

# NATIONAL DAIRY SHRINE

## THE CHRONICLE

*Honor past and present dairy leaders. Inspire future dairy leaders. Record dairy industry history. Promote the dairy industry.*

### A Note from the President

It is my very humble honor to address each of our National Dairy Shrine members and thank each of you for your support and interest in NDS. As with every organization and especially a primarily volunteer organization nothing is possible without our dedicated members. NDS strongly relies on its members to continue to promote our goals and carry out our programs. I do not think we can thank those that dedicate their time and support to NDS enough. Many donate long hours to helping NDS accomplish our mission and rarely expect or receive recognition. That may be the glue that has continued to keep us going so successfully for so many years but they are deeds that should not go unnoticed. So, thank you to each person, board member, committee chair, committee member, scholarship or award judge and especially our sponsors.

We recently held our annual meeting and recognition dinner where we added some



*Mary Creek*

amazing pioneers, dairy men and industry leaders to our long list of honorees. Additionally twenty-nine outstanding students received scholarships. It was truly a night that honored the past, promoted the industry and inspired the future. It was a pleasure to be part of such a positive function. It would be very easy during the unusual conditions that face our industry to develop a negative outlook but after

meeting the many people who took part in our events I hope that everyone left with an uplifted and positive feeling about their involvement in the dairy industry and NDS. Our members continue to make the difference.

The NDS board of directors approved the continued renovations of our museum in Fort Atkinson. We will continue to work through the upgrades in stages that will not interrupt the use of our displays but at a pace that will complete the majority of projects in a timely manner. We will be establishing a fundraising campaign to help with the upgrades and modernization that will make many of our

established displays more interactive, safe and attractive to our many visitors. In advance I thank everyone who will work and contribute to make this a reality.

As I conclude I would like to again call attention to our membership. Reaching new members is the insurance NDS requires to continue to grow and develop. It is critical that we reach out to industry related corporations as well as individuals and share with them the mission and passion that makes NDS strong. Personally, I increased my involvement in NDS as a dare that challenged me to enroll ten new NDS members. It turned out to be one of the easiest things I had ever done. With over 17,000 members in our organization it would be incredible if each one of us signed on one new member this year...just think of what we could accomplish and where that could take us.



*Mary Creek with past president Corey Geiger*



*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 over 17,000 members encompassing virtually every facet of the industry.*

# NATIONAL DAIRY SHRINE



*Guest of Honor - Calvin Covington, Don Bennick presenting*



*Distinguished Breeder Winner - William Ramsey & Family, Bernie Heisner (presenter)*



*Pioneer Recipients - Front: Merton Sowerby, Dr. Rex Powell  
Back: Dr. Jack Albright, Judy Majeskie, Steve Howard*



*Progressive Dairy Producers - Andrew & Lynette Buttles, Dr. Katharine Knowlton (presenter)*



*Progressive Dairy Producers - Derek & Luke Johnson, Dr. Katharine Knowlton (presenter)*



*Graduate Dairy Production Winner - Dale Olver (presenter), Pam Boochoer of Elanco (sponsor)*



*Kildee Scholarship Awards - Janelle Hartzell Hoffman, Dr. Roger Neitzel (presenter), & Robyn Bechtel*



*Klussendorf/McKown Scholarship Winners - Stewart Rowe (presenter), Caitlin Patrick, Kelly Lee, Michelle Funk, Danielle Brown, Christy Hindman*



*McCullough Scholarship Winners - Maggie Murhpy (presenter), Stephanie Kasper & Nancy Jackson*



*NDS/DMI Milk Marketing Scholarship Winners - Stan Erwine (presenter), Sandra Stewart, Carissa Levash, Curtis Horsens, Ashley Julka, Caitlin Kasper, Danielle Brown, Elizabeth Olson*



*Student Recognition Winners - Ken Crandell (presenter), Jessica Achen, Kaleena Westaby, Sandra Kirchner, Janelle Hartzell Hoffman, Charles Schiller, Londa Johnson, Ashley Sprengeler, Lydia Hardie, Elizabeth Smith Ziegler*



*Maurice Core Scholarship Winner - Jacob Achen, David Jones (presenter)*

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*Dairy Veterinarian Education Grant - Agrilabs Representatives Adam Yankowsky and Dr. Joel Ehrenzweig (sponsor), Kevin Stiles (presenter)*



