully submitted  
by Kevin Klubertanz

Dennios Volsted (75) is a 1972 graduate. His major was Tech Ag with a little animal science background. After graduation he was employed by the Green Giant Company as a Fieldman. He has been doing this for the past 8 years. He is not married and resides in Ripon, Wisconsin. This past year he has purchased a 94 acre farm where he is farming crops only for cash.

Dennis considers the AGR as a very fine group of people to belong to and said it helped him to get out and meet people.

Respectfully submitted  
by Taylor Weisensel

John Krueger (73) is living in Yorkville, IL. John is presently working for Farm Service Co. of Yorkville. John is a salesman selling fertilizer and chemicals. He also is working with computers to set up fertilizer and chemical usage. He enjoys his job and he has been there since graduation. John is married and has two daughters; one 19 months and another 1 month old.

Respectfully submitted  
by Dave Hill

Beta Gamma Alumni Stan Jones (200) is currently involved in farming. His farm in Prophetstown, IL consists of swine, corn, and soybeans. Stan will be returning to Platteville for the Alumni Banquet.

Respectfully submitted  
by Jeffrey Agnew

Richard Jarvis (27) is an alumni of Beta Gamma. He is originally from Wautoma, WI and presently lives in Wausau, WI with his wife, Mary, and his son, Christopher. Richard is employed as a loan officer for Production Credit Association. He was a member of the Delta pledge class in the fall of 1970. His major was Agri-Business and got his job through an interview before he graduated from UW-Platteville in May of 1973.

Respectfully submitted  
by Brian Long

Ron Goplin (8) is an alumni of the Beta Gamma Chapter who lives in Cross Plains, Wisconsin. He is married and has two children. Ron is presently working for Diversified Investors, Inc. in Madison. He was a member of the Delta pledge class of fall, 1970, and he graduated from UW-Platteville in 1973.

Respectfully submitted  
by Kent Weigel

Platteville's AGR alumni member Ken Gay (39) is presently living in Madison, WI. He graduated with a degree in Animal Science. He is presently working as an assistant executive at Cenex in Madison. He is happily married with two kids and a thirds one due in April.

Respectfully submitted  
by Todd Klain

Upon graduation from Platteville in May of 1973, Brother Dave Houston (81) went back home where he started his farming operation. Today, his operation consists of 640 acres, of which 400 acres are put into row crops. He has a 40 head commercial cow herd along with his major enterprise of a farrow to finish hog setup. He feeds between 1100 and 1200 head of pigs per year.

In November of 1973, Dave married his wife Kathy. Today, their family consists of two children; Amy, who is 7 years old, and Eric, who is 4 years old.

Respectfully submitted  
by Dave Biggs

## Major Changes on Campus

We have been having major changes in the College of Agriculture and University Administration. As of June 30, 1983, Charles DeNure resigned his position as Dean of the College of Agriculture. As of July 31, 1984 the Vice Chancellor of the University, Merryn Cadwallader will be resigning his position.

At the present time, Harold Beals is the acting Dean of the College of Agriculture. The search and screen committee that was set up is chaired by Brother, Dr. Robert Campbell. The committee consists of 12 members, including alumni, students, faculty, and Ag Advisory Committee members. Among the committee members are Brothers Dr. Richard Loberger and Vern Pierce. The committee hopes to have a replacement by July 1, 1984. The committee encourages anyone to send applications or nominations to Dr. Robert Campbell at 318 Ullrich Hall.

The search and screen committee for a new Vice Chancellor is also very active. This Committee consists of 12 members; 11 faculty and 1 student. The student member is Brother Dennis McDougall and with him on the committee is another Brother, Dr. Richard Loberger. The committee hopes to fill the position of Vice Chancellor by August 1, 1984.

J. Mike Blaska is a charter member of Alpha Gamma Rho - Beta Gamma Chapter, having been in the Epsilon pledge class in the Spring of 1971. He was the Pledge Recruitment Chairman for Beta Gamma.

