The President’s Report

I have always been fascinated by Halls of Fame. Whether it is the Hall of Fame for baseball, football, country music, or others, there always is tremendous anticipation when it is time to announce its new members. One thing that all Halls of Fame have in common is that people cannot elect themselves into the group—others have to recognize them for their tremendous lifetime accomplishments. This is also true of dairy’s Hall of Fame, National Dairy Shrine, and its award winners. Each year another great dairy industry leader joins Guests of Honor such as Dean H.H. Kildee and Joe Eves. Likewise, a new class of Pioneers takes their places alongside great names such as Pasteur, Babcock, Borden, and Almquist. Finally, an outstanding breeder is selected to join the likes of Dick Brooks, Wally Lindskoog, Lee Housley, and the Rankin Family.

In 2013 we will honor a remarkable group of people whose talents span the dairy industry. This year’s Guest of Honor, Dr. Robert Cropp, has had a noteworthy influence on milk pricing and dairy policy. The 2013 National Dairy Shrine Pioneers have also been high-impact. Dr. William Bickert has been a leader in designing housing and ventilation systems for dairy cattle, R. Peter Heffering was one of the world’s most influential breeders through his Hanover Hill herd, Robert Heilman is a true pioneer in the embryo export business, Maurice Keene is a well-respected breeder and leader in Holstein USA, and Clarence Olson is an extension educator who greatly impacted the DHIA program. Each of these recipients has made significant improvements to our industry in a "Hall of Fame" way.

It is very fitting that Berneta Gable, this year’s Distinguished Dairy Cattle Breeder, is being honored this year at the All-American. Her family’s Snider Homestead herd has been among the leading exhibitors in Harrisburg for many years. Berneta has bred many great sires that have had a tremendous influence on the Guernsey breed, and she has provided leadership to a wide variety of organizations. In Pennsylvania we always appreciate her Hall of Fame kindness, humility, and willingness to help others.

Last year the NDS board voted to hold the annual 2013 Dairy Shrine awards banquet in Harrisburg in conjunction with the All-American Dairy Show’s 50th anniversary Golden Jubilee celebration. The annual meeting and banquet will take place on Wednesday, September 11, at the Pennsylvania Farm Show Complex. In addition to the recipients listed above, over $40,000 in scholarships and awards will be presented to outstanding college students. We hope to see you there!

We could create a separate Hall of Fame to honor our tremendous volunteers and donors. These are keys to a thriving, vibrant organization. It is nearly impossible to count, but I believe nearly 200 volunteers have contributed to Dairy Shrine this year by serving on selection committees, organizing the banquet, coordinating activities at the Dairy Shrine Museum, soliciting members, writing press releases, maintaining our Facebook page, and serving in other roles. Thank you so much for your willingness to contribute to our organization. We recognize that time often is the greatest gift of all, and we are grateful for the time you have spent in these activities. Likewise, financial contributions from our donors have allowed for much-needed updates and improvements in the Dairy Shrine Museum and for expansion of our scholarship program. These museum updates have been highlighted in previous editions of the Chronicle, and I would encourage anyone who travels to Wisconsin to make a stop in Fort Atkinson to see the newly designed exhibits.

When you hear the words National Dairy Shrine, what image comes to mind? This is a key question that your board of directors has been considering over the past year. We believe our image includes positive things such as honoring influential leaders, providing scholarships to outstanding

President Olver

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2013 Award Winners

Guest of Honor

Robert Cropp, professor emeritus, department of agricultural and applied economics at the University of Wisconsin-Madison, has been named the 2013 National Dairy Shrine Guest of Honor. An expert in milk pricing and marketing, Cropp’s career spans more than 47 years in the dairy industry. He has worked at the intersection of dairy producers, dairy processors, dairy cooperatives, government agencies and lawmakers, providing unbiased analysis, recommendations and information in all aspects of dairy policy and marketing.

Distinguished Breeder

Berneta Gable, New Enterprise, Pa., is the 41st recipient of the Distinguished Dairy Cattle Breeder Award. This is the highest honor awarded to a dairy cattle breeder and will be presented Wednesday, September 11, 2013, during the 50th Anniversary All-American Dairy Show in Harrisburg, Pa. Berneta manages the farm with her husband, Brad; son Aaron and his wife, Amy. Daughter Kendy also is active on the farm during show season and assisting with farm tours.

