



College of Agricultural Sciences and Natural Resources Alumni Association

CASNR alumnus attributes business success to college experience, gives back through scholarships

Ask Verne Holoubek about his college experience, and he smiles.

A 1967 graduate in agricultural journalism, Holoubek credits his University of Nebraska–Lincoln experience with helping him get where he is today.

“It just gave you a good start,” he said. “If I had not gone to college, I can’t imagine what I would have done. It was so important to have a college education.”

Holoubek said he believed in the power of a college education then, and he still does today. In fact, Holoubek recently made a contribution to the CASNR scholarship fund that doubled the amount of money available to agricultural journalism students.

“My heart goes out to young people today because they just can’t have the same time,” he said. “Nothing was expensive back then.

“I don’t know how people afford to go to college. That’s one of the reasons we



Verne Holoubek and his wife Terri enjoy retirement at their Wisconsin home. Holoubek is giving back to CASNR through a scholarship endowment for first-year agricultural journalism students.

Holoubek *continued page 3*

Dean’s Scholars contribute and learn through experiential leadership

DSEL—it’s not a slang term for diesel. It is an acronym symbolizing responsibility, work ethics, community service and leadership. It is four letters representing



Laura Stevens, biochemistry freshman from Falls City (left), and Chrissy Ritta, agricultural journalism freshman from Chapman, volunteer at the Entomology Open House Sept. 21.

freshmen University of Nebraska–Lincoln students choosing to better the community, themselves and the College of Agricultural Sciences and Natural Resources. This select group represents the Dean’s Scholars in Experiential Leadership.

“We want the students to be an important part of the college and community,” said Sue Voss, the coordinator of DSEL and CASNR’s student development programs. “CASNR wants them to be good citizens.”

CASNR Dean Steve Waller and Voss wanted a program that would benefit the students in transitioning from high school to college successfully. DSEL began in 2002 with Voss as coordinator.

When first planning this program,

Voss was nervous about its success, but she has enjoyed seeing the program grow and being able to make improvements to benefit students’ experiences at college.

The not-for-credit, free program for freshmen CASNR students requires an application before joining the class. The application process gives Voss an idea of how many committed students will be attending the weekly meetings during the fall semester.

Club DSEL *continued page 4*



Share the News

As an organization that exists to support UNL and its College of Agricultural Sciences and Natural Resources (CASNR), your CASNR Alumni Association enjoys a close working relationship with the college.

It has been rewarding to see increasing numbers of students enter the college each of the last few Augusts. In fact, CASNR had a 12.9 percent increase in enrollment this year, the highest percentage increase in new students of any college in UNL. That's an increase of 187 students.

More Nebraskans, and non-residents too, are discovering CASNR and the 28 programs of study it offers. They realize how the college tunes its programs to fit employer needs and produces job-ready graduates. Many graduates head out with global experience, having participated in the study abroad program.

The recruitment of new students is a mission undertaken within the college as well as by affiliate groups of alumni and friends. This Association is one of those groups. Recruitment is something we can all take part in by letting friends, neighbors and work associates know about our experience with the college when discussions of their high school sons or daughters arise. We can proudly let them know about this college and its unique campus and faculty who take personal interest in their students.

Recruitment of graduates is important to many employers. The annual CASNR Career Fair held in October in the Nebraska East Union provides a fantastic opportunity for students to experience talking with employers and becoming comfortable with the hiring process. Last year, 428 students took advantage of the opportunity to visit with 57 employers. This year 515 students met with the 66 employers that came to campus seeking the highly-desirable students that symbolize the college.

In addition to recruiting students we can recruit new members to this

association. A bigger association makes for a bigger impact on the college. Your association is providing some good assistance to the college.

Five years ago our parent group, the University of Nebraska Alumni Association, suffered a budget cut and discontinued its relationship with the colleges. Our college alumni group then took off on its own and became a constituent society of the college. Since



Brian K. Bosshamer

then we have grown and prospered. We have our own board, bylaws and mission as well as an account balance in the black. The silent auction from the football reunion this year raised nearly \$6,000 and much of that will fund new student scholarships. More than \$14,000 has been generated over the past four years by alumni support of the silent auction.