Since graduation in 1972 with a degree in Agricultural Economics, Mike has been farming on the home farm in Sun Prairie. They have a 150 head dairy herd.

Mike's wife, Peggy is a middle school English teacher in De Forest. They have two children; a 4 year old girl and a 2 year old boy.

Respectfully submitted  
by Ron Martin

We are sorry to report that two pledges, Todd Gerlach and Todd Steide, did not submit articles.



## Alumni on the Move

**Mark A. Keesey** has moved to 524 South Parker Drive, Janesville, WI.

**Kerry Henning** has moved to 723 St. Paul St., Kiel, WI.

**Bruce Makhholm** has moved to 220½ East Wisconsin Avenue, Appleton, WI.

**John Wegman** has moved to 208 Second Avenue, North Humbolt, IA.

**Dan Helgeson** has moved to 608 Katherine Street, Rothchilds, WI.

**Lynn Jerrett** has moved to Route 2, Fennimore, WI.

**George Kilbride** has a new address of P.O. Box 1632, Auburndale, WI.

**Scott Laufenberg** has moved to 321 Lexington Parkway, DeForest, WI.

**Joe Green** has moved to Box 97, 101 South Elm Street, Lenox, IA.

**Ken Whitmore** has moved to 207½ East Court Street, Elkhorn, WI.

**Mark Fassler** has moved to 2950 Hawthorne Drive, No. 112, Bettendorf, IA.

**John Wegmueller** has moved to 175 McKight Road, Apt. 202, St. Paul, MN.

**David Vose** has moved to 709 East Lake Street, Horicon, WI.

**Ron Kiel** has relocated to 505 Kase Street, Platteville, WI.

**Dave Jelle** has moved to 130½ N. Castle St., Lowell, IN.

**Dave Martin** has moved to 728 W. 65th St., Apt. 6 at Willow View Apartments in Westmont, IL.





## The Stork Reports

John and Heather (Barrett) Ryder are proud to announce the birth of their first child, Kelsey Leigh. She was born in Ruppurr, West Germany on September 19, at 15:43 hours (3:43 p.m.). She was 55 centimeters (22 inches) long and weighed 3320 grams (7.26 pounds).

Mr. and Mrs. Peter DeGraf are the proud parents of a healthy new daughter. Jacqueline Anne was born on October 11. She weighed 7 lbs., 8 oz.

Mr. and Mrs. Steven Mergen are proud to announce a new addition to their family. On October 2, 1983, at 7:30 a.m., Jennifer Lynn was born. She weighed 7 lbs. 2 oz. and she was 20 inches long. Jennifer joins her brother, Bryan, and sister, Shannon.

## Down

## The Hatch

with

## CUPID'S CORNER



Brother **Kim Keesey** and Miss **Sue Mulderink** are to be wed on January 14, 1984. The wedding will take place in Watertown, WI. Invitations will be sent out.

Brother **Tim Beran** and Miss **Becky Brotzman** are to be wed on January 7, 1984 at 4:00 p.m. at the Hope Lutheran Church in Milton, WI. The reception and dance will immediately follow at the UAW Hall in Janesville, WI. All are welcome.

Brother **Terry Pink** and Miss **Sarah Leedle** will be wed on February 25, 1984 at 7:00 p.m. in St. Francis de Sales Church in Lake Geneva, WI. The reception and dance will immediately follow at Paradise Valley, near East Troy, WI.

**David Lepley** and Miss **Elaine Johnson** (Rho-Mate) have announced their engagement and will be wed on June 23, 1984.

Brother **David Jelle** and Miss **Laura Bowyer** have announced their engagement and will be wed on October 6, 1984.

