

For Immediate Release

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National Dairy Shrine Establishes Cornerstone Award to Recognize Industry Partners

Maribel, Wis. – The National Dairy Shrine introduced a new Cornerstone Award this year to recognize corporate sponsors who have provided long-term support and exceptional contributions to National Dairy Shrine. The Cornerstone Award will not be presented annually, but will be bestowed at the discretion of the board of directors to deserving organizations. The name for the award was chosen to reflect the fact that the support of these companies provides a significant contribution to the foundation of National Dairy Shrine. Two outstanding partners of National Dairy Shrine were honored at the 61st annual banquet, held September 30, 2010 at World Dairy Expo in Madison, Wis. The inaugural Cornerstone Awards recognized Dairy Farmers of America and Hoard's Dairyman.

For the past ten years, Dairy Farmers of America has purchased National Dairy Shrine memberships for every participant in the National Intercollegiate Dairy Cattle Judging Contest and the Post-Secondary Dairy Cattle Judging Contest. This amounts to more than 1,000 new memberships and over \$50,000 in donations to the Dairy Shrine. In his award presentation Corey Geiger, outgoing president of National Dairy Shrine, commented that recognition of this generous support was "long overdue."

Hoard's Dairyman was also honored for the countless hours that staff members have dedicated to numerous tasks in service to National Dairy Shrine over the past 61 years. During this time, many staff members from Hoard's have worked tirelessly on National Dairy Shrine projects; perhaps the most significant has been the establishment and improvement of the National Dairy Shrine museum in Fort Atkinson, Wis. The award was presented by incoming president Mary Shank Creek, who praised the Hoard's staff as "the glue that holds National Dairy Shrine together."

Plaques with a color photo of the National Dairy Shrine museum were presented to each company, and a permanent plaque inscribed with the name of each honoree will be displayed at the museum.

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. All dairy enthusiasts are encouraged to become a part of this important organization. Membership information is available by contacting Executive Director Dr. David Selner at (920) 863-6333 or by visiting www.dairyshrine.org.

Photo 1: NDS President Mary Creek with David Darr VP of Corporate relations for Dairy Farmers of America

Photo 2: Hoards Dairyman staff members Patti Hurtgen, Corey Geiger, Steve Larson and Lana Olson with the Cornerstone Award.