Our association is sponsoring Salute to Graduates, a personalized graduation ceremony held in the Nebraska East Union each May and December. We host the Senior Send-off which provides a place for graduating seniors and their families to gather, visit with the dean and faculty, and enjoy a small breakfast prior to each general commencement. The football reunion and silent auction now is an annual event. In addition to supporting student organizations, we recognize the outstanding achievements of alumni and friends through an awards program.

And we are the only alumni association that supports this college. Your support is important, and appreciated. Let other folks know what you're doing.

—*Brian K. Bosshamer, President
CASNR Alumni Association*

Your CASNR Alumni Association

Members of the CASNR alumni board of directors encompass a wide range of majors and professions in agriculture, natural resources and beyond. Remember that if you have comments, suggestions or ideas for your CASNR or its publication, call the CASNR Dean's Office at 1-800-742-8800, ext. 2541.

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The Sower is produced by students in the Agricultural Communicators of Tomorrow, a CASNR club.

Ryan Hassebrook, *Coordinator*

Assistant Professor Jason Ellis, *Adviser*



Holoubek *continued from page 1*

thought the scholarship was just a good way to give back.”

While in college, Holoubek discovered his knack for artistry, especially in creating artwork on T-shirts. He used an airbrush to create designs for shirts and pictures. However, what started as a way to pay for his college education in the basement of the Alpha Gamma Rho fraternity house eventually became the company that created the apparel artwork for companies such as Harley-Davidson. It became Holoubek Studios.

Though they were still in college, Holoubek and his wife, Terri, opened a store in Lincoln where they sold posters, incense, candles and beads. After he graduated, they moved to Milwaukee and began building their company.

“I was his first employee,” Terri Holoubek said, “and I have been here ever since. Forty-three years. It has been a very exciting trip.”

Holoubek and his wife built their business over the years, perfecting the process of creating artwork that they could iron onto T-shirts. The process was not patentable, but they were pioneers in making it work on a large scale, Holoubek said.

In a college career that took him from studying agronomy to art to agricultural journalism and some business, Holoubek said he developed the skills he needed to be successful.

“Unlike today, we didn’t all come with these preconceived notions of what we were going to major in and what we

were going to be,” he said. “And you kind of came to college to figure it out.”

He also developed a love for learning and for helping other people learn, especially the employees of his company. Holoubek said that he frequently had people work for him as they went through college.

“We always promoted education,” Holoubek said as he talked about his employees. “It just drove me crazy when kids said they weren’t going to go to college. Anybody can get through school. You just have to want to do it.”

The Holoubeks recently sold their business to VF Corporation, one of the largest textile companies in the world. They now are enjoying retirement at their home in Wisconsin.

—Ryan Hassebrook

CASNR Alumni and Football: A Winning Combination

Agriculture and football go hand-in-hand in Nebraska. Sept. 13 yielded no exception, as the College of Agricultural Sciences and Natural Resources Alumni Association huddled up at their annual football reunion and student scholarship benefit. Nearly 100 people attended

the event in the Regency Suite of the Nebraska Union on City Campus.

Thanks to contributions by generous alumni, the silent auction raised nearly \$6,000 for student scholarships. The CASNR Alumni Association board will use the scholarship funds to carry out the

board mission: To cultivate and enhance the network of CASNR Alumni, and current and prospective students.

As the CASNR Alumni Football Reunion came to a close, attendees enjoyed the tradition of Nebraska football. Alumni Association President Brian

Football

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Greg Ibach, director of the Nebraska Department of Agriculture, was awarded the CASNR Alumni Association Service Award on April 13, 2008 for exceptional service to Nebraska’s youth, agriculture and the College of Agricultural Sciences and Natural Resources. Ibach is a University of Nebraska—Lincoln alumnus and farms near Sumner, Neb. with his wife Teresa and three children.