*Marvin Kruse Membership Award Winners - Tommy Martin, Erick Metzger, Mary Creek*



*Brian Winters, Stan Erwine, Bernie Heisner, Scott Higgins*



*The Merton Sowerby Family*



*Kevin Stiles, Tommy Martin, Dan Webb*



*Dr. George Shook, Linda Leake, Dr. Dave Wieckert*



*Barb Lyon, Doug Wilson, John Meyer, Tom Lyon*



*Adam Yankowsky, Janice Keene, Dr. Joel Ebrenzweig*



*Stan Bird, Kathleen Bird, David Pierson*



*Dr. Richard Daluge provides reception music*

**Members Who Have Affirmed National Dairy Shrine with a Gift in Memory or as to Honor**

*To Honor Lee Majeskie*

Judy & Charles Iager

*In Memory of Robert McKown*

A.J. Quist

*To Honor Calvin Covington*

Judy & Charles Iager  
Carl Zurborg

*In Memory of David Dickson*

Tom Morris  
Robert Hagenow  
Peter Giacomini  
Kevin Jorgensen  
Jay & Heather Jauquet  
Todd Borgwardt  
Bryan Voegeli

*In Memory of David Dickson Cont.*

Mike Holschbach  
Corey Geiger  
Nate Zwald  
Bonnie Ayars

*To Honor Maurice Core*

Steve Larson

*In Memory of Willie Olson*

Klussendorf Association

*In Memory of Harold Traynor*

George & Shirley Barlass

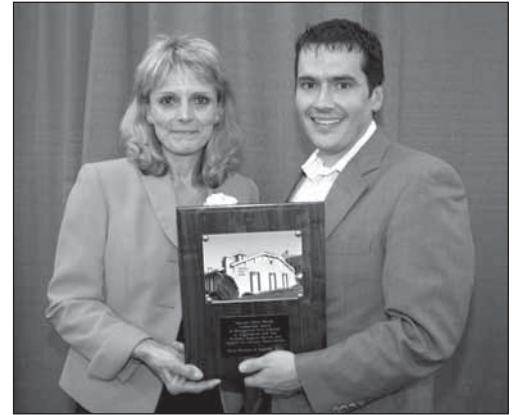
*In Memory Of Brian Krull*

Dr. Lee Allenstein  
The Family of Brian Krull

## National Dairy Shrine Establishes Cornerstone Award to Recognize Industry Partners

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



*President Mary Creek with David Darr VP of Corporate relations for Dairy Farmers of America*

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.



*Hoard's Dairyman staff members Patti Hurtgen, Corey Geiger, Steve Larson and Lana Olson with the Cornerstone Award*

## Lot 1 Hoard's Foster Mothers Giclee Highlights Silent Auction

The Hoard's Dairyman donated limited edition framed giclee Foster Mothers of the Human Race brought a fantastic winning bid of \$1000. The winning bidder was Hilmar Cheese from Hilmar, California. Representing Hilmar Cheese was Richard Clauss who is pictured with Executive Director David Selner and the giclee. Hilmar Cheese has also graciously donated the giclee back to the National Dairy Shrine to be on permanent display in the Museum at Fort Atkinson, Wisconsin.

Another silent auction highlight included a Mount Victoria Sale catalog donated by the Roger Nest Estate that brought \$550. The total dollars raised from the 8 Lots in the silent auction was \$2470. National Dairy Shrine would like to thank the silent auction donors that also included; Duane Norman, Jim Borcharding, Mabel Tuss, Roger Nest Estate and Glenn Wildes. Winning bidders included Richard Mellinger, Donna Myers, Milko Ranta, Ourway Holsteins, Chuck Coburn, Larry Jagers and Darrell Pidgeon. Proceeds from this silent auction will be used to update the Joe Eves Library at the National Dairy Shrine Museum.



## National Dairy Shrine Elects New President and Directors

At the 61th annual meeting of the National Dairy Shrine, Mary Shank Creek, an Ayrshire breeder and dairy producer from Hagerstown, Md., was elected president of the organization. Meanwhile, Erick Metzger, the Manager of National All Jersey from Reynoldsburg, Ohio was chosen president-elect. Elected to the executive committee along with Creek and Metzger were: Dale Olver, University Park, Pa.; Ken Crandall, Provo, Utah; Maggy Murphy, Summerfield, Florida; and immediate past president Corey Geiger, Fort Atkinson, Wisconsin. The National Dairy Shrine board of directors consists of 21 members. This year, two new directors were elected to the board. They included Nancy Feeney, Davenport, Iowa and Fred Hendricks, Bucyrus, Ohio.

