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Contact: Dave Selner, National Dairy Shrine

Phone: 920-863-6333 or Email: info@dairyshrine.org

FIVE INDUSTRY PIONEERS HONORED BY NATIONAL DAIRY SHRINE

Maribel, Wis. – Each year, National Dairy Shrine honors living or deceased “pioneers” of the dairy industry. Nominated by members of National Dairy Shrine and selected by an anonymous committee, the Pioneer Award recipients are honored at the National Dairy Shrine banquet at World Dairy Expo. Then, their portraits are permanently displayed at the National Dairy Shrine Visitors’ Center in Fort Atkinson, Wis.

The five honorees for 2010 include: Dr. Jack L. Albright, whose lifelong research on animal behavior helped develop many modern dairy cattle management practices; Merle E. Howard, who helped define the initial Holstein classifier position and humbly dedicated his entire life to the dairy industry and youth; J. Lee Majeskie, a well-respected dairy judging coach, mentor and industry promoter; Rex L. Powell, whose research helped develop industry standards in bull evaluations and progeny testing worldwide; and Merton B. Sowerby, who used his experience as a herd manager and classifier to help work linear traits into the PDCA Dairy Unified Score card and to develop the original evaluation coding for linear scoring of Guernseys.

Dr. Jack L. Albright

For more than 55 years, Dr. Jack L. Albright has studied cattle behavior (ethology) and developed practical, on-farm management practices from his research results. His work at Purdue University and affiliations with many national and international entities led to many groundbreaking discoveries in the field of dairy cattle behavior. Some of the most notable impacts resulting from Dr. Albright’s passionate research include early work on feeding of least cost complete rations for dairy cows, which led to the now common practice of feeding total mixed rations, and his recommendations for using calf hutches, which caused the rapid movement of the dairy industry to calf hutch use. However, one of his most important contributions to the dairy industry has been applying his extensive knowledge of the behavior of cows to solve management problems. Using results from his research, Dr. Albright helped design milking parlor holding pens and crowd gates, and barns that limit overcrowding, utilize headlocks for cow management and have stalls that optimize cow comfort. His common sense approach to developing contemporary animal care and welfare practices has earned him great respect from many in the dairy industry. Dr. Albright and his wife, Lorraine, live in West Lafayette, Ind.

Merle E. Howard

Leading by example and motivated by his passion for the dairy cow, the late Merle E. Howard dedicated his life to the dairy industry and its youth through hard work, integrity and volunteerism. Howard’s career began as a teacher and mentor to many, a role he maintained throughout his life. He then became one of the first Holstein classifiers. As one of only three classifiers in the country, Howard traveled extensively. Yet, his positive attitude helped him become an ultimate role model of hard work, honesty and

professionalism that is still the goal of Holstein classifiers today. Later, Howard worked with a sales and marketing company that helped develop an international market for U.S. dairy cattle, paving the way for others to begin exporting dairy genetics around the world. In addition, he was one of the early leaders to develop a fall dairy show in Madison, Wisconsin, that is now known as World Dairy Expo. Because of his devotion to the industry, Howard believed in the National Dairy Shrine from its very inception, serving as a member of the first Board of Directors and later, serving a second term in the 1990s. In honor of Howard's dedication to dairy youth, the Merle Howard Award is now awarded at World Dairy Expo to a youth person committed to the dairy industry.

Dr. J. Lee Majeskie

An excellent judge of dairy cattle, the late Dr. J. Lee Majeskie is remembered by many as a devoted supporter of dairy youth and the inspirational coach of the Maryland 4-H dairy judging teams for 25 years. During his coaching career, his 4-H teams ranked third or higher at national contests for 18 out of 25 years, with five first place and seven second place finishes. Dr. Majeskie was also a respected cattle show judge, having judged over 20 international shows in 12 countries and over 100 district, state, regional and national shows in his lifetime. In addition to dairy judging, Dr. Majeskie was actively involved in other programs that helped dairy youth. As an Animal Science professor in genetics and academic advisor at the University of Maryland for 31 years, Dr. Majeskie developed the Partners in Education dairy internship, which gave college students with limited experience with large animal agriculture the chance to get on-farm training at local farms and the opportunity to show registered cattle at Maryland fairs. Dr. Majeskie also founded the 4-H Dairy Leasing program, giving many 4-H members throughout Maryland the opportunity to lease animals from dairy producers and develop their love of the dairy industry. Many of these students would have never considered careers in agriculture without their exposure to Dr. Majeskie's dairy leasing program. He was also supportive of youth development activities not directly involving the dairy cow, including his dedication to the Maryland Dairy Bowl program and the Maryland Dairy Princess program. Dr. Majeskie's sudden death in 2008 left a void with many who were touched by his teaching, coaching, research, service and public relations that helped shape the dairy industry and those involved with it.

Dr. Rex L. Powell

For over 40 years as a research scientist and now a scientific collaborator at the Animal Improvement Programs Laboratory, ARS, USDA, Dr. Rex L. Powell has developed research projects that greatly impacted the genetic improvement of dairy animals in the United States and worldwide. Dr. Powell's research stresses the need for accurate, fair and complete information, and many of his findings have now become industry standards. One historical contribution made in genetic improvement stemmed from Dr. Powell's recommendations in the early 1970s to include in-progress daughter records in bull's official evaluations. This change caused young sire evaluations to be available six months earlier and increased the genetic progress of sires by about 10 percent. Since then, Dr. Powell authored over 325 publications, including 50 articles published in the *Journal of Dairy Science*. Because of his extensive research, Dr. Powell has been recognized as the national authority on genetic trends in dairy cattle yield, cow evaluation and

comparison of genetic evaluations of dairy bulls across countries. Globally, he showed the benefit of including genetic information from multiple countries over using only domestic information and developed conversion formulas so genetic evaluations could be used worldwide. Dr. Powell also served on the steering committee of Interbull for almost 20 years. Dr. Powell and his wife, Peggy, live in College Park, Md.

Merton B. Sowerby

A lifelong student of dairy husbandry, Merton B. Sowerby's experience as a herd manager, classifier and dairy cattle judge has impacted the entire dairy industry. Early in his career, Sowerby worked as a herdsman and herd manager for many well-known herds, including Oaklands Jersey Farm, Ann Arbor, Mich., Brays Island Plantation, Yemasee, S.C., and Woodacres Guernsey Farm, Princeton, N.J. At Woodacres, he developed an excellent breeding program, selling numerous bulls to A.I. studs and breeding many award-winning cows in the Guernsey breed. During his years managing these herds, Sowerby became a very early adapter of using artificial insemination and worked with then graduate student Ray Cragle in 1952 on improving the viability of frozen bull semen. He also was an early believer of treating ketosis with propylene glycol and feeding fish meal to cows as a protein and fat source. Later, Sowerby became a classifier of all breeds of dairy cattle except Holsteins and classified nearly 200,000 head of cattle during his 12-year career. Through his participation with the PDCA committee, he helped rewrite the PDCA Dairy Cow Unified Scorecard when linear traits were first introduced. He also worked on some of the original evaluation coding for linear scoring of Guernseys. In the showring, Sowerby has judged shows in 28 states and three foreign countries. Sowerby and his wife, Frances, reside in Grand Rapids, Michigan.

The annual National Dairy Shrine awards banquet will be held on September 30 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.