

FOR IMMEDIATE RELEASE

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2011 NATIONAL DAIRY SHRINE/DAIRY MANAGEMENT INC. AWARDS OVER \$8,000 IN MILK MARKETING SCHOLARSHIPS

Denmark, Wis. - The National Dairy Shrine (NDS) and Dairy Management Inc (DMI) are pleased to announce that \$8,500 in scholarships have been awarded to college students in agriculture or related fields. Laura Weisz received the \$1,500 scholarship and seven other \$1000 scholarships were also awarded. The NDS/DMI scholarships encourage students to pursue careers in dairy product marketing.

Laura is currently attending the University of Minnesota majoring in Animal Science with a minor in Mass Communications. Laura has demonstrated her passion in for the industry beginning at her family dairy, through becoming a finalist as Princes Kay of the Milky Way and looks forward to continuing her work in the promotion of the dairy industry. Laura has also extremely active at U of M and she expects to continue on to graduate school. On campus she holds officer positions in the Gopher Dairy Club, Beta of Clovia Sorority, St. Paul's Ambassadors, and Minnesota Royal Exec Board. She is involved in the College Ambassadors and the Agriculture Future of America Student Advisory Team. Upon completing graduate school, Laura hopes to work in the dairy industry and promises, regardless of her career, she will actively advocate for the dairy industry.

Other award recipients include:

Philip Bachman is from Ulysses, PA and is currently attending the Pennsylvania State University majoring in Animal Science. Philip is involved with the Penn State Dairy Science Club, PA Jr. Holstein Association and on his family farm God's County Creamery where they focus on direct sales to the consumers off the farm.

Mandy Brazil is from Petaluma, CA and is currently attending California Polytechnic State University, San Luis Obispo majoring in Agriculture Communications with a minor in Dairy Science and Agriculture Business. She has been involved in Cal Poly Agriculture Ambassadors, Dairy Club, Dairy Judging team, Collegiate FFA, Holstein Association, Holstein Princess, and Agriculture Communicators of Tomorrow. Mandy also participated in a collegiate exchange and spent one semester at the University of Wisconsin-River Falls.

Laura Elliott is from Marshall, WI and is currently attending the University of Wisconsin-Madison and is double majoring in Dairy Science and Life Science Communications. Laura has been active in the Association of Women in Agriculture, National Agri-Marketing Association, CALS Student Council as well as Wisconsin Junior Holstein, Wisconsin Jersey Association and FFA.

Jason Kaare from Chaska, MN is currently attending the University of Minnesota majoring in Agricultural Education with a Minor in Animal Science. Jason was the founder of Agriculture Awareness Day at the U of M campus and is also involved in the Gopher Dairy Club, Agricultural Education Club, Farm House Fraternity and was selected as National Collegiate Agriculture Ambassador. Off campus Jason is involved in 4-H and FFA.

Rachel Manning is from Huntingtown, MD and is currently attending West Virginia University majoring in Agriculture and Extension Education. At WVU Megan is involved in the Dairy Science Club, Block and Bridle Club, Collegiate Farm Bureau, Horticulture Club, Collegiate FFA, Collegiate 4-H and Mountaineer Maniacs. Off campus Megan is involved in the Guernsey Youth Association and 4-H.

Isaac Salfer is from Dassel, MN and is currently attending the University of Minnesota majoring in Animal Science with a dairy production emphasis. At the U of M Isaac is involved in the Farm House Fraternity, Gopher Dairy Club and Brock and Bridle. Off campus Isaac is involved with 4-H, FFA, Junior Holstein and Brown Swiss Associations. Isaac plans on attending graduate school after graduation.

Theresa Twohey is from Stewartville, MN and is currently attending the University of Minnesota majoring in Agriculture Education Leadership and Communications. Theresa is involved in the Beta of Clovia Sorority, Gopher Dairy Club and Agriculture Education Club. She is also involved in Minnesota Agri-Women and Junior Holstein.

Hannah Wentworth is from Quarryville, PA and is currently attending the Pennsylvania State University majoring in Animal Sciences. On campus Hannah is involved in the Dairy Science Club, Ag Advocates, Collegiate Farm Bureau, Collegiate FFA, Dairy Judging Team and the Ag Student Council. Off campus she is involved in Ag Choice Farm Credit Scholar program, FFA, 4-H, Ayrshire, Jersey and Brown Swiss Associations Junior member, PA Young Farmers and Dairy promotion.

Dairy Management Inc., based in Rosemont, IL, is the domestic and international planning and management organization that builds demand for dairy products on behalf of America's 60,000-

plus dairy producers. DMI works with state and regional dairy promotion organizations to integrate marketing, promotion, advertising, public relations, nutrition education, and nutrition, product and technology research programs. For more information please visit www.dairycheckoff.com

National Dairy Shrine brings together dairy producers, scientists, students, educators, marketers and others who share a desire to preserve our dairy heritage and keep the dairy industry strong. Founded in 1949 by a small group of visionary dairy leaders, National Dairy Shrine now has nearly 18,000 members encompassing virtually every facet of the industry.

The annual National Dairy Shrine awards banquet will be held on October 6 during World Dairy Expo in Madison, Wis. For more information about the banquet or about students, producers and industry representatives being recognized by National Dairy Shrine, please contact Dr. David Selner, Executive Director, at (920) 863-6333. National Dairy Shrine membership information is also available by phone or online at www.dairyshrine.org. Dairy enthusiasts are encouraged to become a part of this important organization to help honor our heritage, inspire future leaders and promote the dairy industry.