

December 6, 2021

TO: CALS Faculty and Staff

FROM: Doug Reinemann, Associate Dean for Extension and Outreach

RE: Nominations for 2022 Donald R. Peterson Farm Technology Transfer Award

Background: The Donald R. Peterson UW Memorial Fund was established in 1999 for the purpose of remembering and paying tribute to the outstanding service and dedication of Don Peterson during his long career with the UW, serving as associate dean for extension and director of Wisconsin Farm Progress Days, Inc. Prior to 2022, the Donald R. Peterson Wisconsin Farm Technology Transfer Award was awarded through a separate process and is now part of CALS Awards.

Eligibility: Faculty or academic staff member with an active appointment in the College of Agricultural and Life Sciences who fulfills the award criteria. Teams of two or more faculty and/or academic staff members with active appointments in CALS are also eligible. Preference will be given to nominees from the Departments of Agronomy and Soil Science, from which Don Peterson received his degrees, but all are encouraged to apply.

Award and selection criteria: This award is intended to broadly encourage CALS faculty and academic staff to design creative ways to convey research-based information from CALS to its agricultural and natural resources constituents.

To receive this award, nominees must successfully engage audiences around topics such as:

- Effectively using new management tools, processes, or concepts.
- Incorporating new technologies into a modern farm operation.
- Addressing issues that challenge contemporary agriculture and our natural resource base.

Documentation procedures: New nominations for this award are requested every year. Previous nominations are not automatically carried over but can be resubmitted, provided they are appropriately inclusive and updated to reflect recent efforts.

Nomination materials: **Nomination materials must include:**

- A letter of nomination that emphasizes the engagement of audiences around topics listed in the award eligibility criteria.
- No more than three letters of support from individuals who can attest to the influence of the nominee's programming, engagement, and/or technology methods and impact. These letters should not exceed two pages each.
- Optional supporting materials demonstrating the nominated individual or group's merits for the award criteria. Supporting materials may include products, testimonials, and other evidence of impact.

Please submit the nomination materials **electronically as one PDF document** to Erica Flyte at erica.flyte@wisc.edu by **Friday, February 11, 2022**.

Award Administration: The selection of the award will be made by a committee appointed by the CALS associate dean for extension and outreach. One award will be given each year. The recipient, or team of recipients, has the option of receiving the award as a cash payment or applying it to their research, instructional, or outreach programs. *Please note that the selection committee may elect to withhold granting the award in years when there are no suitable applications.*

CALS Awards will be presented on Wednesday May 4, 2022 at 3 p.m. Details will be forthcoming.

Previous Donald R. Peterson Farm Technology Transfer Award Recipients

- 2020: award suspended for one year
- 2019: Matt Akins
- 2018: Brian Luck
- 2017: award suspended for one year
- 2016: Mimi Broeske, Roger Schmidt, and Scott Sturgul
- 2015: Mark Renz
- 2014: John Panuska
- 2013: Mary Bauer, Jerry Clark, Brian Holmes, Jeff Nelson, Jenna Sanford, Cheryl Skjolaas, and Richard Straub
- 2012: Matt Ruark and Doug Soldat
- 2011: Scott Craven, David Drake, and Jamie Nack
- 2010: Bryan Jensen
- 2009: unknown
- 2008: Cheryl Skjolaas
- 2007: David Drake and Jamie Nack
- 2006: Chris Boerboom
- 2005: Bryan Jensen
- 2004: Jeffrey Nelson and Robert Schuler
- 2003: Keith Kelling and John Peters
- 2002: Rebecca Christoffel and Scott Craven
- 2001: Chris Boerboom and Jerry Doll
- 2000: award postponed for one year