

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

Writing my first message as President of National Dairy Shrine is a rather daunting task. With the events of World Dairy Expo barely in the rearview mirror, the first order of business is to thank everyone involved with making National Dairy Shrine's functions at Expo so successful. Many members worked at the National Dairy Shrine booth in the coliseum. Board members gave of their time and travel to attend the all-day board meeting on Wednesday. For the first time in recent years, the National Dairy Shrine Banquet sold out of tickets ahead of opening the doors. Sponsorship support of the banquet increased this year. Virtually all of the scholarship winners and honorees were in attendance. And finally, I offer a huge thank you to Mary Creek for her service as president during the past year. She truly accomplished so much in such a short period of time.

One of the most invigorating parts of the board meeting in Madison discussed the need to get NDS involved in social media. Thanks to corporate sponsors, NDS has done su-



President Erick Metzger

perb work in enrolling the best and brightest college students as new members. For over 10 years Dairy Farmers of America has sponsored National Dairy Shrine memberships for contestants in the National Intercollegiate Dairy Cattle Judging Contest. More recently Allflex USA, Lely USA and Hilmar Cheese Company have combined to provide NDS memberships to participants in the North American Intercollegiate Dairy Challenge. And this

year we're proud to welcome Kraft as membership sponsor for contestants in the Collegiate Dairy Products Evaluation Contest.

But after these students receive their membership plaque, pin and welcome letter, what happens next? Hopefully they all graduate, but soon after becoming members they most certainly have a change in both their mailing address and email address. Unless they make a concerted effort to notify National Dairy Shrine of their new contact information, communication with them is lost, and the prospects to keep them involved in the organization dim.

When the board meeting turned to discussion of this issue, the younger generation of board members volunteered that while these college students may head off in a hundred different directions, odds are that virtually all of them are part of the Facebook community, and they will continue that affiliation. By creating and maintaining a dynamic presence on Facebook, Dairy Shrine stands an excel-

lent chance to maintain contact with not only students that participate in national competitions, but also all students involved in collegiate dairy programs. National Dairy Shrine's \$40,000 in annual scholarships and listing of dairy industry internships should be enticing to many college students involved in dairy.

Even an old codger like me created a Facebook account, as I found it to be virtually the only way to keep up with the activities of my nieces and nephew. As president I plan to appoint a committee from the younger generation to make recommendations on how National Dairy Shrine can best create and leverage its Facebook presence.

National Dairy Shrine must explore the options to make an important part of its history available via the Internet. National Dairy Shrine has nearly 200 recorded interviews completed with leaders from all areas of the industry. Currently those interviews can only be viewed at the NDS museum. It's time to let those lights shine to the world. In this era of advanced multimedia compatibility with the World Wide Web, surely we can find a way to make those interviews available through the NDS web site, a NDS You Tube channel or other avenue. The experiences, wisdom and stories from this group of the industry's best can provide guidance and inspiration to both folks already well into the careers and those just beginning. I'm confident we have the expertise among our National Dairy Shrine members to make this happen as well.

In closing, I'm both humbled and honored to be serving as National Dairy Shrine president for the coming year. I hope that when President-Elect Dale Olver writes his inaugural message next year at this time, he can reflect on the positive impact National Dairy Shrine received from developing a social media presence.



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 - John Meyer Presenting, Steven Larson



Distinguished Breeder Winner - Angie Coburn (presenter), William H. Peck



Pioneer Recipients - Corey Geiger, Laura Beane (on behalf of Craig Beane), Dr. Larry Chase (on behalf of Peter Van Soest), Norman Olson, Bob Walton (on behalf of Harold Schmidt), Linda Sorstokke (on behalf of Dr. David Dickson)



Progressive Dairy Producers, Over 300 Division - Lisa, Hillary, Martin, Haley, & Hannah Burken, Dr. Katharine Knowlton



Progressive Dairy Producers - Under 300 Division: Robyn & Charles Krause, Dr. Katharine Knowlton



Klussendorf/McKown Scholarships - Karen Anderson, Lindsey Rucks, Matt Henkes, Tyler Reynolds, Jenn Krultz, Rachel Manning, Corey Geiger



Kildee Scholarships - Lindsey Rucks, Chelsea Holschbach, Hannah Thompson, Roger Neitzel