Pioneers

R. Peter Heffering became one of the most revered cattlemen of all time. The bloodlines of the industry’s best cows and bulls still trace back to Hanover Hill Holsteins, the influential herd Heffering developed with business partner Ken Trevena. Few herds have ever had the success that Hanover Hill did in producing proven bulls that consistently sired a balance of type and production, among them the famed Hanover Hill Starbuck, Hanover-Hill Inspiration and Hanover-Hill Triple Threat-Red.

Dr. William G. Bickert completed a 45-year career at Michigan State University in the Agriculture Engineering Department, where he served as a teacher, researcher and extension specialist. His early research in the 1970s developed the first automatic milking machine detachers and other innovations that improved the through-put of herringbone and parallel milking parlors. His ideas have become commonly accepted practices throughout the United States and worldwide.

Dr. Clarence C. Olson spent the bulk of his career as a dairy extension specialist at the University of Wisconsin-Madison. Among his most notable work was the enhancement of Wisconsin’s DHIA testing program. He assumed statewide responsibility for the development of training programs for DHIA field technicians, area DHIA testing labs and educational programs to help producers use their records to improve their herds.

Maurice Keene of Auburn, Maine, has been a visionary for improvements and advances in the Holstein breed. A dairy farmer for more than 55 years, Keene is credited as being among the first of a core group of Holstein breeders who recognized the need to promote genetic progress based on the best science available. Keene passed on his leadership and love for the dairy industry to his four children, all who have all been involved in leadership in their chosen careers.

Robert Heilman is credited with creating a new source of revenue for the American dairy cattle breeder through the international movement of embryos. Heilman was partner in American Marketing Service (AMS) Genetics, Inc., an organization which provided embryo marketing and export. Heilman has served as chairman of the All-American Dairy Foundation and the Holstein Foundation Fundraising Committee.

Progressive Dairy Producers

Large Herd - Dana and Cary Metzger take an extremely tech-savvy and progressive approach to managing their diversified business, which includes 1,500 Jerseyst, 1,900 acres of crops and a 7,000-head hog operation. An extensive number of benchmarks are used to evaluate and constantly fine-tune business performance, particularly in regard to costs. Automation, data collection and analysis are key components.

Small Herd - Bill & Kelle Calvert are trademarked through small cow numbers, but enormous passion for genetics, animal performance, and the dairy industry. Although their Moorclose Holsteins dairy of 82 cows was started just 15 years ago, their goals of being a top family oriented dairy operation are well on their way.

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students, and recording dairy history. We want our members to be proud of our organization and its key missions, and we want to be relevant to all segments of our industry.

Our board believes that NDS needs to have an image that appeals to commercial producers who do not necessarily have purebred cattle. Two of our adult awards help meet this need. The Progressive Producer Award is designed to recognize producers who design sound management and business plans to build a profitable operation, regardless of breed or registry status. This year’s winners are Bill and Kelle Calvert and Dana Metzger. Likewise, the Graduate Production Award encourages young people to develop and expand their herds after graduation from college. Ryan Clark, this year’s recipient, exemplifies the initiative and passion necessary for long-range success as a dairy producer.

Along with the image of Dairy Shrine, a related main focus of the board has been on membership. The membership committee recently held a conference call and discussed ways to expand our base and to track members whose contact information is “misplaced” as they change careers and email addresses. We recognize the importance of keeping members engaged, and the first step is to make sure they stay connected with National Dairy Shrine. Through the National Dairy Shrine website, Facebook page, and NDS videos on YouTube, we have found new ways to promote our missions and keep members updated. In addition to membership, the board has been exploring new scholarship opportunities and additional avenues to promote National Dairy Shrine.

In the past year it has been a pleasure to work with your board of directors and Executive Committee. These groups have worked hard to establish goals and to move the organization forward. I also want to offer my sincere thanks to Dr. David Selner, our Executive Director. He is a tireless advocate for our organization. I have greatly admired his enthusiasm, patience, organizational skills, and guidance.