During the past year, the organization also added 315 new members to bring the membership roles to 17,800 members from across the U.S. and Canada. The National Dairy Shrine board voted to initiate a fund raising campaign to allow refurbishing of the Joe Eves Library. The Eve's library is the last remaining section of the Museum that has not been renovated since the start of the museum in 1980. At the National Dairy Shrine's annual banquet, over \$45,000 in scholarships were awarded to 30 outstanding young people. If you would like to contribute to the Renovation Fund or other scholarship funds, please mail a donation to National Dairy Shrine, PO Box 725, Denmark, WI 54208, or go to [www.dairyshrine.org](http://www.dairyshrine.org).



*The National Dairy Shrine Board of Director team includes, sitting in the front row: Maggy Murphy, Summerfield, FL.; past President Corey Geiger, Fort Atkinson, WI.; President Mary Shank Creek, Hagerstown, MD.; Dale Olver, University Park, PA.; and President-elect Erick Metzger, Reynoldsburg, OH. The second row: Executive Director David Selner, Denmark, WI.; Coleen Jones, Craigsville, VA.; Ken Crandall, Provo, UT; David Jones, Stillwater, OK.; Darrell Pidgeon, Parker, CO.; David Pierson, Lake City, MN.; and Roy Ax, Tucson, AZ. The back row: Roger Neitzel, Beloit, WI.; Stan Erwine, Overland Park, KS.; Fred Hendricks, Bucyrus, OH.; Robert Rowe, Verona, WI.; Richard Clauss, Hilmar, CA.; and Steve Strickler, Iola, KA. Missing from the photo are David Darr, Katharine Knowlton, Marion Seifert, and Nancy Feeney.*

## National Dairy Shrine Promotes Milk at the Fort Atkinson Half Marathon

One of the best ways a runner can replenish their body is by drinking chocolate milk. National Dairy Shrine, in conjunction with Dean Foods, helped promote the nutritional benefits of chocolate milk after exercise at the Fort Atkinson Half Marathon on Saturday, June 19, 2010. Dean Foods donated 312 two percent milk and low-fat chocolate Milk Chugs for runners to consume at the conclusion of the race.

With the assistance of the Barnyard Clovers, a local 4-H group headed by Jason and Jennifer Yurs, milk and medals were distributed to over 400 runners after they finished their 13.1-mile journey through Fort Atkinson and Jefferson County. Many runners, some of whom already knew the benefits of chocolate milk, were grateful to partake in the after-race beverage. Chocolate milk has double the carbohydrate and protein content of sports drinks, making it perfect for replenishing tired muscles. It also packs the nutritional bonuses of calcium, sodium, and sugar, which help recovering athletes retain water and regain energy after strenuous physical activity.

This opportunity was used to help promote the National Dairy Shrine, June Dairy Month and the consumption of low-fat chocolate milk as an athletic drink.

## National Dairy Shrine Corporate Sponsors and Benefactors

Dairy Management Inc.  
 Dairy Farmers of America  
 Elanco  
 Wisconsin Milk Marketing Board  
 Thompson Funds Inc.  
 Nasco International  
 Holstein Association USA  
 ABS Global  
 Southeast Milk  
 World Wide Sires Ltd.  
 Cooperative Resources International  
 Tom Morris Ltd.  
 COBA Select Sires  
 Hoard's Dairyman  
 Family Dairies USA

## NATIONAL DAIRY SHRINE

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www.dairyshrine.org  
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### National Dairy Shrine – Important Dates

**March 15, 2011** – Applications due for Guest of Honor, Distinguished Dairy Cattle Breeder, Pioneer, Progressive Producer, and Graduate Production Awards. Applications can be found at [www.dairyshrine.org](http://www.dairyshrine.org).

**March 1 to April 15, 2011** – All student applications will be accepted for the various National Dairy Shrine scholarships. Please refer to the website [www.dairyshrine.org](http://www.dairyshrine.org) for more information and an application form for all scholarships.

**October 6, 2011** – Annual meeting, Reception and Awards Banquet at the Alliant Energy Center, Madison, Wisconsin.

*New mailing address:*

**National Dairy Shrine  
PO Box 725  
Denmark, WI 54208**