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## **LARSON NAMED 2011 NATIONAL DAIRY SHRINE GUEST OF HONOR**

Denmark, WI. –Steven A. Larson, a dairy journalist and editor for Hoard's Dairyman magazine who has been educating dairy producers and sharing their stories for over four decades, has been named the 2011 National Dairy Shrine Guest of Honor. The prestigious award is given each year to salute a contemporary leader for his or her outstanding achievements and contributions that benefit the dairy industry.

As a Hoard's Dairyman associate editor from 1969 to 1998, Larson covered important dairy topics around the United States and the world. He also solicited articles on contemporary topics from leading dairy professionals and scientists. "Steve kept his finger on the pulse of the dairy industry on a wide range of issues," says George Shook, professor emeritus at the University of Wisconsin-Madison.

Larson's dedication to fair, honest journalism earned him the title of managing editor of Hoard's Dairyman in 1998. In this role, Larson has been responsible for the magazine's editorial page and Washington news, as well as other topics including milk marketing, dairy policy, dairy product promotion, nutrition and herd health.

"Larson's editorials are characterized by fairness, objectivity, integrity and forward-looking approach," explains Shook. "His positions are well-reasoned and designed to promote the well-being of the entire industry. Larson's editorials provide a window into his values of fairness and integrity."

To keep up with current dairy issues, Larson frequently attends regional and national meetings, learning the latest recommendations for dairy producers, milk processors and farm suppliers. Because of his deep knowledge of the dairy industry, Larson has been invited to speak in 29 different states, three Canadian provinces and Mexico.

Along with his role at Hoard's Dairyman, Larson has served as an advisor or board member on numerous dairy organizations, professional societies and university departments, including the National Dairy Shrine. Larson served on the board of directors from 1990 to 1996 and was president of the National Dairy Shrine in 1995. He also volunteered numerous hours promoting and improving the National Dairy Shrine Museum at Fort Atkinson, Wis.

In addition to his contributions to the dairy industry, Larson is also very active in his community. He served as president in many diverse organizations, including the

Wisconsin Public Radio Association, Fort Atkinson United Way and Trinity Lutheran Church.

“Larson is an unassuming individual of great personal integrity, a leading spokesman for the U.S. dairy industry, a trusted advisor and a leader in his local community,” says Shook.

Respected by many people in the dairy industry, Larson has received many prestigious awards for his leadership. In 2003, Kansas State University recognized him as their Distinguished Agricultural Alumni, in 2004, he was honored with the American Dairy Science Association’s Distinguished Service award, and in 2007, Larson was named the World Dairy Expo Industry Person of the Year.

“Through the written word, Steve has had a positive influence on dairy producers through the United States and the world,” explains John Meyer, Chief Executive Officer for Holstein Association USA, Inc. “He has been a great leader in the dairy industry at large and a valuable board member and president of the National Dairy Shrine.”

Larson currently resides in Whitewater, Wis., with his wife, Leota. He will be honored at the annual National Dairy Shrine awards banquet 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](http://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.