In closing, I believe that National Dairy Shrine’s image should be that of a dynamic, changing organization that honors the original principles of preserving our dairy heritage and keeping the industry strong. It has been a privilege to serve as president this year, and I look forward to seeing many of you in Harrisburg this September as we induct a new Hall of Fame class!

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

Thank You to the Following

Donations for NDS Remodeling Fund
Dan & Karen Bernick
Maggie Murphy

In Memory of R Peter Heffering
Doug Carlson

In Memory of Norma Lyon
IBA Inc.

In Memory of R. Walter Hurlburt
Doug Carlson

In Memory of Doug Maddox
Doug Carlson

In Memory of Steve Schnell
Don & Trudy Solberg

In Memory of David Younger
Doug Carlson

In Memory of George Harris
Doug Carlson

In Memory of Willard Gums
Tom & Barbara Lyon
David Selner

In Memory of Alvin Basse
George & Shirley Barlass
Don & Dorothy Peterson

In Memory of Jim Pappas
Steve & Beverly Relvas
Robert & Kathleen Reuter
California Brown Swiss Association

In Memory of Carol Core
Tom & Barbara Lyon
David & Sue Kjome
Judy & Charles Iager
Hoard’s Dairyman
David Selner

In Memory of Mike Rakes
Scott & Mimi Ruby
Kristine & Scott Culbertson
Don & Trudy Solberg
David Selner
Mary Shank Creek

In Memory of Paul Hunger
California Brown Swiss Association

In Memory of Les Peckham
Robert Jones

Graduate Dairy Production

Ryan Clark of Tyrone, Pa., did not grow up on a dairy, but from the wages earned on local farms through his high school and college years, he was able to purchase 20 Registered Jerseys and house them at a neighbor’s dairy. While balancing a full-time job and beginning his own dairy operation, Ryan was able to grow his herd of 20 cows to the current 160 lactating Jerseys and 25 replacement heifers.
2013 Scholarship Winners

Student Recognition Awards

Jacob Achen
Jacob graduated in May with a degree in animal science, dairy production emphasis, from the University of Minnesota. Achen has accepted a full-time position as district sales manager and technician team leader in western New York for Alta Genetics. Achen looks forward to possibly managing a dairy operation of his own in the future; utilizing the extensive work experience he has had on large-scale commercial dairy operations.

April Johnson
April Johnson completed her college career at South Dakota State University in Brookings, S.D., with dual degrees in dairy production and agriculture education. She has accepted the position of member services coordinator for Associated Milk Producers Inc., New Ulm, Minn. Johnson plans on combining her on-farm dairy knowledge and teaching skills to educate youth of all ages about the dairy industry.

Mandy Brazil
Mandy Brazil is a graduate of California Polytechnic State University, San Luis Obispo. She completed coursework in agriculture communications with a double minor in dairy science and agribusiness. She was a marketing and communications intern for Accelerated Genetics and managed 10 student employees while employed as the Cal Poly Foundation dairy parlor manager.

Casey Arlig
Casey Arlig of Friendship, N.Y., graduated with a degree in animal science from Cornell University this spring. Arlig has accepted a full-time position as dairy sales and nutritionist for Shur-Gain Feeds, based in Styrksville, N.Y. She plans on continuing to breed and raise registered Jerseys, while also educating and serving youth who have a passion for the dairy industry.

Jordan Hanson
Jordan Hanson of Decorah, Iowa, is a graduate of Iowa State University with degrees in dairy science and agriculture business. Hanson has accepted a position with Co-Bank as a credit development associate. He looks forward to combining his passion for dairy cattle and interest in the economics of the industry in his career.

Isaac Salfer
Isaac Salfer is a recent graduate of the University of Minnesota-Twin Cities with a degree in animal science. He will attend graduate school this fall, studying dairy cattle nutrition with a primary interest in energy and protein metabolism. Salfer plans on completing a Ph.D. degree with the intent to focus on research and student teaching.