McCullough Scholarships - Cassandra Krull, Eileen Gress, David Jones



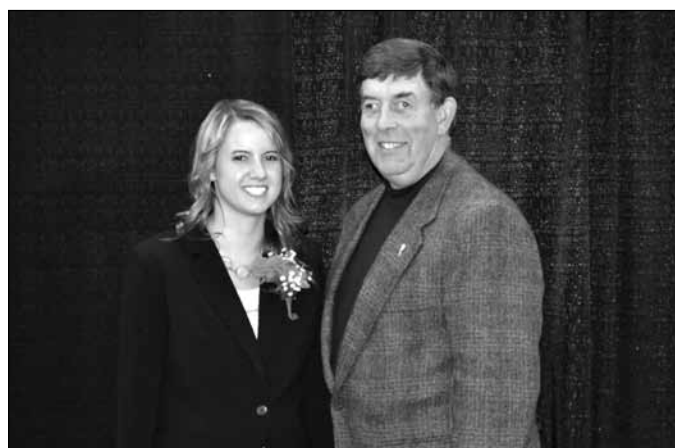
NDS/DMI Milk Marketing Scholarships - (Back Row) Jason Kaare, Isaac Salfer, Hannah Wentworth, Stan Erwin, Fred Hendricks, Ryan Anglin; (Front Row) Rachel Manning, Theresa Twohey, Mandy Brazil, Laura Weisz, Laura Elliott



Student Recognition Winners - (Back Row) Abby Udermann, Hannah Thompson, Brandon Tbesing, Corey Kayhart, Joshua Ebert; (Front Row) Brittany Thompson, Kristin Hogan, Cassandra Dutcher, Coleen Jones



Maurice Core Scholarship - Erin Daninger, Maggie Murphy



Iager Dairy Scholarship - Karessa Mann, David Pierson

NATIONAL DAIRY SHRINE



The Beane Family - Perry Baird, Joelle Baird, Laura Beane, Marcia Baird, Tom Beane



Dickson Family - Linda Sorstokke, Dale Dickson, Bonnie Garnett



Bill & Jean Ehrke, Tom & Barb Lyon



David Jones & Chuck Worden



George Shook, Jim Krahn, Kristin Hogan



Steve Larson Accepting the Guest of Honor Award



Mike and Ruth Holschbach



Steve Maddox, Doug Maddox, Mr. & Mrs. Joe Duarte



Steve Larson, Josh Hushon



The Steve Larson Family

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

In Memory of Bill Ward

Steve & Shirley Erdman
Steven & Leota Larson
Bill & Jean Ehrke
Robert Walton
Elaine Jackson
CBF Investments, LLC
Arthur Nesbitt
Douglas & Jill Roberts
James & Elaine Ward
Robert Wulfkuhle

In Memory of Maurice Mix

Richard Keene
Richard Nelson

In Memory of Robert Basse

Louis Boyd

In Memory of James Chaney

Maurice & Carol Core

Donations for NDS

Remodeling Fund

Maurice & Carol Core
Provo DHI Computing
Agri-King
Erick & Patricia Metzger
Harold Schmidt
Kevin Stiles
Silke Von Dyck
Rick & Peggy Daluge
Mary Creek
Tom Aitchison
Fred Hendricks

In Memory of Chris Kampf

Steve White
Terry Lee

In Memory of Curtis Hobson

Maurice & Carol Core

In Memory of Jane Chittenden

Maurice & Carol Core

In Memory of James Cavanaugh

Richard Nelson

In Memory of Lewis Porter

Maurice & Carol Core
Arthur Nesbitt
Klussendorf Association
Merton Sowerby
Christine & David Hoffman
Michael & Amy Ray
David Younger
Gary Janssen
James & Rosalie Calloway
R. Peter Heffering & Ken Trevena
Myron Lancaster

In Memory of Philip Stroup

William & Jean Ehrke

In Memory of Norma Lyon

Maurice & Carol Core
Gerald & Judy Bratland
G Joe Lyon

In Memory of Kermit Irwin

Franklin County Holstein Club

In Memory of Harry Bos

Bill & Jean Ehrke

In Memory of Lloyd Ebersole

Verne Adams
Tom & Joy Crothers

In Memory of Elmer & Julia Pritzl

Corey Geiger

In Memory of Dr. David Dickson

Clarence Olson

NATIONAL DAIRY SHRINE

National Dairy Shrine Museum Fall Display

The National Dairy Shrine museum committee has developed a plan to have an interesting and educational exhibit available to all guests of the museum during the weeks around World Dairy Expo. This is a time when many visitors come to the museum to see the Dairy Hall of Fame and other dairy related exhibits.

To make sure there is always something new to see, the committee has selected various topics to be featured in the atrium area of the museum complex. This started with the 60 year anniversary of National Dairy Shrine two years ago and continued with the celebration of the 100 year anniversary of Hoard's Dairyman last year.

This year the featured exhibit was provided by the National Brown Swiss Association. The exhibit featured historic Swiss cow bells, a history of the model cows of the breed and information on famous cows and breeders. Everyone who viewed the exhibit was impressed by the history and memorabilia that was on display.

