

**MEMORIAL RESOLUTION OF THE FACULTY
OF THE UNIVERSITY OF WISCONSIN-MADISON**

ON THE DEATH OF PROFESSOR EMERITUS FREDERICK J. GIESLER

Frederick Giesler was born on June 28, 1915 on a livestock farm near Shell Rock, Iowa, and died on July 24, 2012 in Waunakee, Wisconsin. He received his BS in animal husbandry from the University of Minnesota in 1940 and his MS in meat and animal science in 1957 from the University of Wisconsin. His illustrious extension career began as a 4-H agent in Nicollet County and then progressed to county agricultural agent positions in Cass, Renville and Faribault counties in Minnesota. In 1953, he joined the extension staff of the University of Wisconsin as an assistant professor while working toward his MS degree. He advanced to the rank of professor in 1961 and retired from the meat and animal science department on December 31, 1976 as an emeritus professor.

Fred had an impactful career in extension. From a meager beginning, he directed and expanded the departmental extension staff to a group of seven specialists by adding a youth and meats position in 1958, a livestock marketing position in 1960, a beef cattle and sheep position in 1967, and a livestock performance testing position in 1970. Prior to the growth in staff numbers, Fred carried on active extension programming in all areas of livestock production, spanning swine, sheep and beef cattle, from 1953 to 1967. He concluded his career with an emphasis on swine production. With the advent of the educational telephone network (ETN) and WHA-FM, Fred seized the opportunity to use these new media to educate his audiences. He was the first extension specialist at this university to deliver programming with these media.

Numerous educational venues were initiated by Professor Giesler, and many of these continue to the present day. As documented in award nominations, the strength of his approach was that he recognized the need for a program, initiated it, and then developed it to the point where it could stand alone. He then turned his efforts to the next needed program. Another hallmark of his approach was his dedication to dissemination of science-based information. He was the first extension specialist in this department to transition from a solely extension appointment to an extension (90%)-research (10%) split appointment to recognize his collaborative efforts with resident research-instruction faculty members.

Programs which emerged from Professor Giesler's educational programming, which now seem prescient, include artificial insemination in swine production, performance testing of swine breeding stock to estimate genetic merit, pork carcass economic value based on grade and yield determinations, an emphasis on pork quality (notably the pale, soft, exudative condition), the first lamb marketing pool (in 1954) with Equity Cooperative Livestock Sales Association, performance testing of rams to estimate genetic merit, Shepherd's Clinics, sheep shearing clinics, the Spooner Sheep Day (since 1953), graded feeder cattle sales (since 1955), and beef cattle Feeder's Day programs. He was instrumental in founding the Wisconsin Feeder Pig Marketing Co-op and a state pork industry committee. Livestock shows were highly visible venues for the growing livestock industries in the post-World War II period, and Professor Giesler had significant leadership roles in two of the most visible national shows – the International Livestock Exposition in Chicago and the National Barrow Show in Austin, Minnesota.

His contagious enthusiasm for extension work was motivated by his sincere dedication to helping others. Departmental chairman, Dr. Art Pope, wrote that those associated with Fred “immediately respected him as an individual and willingly gave him their trust and support.” In recognition of his humble service to the livestock industry, Professor Giesler received the Extension Award from the American Society of Animal Science, an honorary degree from the Wisconsin FFA, Distinguished Service Award from UW-Extension,

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Blue Ribbon Pork Show Leadership Award, Spooner Sheep Industry Award, Distinguished Service Award from the Wisconsin Livestock Breeders Association, and the first-ever Distinguished Service Award from the Wisconsin Pork Producers Association. He laid the foundation for this department's extension program.

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