Mitch Kappelman
Mitch Kappelman of Two Rivers, Wis., graduated from the University of Wisconsin-Madison with a dairy science degree, business emphasis. Kappelman has accepted a full-time position in the A.I. industry with Accelerated Genetics as a regional services specialist. He plans on one day returning to the family farm and working towards becoming a partner in the operation.

Tyler Boyd
Tyler Boyd, Parrotsville, Tenn., is a dairy science graduate of Virginia Polytechnic Institute and State University. He is currently serving as the 3rd vice president of the American Dairy Science Association-Student Division. He has interned with Genex Cooperative, Shawano, Wis., and remains actively involved on his family’s dairy farm.

Matt Henkes
Matt Henkes will graduate in August with a dairy science degree from Iowa State University. Henkes plans on returning to the family farm upon graduation, incorporating lessons learned while competing in the North American Intercollegiate Dairy Challenge where he and his teammates earned a second place finish.
2013 Scholarship Winners

Kildee Scholarship Awards
Carissa Doody
Carissa Doody of Union Bridge, Maryland, is attending Virginia Tech. She is an outstanding student and has held numerous leadership roles on the campus of Virginia Tech. She has plans to get a Masters Degree in the Public Health Program of the Virginia-Maryland Regional College of Veterinary Medicine.

Mandy Brazil
Mandy Brazil of Petaluma, California, has been selected as this year’s recipient of the Kildee Undergraduate Studies Scholarship. She is currently attending Cal Poly, majoring in Agriculture Communications with an emphasis in Dairy Science & Agribusiness.

McCullough Scholarships
Each year, two scholarships are awarded by National Dairy Shrine in memory of Dr. Marshall E. McCullough, the well-respected nutrition researcher and educator from Georgia.

Johanna Knorr
Johanna Knorr will receive the $2500 top scholarship to be used towards her continued education at the University of Minnesota as an Animal Science/Applied Economics major. Knorr grew up on her family’s 58-cow dairy farm where she helps with feeding, milking and making breeding decisions.

Sydney Endres
Sydney Endres will receive a $1000 scholarship to be used towards her pursuit of a Life Sciences Communication/Dairy Science degree at the University of Wisconsin – Madison. Endres grew up on her family’s 700-cow Jersey farm near Lodi, Wis.

Maurice Core Scholarship
This scholarship is a memorial to Maurice Core, long time employee and Executive Secretary of the American Jersey Cattle Breeders Association and Executive Director of the National Dairy Shrine.

Bethany Dado
Bethany Dado recently finished her first year at the University of Wisconsin-Madison. She is pursuing a double major in Dairy Science and Genetics. After graduating Dado plans to continue her education and attend Graduate school. She hopes to work for an agriculture genetic research facility. Her goal is to solve the issue of feeding an exponentially growing population.

Mikayla Conrad
Mikayla Conrad just completed her freshman year at Wilmington College. She has a major of Communication Arts and Agriculture with concentration on Animal Science. After graduating she plans to pursue a career that builds partnerships to provide consumer education and awareness of the importance of agriculture.

Shannon Rodeffer
Shannon Rodeffer attends Iowa State University and majors in Dairy Science and Business. Once Rodeffer completes her degree she would like to work in a business or analytic role to support the dairy industry, possibly with an international company or with USDA.

Iager Scholarship
The Iager Scholarship for $1000 is awarded annually to a second year student in a two year agricultural school to pursue a career in the dairy industry. This scholarship was started by a generous donation from the Charles and Judy Iager family of Fulton, Maryland.

Leah Caverly
Leah Caverly is a second-year student at the University of New Hampshire, Thompson School of Applied Science, pursuing an associate’s degree in applied animal science and dairy management.

Jorin Ouwinga
A second year student at the Michigan State University Institute of Agricultural Technology, Ouwinga is pursuing a degree in dairy management. He developed an interest in dairy production while growing up in rural McBain, Mich., where he took his first job working on a neighbor’s farm.

Klussendorf Scholarship Winners
Hannah Bachman
Hannah Bachman of Ulysses, Pennsylvania will be a senior in the fall at Pennsylvania State University in agribusiness management. Bachman has exhibited her project animals at the local, state and national level which has led to many accolades in and out of the show ring. After graduating a semester early, Bachman plans to return home to her family’s farm and creamery.