This exhibit again gave all museum visitors another chance to see another detailed side of our great dairy industry. The plan for next year is already in place to create another outstanding exhibit during this showcase season. If you haven't been to the museum lately make sure you stop in the future. Remember there are informative exhibits available year round and there will always be a special new exhibit to see every fall.



NDS has a New Membership Sponsor

The lifeblood of National Dairy Shrine has always been the continuous addition of new members. Ever since its' beginnings in 1949 the addition of new members has been the focus of National Dairy Shrine leadership. Since a NDS membership is a one-time expenditure that lasts a lifetime, the addition of new members is very important. Not only does it provide much needed capital to continue our mission but it also continually brings in potential dairy leaders of the future with new ideas and goals. We are pleased to announce that we have just received a commitment from a new sponsor of NDS memberships. For years students in the National Collegiate and Post Secondary Dairy Cattle Judging contests and the North American Intercollegiate Dairy Challenge have had their membership in National Dairy Shrine sponsored by generous corporate donors. These corporate donors include Dairy Farmers of America, AllFlex, Lely USA and Hilmar Cheese. The latest students that will be receiving a lifetime membership will be the participants in the 90th Anniversary Collegiate Dairy Products Evaluation Contest held on November 5, 2011. Through the generous donation of Kraft Foods all of the collegiate contestants will become new members in NDS. These students will be a great new addition to our growing roll of dairy enthusiasts. If you ever get the chance to thank a representative of any of these membership donors, please tell them of your gratitude in helping National Dairy Shrine serve the dairy industry.



National Dairy Shrine Elects New President and Directors

At the 62th annual meeting of the National Dairy Shrine, Erick Metzger, Manager of National All Jersey from Reynoldsburg, Ohio, was elected President of the organization. Meanwhile, Dale Olver, a Penn State University Professor from University Park, PA., was chosen as President-elect. Elected to the executive committee along with Metzger and Olver were: Ken Crandall, Provo, UT.; Dr. Katharine Knowlton, Blacksburg, VA.; Maggie Murphy, Summerfield, FL.; and immediate past president Mary Shank Creek, Hagerstown, MD. The National Dairy Shrine board of directors consists of 21 members. This year, four new directors were elected to the board. They included Keith Engel, Madison, WI. James Krahn, Portland, OR.; Alicia Lamb, Oakfield, NY.; and Jenny Mills, Canastota, NY. During the past year, the organization also added 321 new members to bring the membership roles to 17,900 members from across the U.S. and Canada.

During this week of activities the National Dairy Shrine awarded over \$42,000 in scholarships and awards to 40 outstanding young people. National Dairy Shrine had one of the largest awards banquets ever, with attendance of over 360 dairy friends and relatives as the Dairy Hall of Fame grew by naming 5 new Pioneers, William Peck as the distinguished dairy cattle breeder and Steven Larson as the Guest of Honor.

The National Dairy Shrine board of directors approved the last major renovation for the museum, the refurbishing the Joe Eves Library. If you would like to contribute to the Joe Eves Library Fund, please mail a donation to National Dairy Shrine, David Selner, Executive Director, P.O. Box 725, Denmark, WI. 54208, e-mail at info@dairyshrine.org, or go to www.dairyshrine.org.



The National Dairy Shrine officer team includes, sitting in the front row: Executive Director David Selner, Denmark, WI. Ken Crandall, Provo, UT., Maggie Murphy, Summerfield, FL., President-elect Dale Olver, University Park, PA., past president Mary Shank Creek, Hagerstown, MD., and President Erick Metzger, Reynoldsburg, OH. The back row: Nancy Feeney, Davenport, IA., Coleen Jones, Craigsville, VA., Stan Erwine, Overland Park, KS., Fred Hendricks, Bucyrus, OH., James Krahn, Portland, OR., David Jones, Stillwater, OK., Alicia Lamb, Oakfield, NY., Jenny Mills, Canastota, NY., David Pierson, Lake City, MN. and Roger Neitzel, Beloit, WI. Missing from the photo are David Darr, Kansa City MO., Katharine Knowlton, Blacksburg, VA., Keith Engel, Madison, WI. Marion Seifert, Orwell, VT., Steve Strickler, Iola, KS., and Dr. Robert Rowe, Verona, WI.

National Dairy Shrine Corporate Sponsors and Benefactors

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NATIONAL DAIRY SHRINE

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www.dairyshrine.org
Return Service Requested

National Dairy Shrine – Important Dates

March 15, 2012 – 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.

March 1 to April 15, 2012 – All student applications will be accepted for the various National Dairy Shrine scholarships. Please refer to the website www.dairyshrine.org for more information and an application form for all scholarships.

October 4, 2012 – Annual meeting, Reception and Awards Banquet at the Alliant Energy Center, Madison, Wisconsin.

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