## A Girls with over 45 Boyfriends

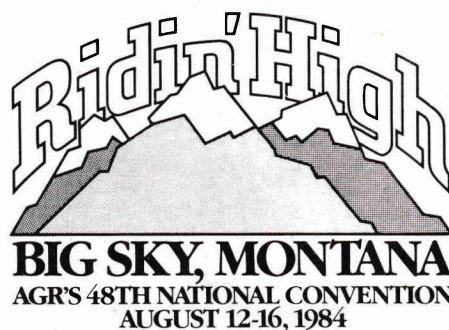


The brothers of Beta Gamma have selected a new Sweetheart for the 83-84 school year. Her name is Lynn French. Lynn's a sophomore majoring in Elementary Education. She is from Benton, WI and the youngest of four. Her father farmed for 18 years and still owns a farm outside of Benton. He was Executive Vice President for the Benton State Bank until retiring recently. Lynn's mother was a Business Education Teacher at Madison and Benton and is currently modeling for Armstrong's and Rhomberg's in Dubuque. Five of six members of Lynn's family have attended the University of Wisconsin-Platteville.

Lynn attended Benton grade and high schools. Activities she participated in were: cheerleading, basketball, volleyball, track, letterman's, F.H.A., paper staff and the honor roll. Some of her hobbies include traveling, dancing, reading, and especially sports. In the future Lynn would like to teach Elementary Education and continue with modeling.

We wish Lynn the best of luck in the future and hope she has an enjoyable time representing our chapter as Sweetheart.

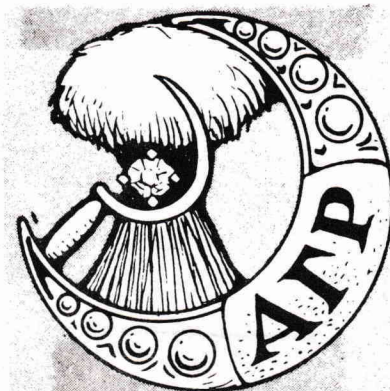
Congratulations Lynn!  
The Brothers of Alpha Gamma Rho



## Alumni Support - It's Appreciated

The Active Chapter would like to take this opportunity to thank the alumni board for the showing of their support at the last alumni board meeting. The board approved the purchasing of a new vacuum cleaner, water softener, and drapes (for the chapter room). This is just the beginning of the repairs and replacements that will be needed by the chapter house in the near future.

We must continue our efforts to keep the communication lines open between the active chapter and alumni. The active chapter is continuing its attempts to get alumni more involved in such functions as rush, pledging, and long range planning. Along with that, we want to encourage all alumni to call, write or stop in for a visit to see what is going on with the chapter. If you let us know ahead of time we might even be able to prepare one of your old favorite dinners to bring back some memories.



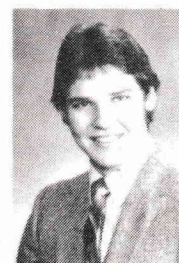
## Alumni Secretary's Report

This is the last Crescent for which I will be the editor, so I decided to make some comments as I prepare to leave my office.

I would like to thank everyone with whom I worked for the support that they have given me. Because of the responsibilities in my office, I have had the privilege of getting to know more of the alumni than I would have through any of the activities with the active and alumni chapters alone.

I plan to work with the next alumni secretary to continue many of the programs that I started. I will also forward any suggestions that you may have.

I have sincerely enjoyed, as well as learned from, the work that I have done over the past year. I am looking forward to seeing many of you at the Alumni Banquet.



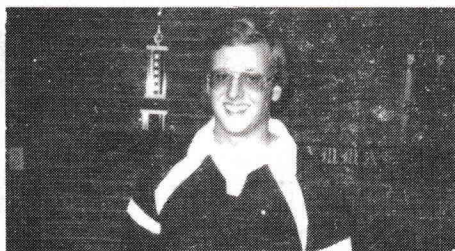
Fraternally yours  
Wendell Weisensel



## Pledges: The Lifeblood of the Fraternity



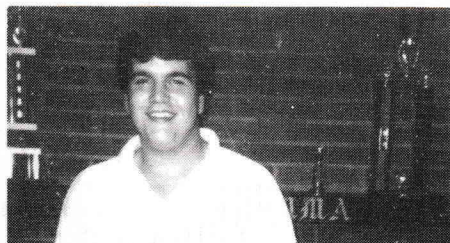
**Jeffrey Agnew** is a freshman majoring in Agricultural Education. Jeff is from Milton, Wisconsin.