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2013 Scholarship Winners

Continued from Page 5

Emilie Strand
Emilie Strand of Ithaca, New York, is a student at Cornell University. At Cornell, Strand is part of the Dairy Fellows leadership program and will serve as vice president of the Cornell University Dairy Science Club this fall. This summer Strand is working with Alta Genetics’ Advantage team in the upper Midwest. She plans to pursue a career in dairy reproductive management.

Mary Elizabeth Foote
Mary Elizabeth Foote of Hartford, New York, grew up on a six generation dairy farm. Foote wears a lot of hats on her family’s farm and exhibits her Holstein and Guernsey animals at all levels of competition earning her All-American awards in the Guernsey breed. After attending the State University of New York-Cobleskill, she will be transferring to Pennsylvania State University this fall.

Ralph Cunningham
Rocco Cunningham, of Penngrove, Calif., is studying at Cornell University where he is a member of Alpha Gamma Rho fraternity and is the chair of the Dairy Science Club Harvest Sale. After graduation he is interested in a career in animal nutrition while maintaining an elite herd of Holstein cattle.

Cody Getschel
Growing up on a 60-cow dairy farm in Oseola, Wis., Cody Getschel has been working on the farm since he could remember. This fall Getschel will be a sophomore in dairy science at the University of Wisconsin-Madison where he is a member of Alpha Gamma Rho fraternity and Badger Dairy Club.

Michael Schmitt
Michael Schmitt grew up at Ralma Holsteins, a 100-cow farm in Rice, Minn. He will be a junior this fall at the University of Minnesota where he is an active member of the FarmHouse fraternity, Gopher Dairy Club and dairy judging teams. He hopes to return to his family’s farm and utilize the latest technology available.

Austin Schwartzbeck
Austin Schwartzbeck, of Union Bridge, Md., grew up on a 180-cow registered Holstein farm where his responsibilities range from breeding cows to harvesting crops. Austin Schwartzbeck, of Union Bridge, Md., grew up on a 180-cow registered Holstein farm where his responsibilities range from breeding cows to harvesting crops.

Mary Elizabeth Foote
Hayley Potts
Rebecca Groos
Jordan Haelfrisch
Chaneen Haler

NDS/DMI Milk Marketing Scholarships

Hayley Potts
Hayley Potts of Purcellville, VA, is currently attending Virginia Polytechnic Institute & State University majoring in Food Science & Technology with a focus on Nutrition and Dairy Products. Hayley hopes to help meet the growing need for dairy products across the world by working directly with dairy farmers to produce the best quality products.

Rebecca Groos
Rebecca Groos from Howard Lake, MN, is majoring in Agricultural Education with a Leadership and Communications emphasis at the University of Minnesota. On campus Rebecca is involved in the Gopher Dairy Club, the Agricultural Education Club, Collegiate Agri-Women, University of Minnesota FFA Alumni Chapter and the Reformed University Fellowship.

Jordan Haelfrisch
Jordan Haelfrisch is from Reedsville, WI, and is majoring in Agriculture and Applied Economics at the University of Wisconsin-Madison. On campus he is involved in Alpha Gamma Rho Fraternity, Badger Dairy Club and National Agri-Marketing Association. Jacob is also involved in the Holstein Association and the Reedsville FFA Alumni.

Chaneen Haler
Chaneen Haler of Norwood, MN, is currently a student at the University of Minnesota majoring in Agricultural Education with an emphasis on Leadership and Communications. She is active in the Dairy Club, Beta Clovia Sorority and Agricultural Education Club. Haler is a volunteer for the Ag Awareness Day and was a Princess Kay of the Milky Way finalist.

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Museum Energy Savings

The National Dairy Shrine is a strong partner in trying to reduce the energy costs of the Hoard's Museum in Fort Atkinson, Wisconsin. The National Dairy Shrine has just completed a large energy conservation project for lighting. In all sections of the NDS Museum motion sensors have been added to reduce energy consumption when visitors are not using certain sections of the museum and to avoid having staff travel around the area turning fixtures on or off. Additionally the current inefficient halogen lighting has been replaced with energy efficient LED lighting. On the upper floor 20 thirty five watt halogens have been replaced by seven watt LED’s and on the lower floor in the track lighting 96 fifty watt halogen bulbs have been replaced by ten watt LED’s. The energy consumption costs are estimated by industry standards to drop $1,098 annually.