Keith Olsen, president of Nebraska Farm Bureau Federation, was awarded the CASNR Alumni Association Achievement Award for outstanding service to the college, its alumni association and Nebraska’s agriculture industry. Olson is a University of Nebraska—Lincoln graduate and farms near Grant, Neb. with his wife Doris. Olsen has three grown sons and several grandchildren.



**College of Agricultural Sciences and
Natural Resources Alumni Association
University of Nebraska-Lincoln
Membership Contribution Form**

Name _____
 Spouse's name _____
 (if applicable)
 Address _____
 City _____ State _____
 Zip _____
 Home Phone _____
 Work Phone _____
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 CASNR Class _____ Major _____
 Spouse Class _____ Major _____

Type of membership New Renewal
 \$20 Annual individual
 \$25 Annual couple
 Sustaining (more than basic fee)
 Amount: _____

Life Membership
 \$300 Individual
 \$360 Couple
 \$65/year for 5 years-Individual installment
 \$75/year for 5 years-Couple installment
 \$180 Senior Individual (65 years or more)
 \$220 Senior Couple

Corporate Partnership
 \$1,000 Legacy
 \$500 Traditions
 \$250 Preservation

(For benefits of each level, send e-mail to
 phorton2@unl.edu)
 Membership is open to alumni and friends of
 the college.

Payment
 Please make your check payable to "NU
 Foundation" and send this form to:

CASNRAA
P.O. Box 830702
103 Ag Hall
LINCOLN NE 68583-0702

Alumni Can Renew Online

Now you can renew your membership,
 gift a new membership to a friend or
 start a new membership online and
 pay by credit card. If you prefer this
 method, go to <http://casnr.unl.edu> and
 select "Alumni" for options to either
 pay by check or pay by credit card. The
 annual contribution is only \$20.

Club DSEL

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"Direct Your Future," the 2008 theme, focused on teaching 53 CASNR freshmen about recognizing their responsibilities and their potential to give something of value to their community. In doing so, Voss hopes students achieve a sense of their potential and happiness.

"This class is a basic Survivor 101 for the students. We teach them who and what employees to contact, what their strengths are and how to use them, and have them participate in activities that benefit the college and the community," Voss said. "We really expect a lot out of the students every year."

Participating students complete the computerized Gallup Strengths Finder, which consists of answering questions about scenarios. They then reflect on how to use their strengths shown on the test.

"To be good citizens and good employees, we have the students practice saying their strengths out loud to themselves and then to a partner," Voss said. "This way they become comfortable and can tell future employers what they can do."

DSEL students also are expected to assist with at least one service learning

project. A partnership with Hartley Elementary School in a penpal program is an example. Every week the DSEL freshmen write to their assigned penpals and make a craft. Some crafts include magnets, pictures, sweatshirts and homework kits.

Voss said she takes pleasure in seeing the elementary students receive the letters and gifts.

"The penpals can't figure out why they're getting something special just out-of-the-blue," Voss said. "They are very thrilled."

DSEL students participate in blood drives, CASNR open house and community night. They also learn about alcohol awareness, personal finances and campus issues. Because DSEL is not a requirement, everything they do is volunteer work. The students choose to join, and the choice seems to benefit them throughout the years.

"CASNR students just seem so appreciative of everything, and the college is very fortunate to have such nice students," Voss said.

-Mallory Wittstruck

Football

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Bosshamer, a 1990 CASNR graduate from Amherst, Neb., led the group to the Nebraska-New Mexico State University football game at Memorial Stadium. The game offered an opportunity for alumni members to relax and enjoy memories from the lifelong lessons and experiences they encountered at the University of Nebraska-Lincoln.

As Nebraska players, fans and CASNR Alumni Association members left the stadium, they all could be proud of their accomplishments. Hard work and dedication truly is the winning combination.

-Matt Dolch



Warren "Buck" Gabelman, a 1942 graduate in agriculture, is widely recognized for his work as a plant scientist. For his professional contributions to the university and state, Gabelman received the Henry Beachell Distinguished Alumni Award at the 2008 fall CASNR Alumni Association event.

CASNRAA

Web site: <http://casnr.unl.edu/alumni>