**David Biggs** is a junior transfer student majoring in Agricultural Education. Dave is from Dixon, IL.



**Todd Gerlach** is a freshman majoring in Agri-Business. Todd is from Plymouth, WI.



**David Hill** is a freshman majoring in Agri-Business. Dave is from Dixon, IL.

Our fall rush went extremely well with the work of the Rush Chairman Bruce Tonkin and the rest of the chapter. We have eleven young men who have recently completed pledging. These men are members of the Alpha Zeta pledge class. They have been working very closely with the Pledge Trainer Vern Pierce and his assistant Steven Chamberlain.

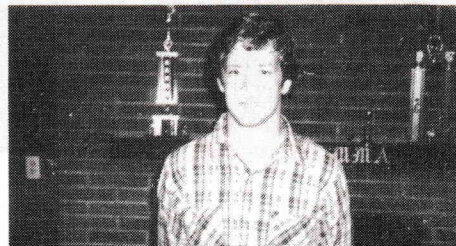
The Alpha Zeta's ran the six mile butter run from the University Farm to Ullrich Hall in twenty minutes and twenty-one seconds. So the Sigma's record still stands. The pledges took ten actives along with them on their skip-out to Eta Chapter in Ames, Iowa. We wish the pledges the best of luck and are confident that they will uphold the high standards of Alpha Gamma Rho.



**Todd Klahn** is a sophomore majoring in Agricultural Mechanization. Todd is from Oregon, WI.



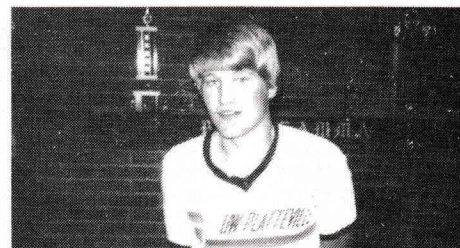
**Kevin Klubertanz** is a freshman with an Agricultural Engineering major. Kevin is from Columbus, WI.



**Bryon Long** is an Agricultural Engineering major. Bryon is a freshman from Wyowega, WI.



**Ron Martin** is a Agri-Business major with a Journalism minor. Ron, a junior, is from Argyle, WI.



**Todd Steide** is a sophomore with an Agri-Business major. Todd is from Pulaski, WI.



**Kent Weigel** is a freshman with a Pre-Vet Animals Science major. Kent is from Platteville, WI.



**Taylor Weisensel** is a freshman from Beaver Dam, WI. His major is Technical Agriculture.



# AGR Rush Recommendation

In the spaces provided below, please list the names of prospective rushees in your community or area that might attend UW-P. It would be helpful to tell them about your experiences in AGR. Let them know you are enthusiastic about the fraternity. Remind them that we are a social/professional fraternity stressing agriculture, scholarship, leadership and a well-rounded program of campus and community activities, intramural sports, etc. Your efforts on this background information will help strengthen our rush program.

Name of prospect \_\_\_\_\_ Home Phone (\_\_\_\_\_) \_\_\_\_\_

Home address \_\_\_\_\_

Parents Name \_\_\_\_\_ AGR Relatives \_\_\_\_\_

High School \_\_\_\_\_ High School grades \_\_\_\_\_

High School activities \_\_\_\_\_

Curriculum \_\_\_\_\_ Have you discussed pledging with him \_\_\_\_\_

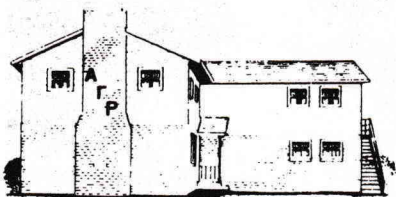
Recommended by \_\_\_\_\_ Date \_\_\_\_\_

**Return to:**

**Rush Chairman**

**845 W. Madison St.**

**Platteville, WI 53818**



**Alpha Gamma Rho**

**845 W. Madison St.**

**Platteville, WI 53818**



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ADDRESS CORRECTION REQUESTED