The life of the LED fixtures is significantly longer than the older inefficient halogen fixtures. The 7 watt LED will last 13 years longer than the comparable 35 watt halogen and the 10 watt LED will last 8 years longer than the comparable 50 watt halogen. Thus additional savings are reached by not purchasing replacements as often and eliminating the costs for labor to physically purchase and replace fixtures. This amounts to an additional savings of $1913 over 8 years in 35 watt halogen light costs and $5844 over 13 years in 50 watt halogen light costs. These energy savings are of great benefit to the Hoard Museum and National Dairy Shrine. Additional improvements to the National Dairy Shrine Museum will always include the latest in energy saving technology.

A Note of Thanks

Dear Dr. Selner,

Thank you so much for selecting me as one of the Maurice Core Scholarship recipients for 2013. Being from a Jersey family it is truly an honor for me to accept this award. I am very thankful to the National Dairy Shrine and all of the numerous members, donors and volunteers for not only investing in my future but the future of other young dairy enthusiasts. I cannot wait to attend the banquet in Harrisburg as it will be my first time at the All-American Dairy Show! Thank you again for the educational support!

Gratefully,
Shannon Rodeffer
Snohomish, WA.

Michael Schmitt
Michael Schmitt is from Rice, MN, and is currently attending the University of Minnesota majoring in Animal Science. He is an active member of the Gopher Dairy Club, the Farm House Fraternity and the Agricultural Education Club. He is also active in the Minnesota Junior Holstein Association and has an accomplished career in dairy cattle judging.

Roxanne Seltzer
Roxanne Seltzer from Selinsgrove, PA, is attending Virginia Polytechnic Institute & State University where she is majoring in Dairy Science and Communication with an emphasis on Public Relations. On campus she is involved in the Dairy Club and FFA and is a College of Agriculture and Life Sciences Ambassador.

Chelsey Johnson
Chelsey Johnson from Heron Lake, MN, is majoring in Dairy Production and Agricultural Education, Communication and Leadership with an emphasis on Communications Specialization at South Dakota State University. On campus she is has held leadership positions in the Dairy Club, Little International Competition, Agriculture Communicators of Tomorrow, College of Agriculture and Biological Science Prexy Council.

Nicholas Reps
Nicholas Reps is from Utica, MN, and is attending the University of Minnesota where he is majoring in Food and Agricultural Business. He is a member of the Dairy Club, Delta Theta Sigma Fraternity, and Block and Bridle on campus. Reps also volunteers with the Winona County 4-H Dairy Judging Team, Big Brothers and Big Sisters and the CFANS Mentor Program.

Roxanne Seltzer
Plan To Attend the NDS Annual Awards Banquet and Celebration Of the Golden Anniversary of the All-American Dairy Show

The 2013 National Dairy Shrine Annual Meeting & Awards Banquet to be held Wednesday, September 11, 2013 in Harrisburg, PA.

Time:
4:30 p.m. NDS Annual meeting
5:30 p.m. Reception
6:30 p.m. Banquet
7:30 p.m. Program

Place:
PA Preferred Banquet Hall, All-American Dairy Show Complex, Harrisburg, PA.

Mail orders to:
National Dairy Shrine
David Selner, Ex. Dir
PO Box 725
Denmark, WI 54208

Email:
info@dairyshrine.org

Tickets can be purchased by mail using the form below. Persons whose ticket orders are received by August 30 will receive an acknowledgement of payment but will need to pick up their tickets at the NDS registration table prior to the banquet.

Additional banquet tickets at $30.00 each will be sold by the National Dairy Shrine until Tuesday at the All-American Show Office.

I would like ____ banquet ticket(s) @ $30.00 each.

My check for $______ is enclosed, payable to National Dairy Shrine.

Reserve Tickets For:

Name:__________________________________________________________

Address:_______________________________________________________

City:___________________ State:______ Zip:_____________

Phone:_______________________________________________________